

NRRB

December 2001

www.nrb.org

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Action
Plan



Programming Success: Polling the Audience

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IN A CHANGING WORLD

Our mission remains the same.

To direct people to Christ
and to provide tools for
a vibrant relationship with
Him through the electronic
communications media.



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Bob Zawoysky
Over 25 years experience
in marketing and
fundraising for non-profit
Christian organizations.
Former Creative Director
at two other national
agencies. Now Creative
Director at MasterWorks.

Lance Blanchard
Former Art Director
at Focus on the Family,
now Art Director at
MasterWorks

Rich Simons
Former VP of Marketing
at Focus on the Family,
now Senior Vice President
of Business Development
at MasterWorks.

Doug Clark
Over 18 years
experience marketing
marketing of
14 different
Christian ministries.
now Client Services
Vice President at
MasterWorks.

Vicky Gallop
Over 8 years of
non-profit media
experience.
Formerly Media
Director at KMA,
now Media Director
at MasterWorks.

Pamela McCann
15 years of direct
marketing experience.
Founding Executive
Director of Women
of Faith, now
Senior Vice President
of Client Services
at MasterWorks.

Steve Woodworth
Former VP of Marketing
at World Vision,
now CEO of MasterWorks.

The power of priority is the power to be effective.

We believe that true effectiveness comes from having the right priorities. Doing the right things for the right reasons with the right attitude. Using our experience, gifts and skills for a higher purpose. Partnering with organizations who work to see God's will done here on earth is more than an exciting challenge: it's the most important thing we do.

Do you share our priorities?

Contact **Pamela McCann** (pmccann@MasterWorksAssociates.com) or **Steve Woodworth** (swoodworth@MasterWorksAssociates.com) to discuss how we can help you achieve your mission.

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NRB

ADVANCING CHRISTIAN
COMMUNICATIONS



NRB brings together
the decision makers
who advance Christian
Communications.

Make plans now to
showcase your services
and products at the
largest such gathering
of its kind. Look inside
for further details.

10 Life Lessons

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Don't be afraid to give your life to the Lord for fear of what He may ask you to do. I learned this as a young man in my 20s (not the 1920s!). He will give you the desires of your heart, if you place His will first in your life.



NRB President/COO Wayne Pederson may be reached at wpederson@nrb.org or 703-330-7000, ext. 507.

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The true and living God is the God of Abraham, Isaac and Jacob (Israel), and has revealed himself over the past 2000 years through His Son and our Lord, Jesus Christ! To be clear, when we say or sing "God Bless America," the God we are addressing is the God of the Judeo-Christian tradition.

I recognize that many people around the world would vehemently disagree with the previous paragraph, and this disagreement lies at the core of the war America now is fighting. This is not the time to compromise our faith. As Christian broadcasters, we are called — compelled — to lift up the name of Jesus Christ and to proclaim His Gospel from every high place to cover every nation: from mountaintops, from atop the tallest buildings, from atop 1000-foot towers and from satellites miles above the earth.

As our nation is under attack and the entire Judeo-Christian foundation is being threatened, Christian broadcasters are uniquely positioned to dramatically change the spiritual climate of America and the world. Although many people understand the importance of "God Bless America," very few understand the significance of "America Bless God."

We must bless Him by humbling ourselves before Him, praying to Him, seeking His face and turning from our wicked ways. In one word: repent!

We need a national call to true, biblical repentance. God will deliver us from our national and spiritual enemies if we are sincerely broken and filled with sorrow for the sins of our churches, families, communities and nation. As important as national patriotism, national pride, national unity and national military action are at this time, they are not the answers to our dilemma. The answer is corporate, national repentance.

As desperately as we need God to bless America, our more immediate need is for America to bless God.



NRB Chairman/CEO Glenn Plummer is president/CEO of Christian Television Network in Southfield, MI. Contact him at pastorplummer@aol.com or 248-559-4200.

RADIO • TELEVISION • INTERNET • FILM

NRB

ADVANCING CHRISTIAN
COMMUNICATIONS



NRB brings together the decision makers who advance Christian Communications.

Make plans now to showcase your services and products at the largest such gathering of its kind. Look inside for further details.

Exhibit at

NRB

ADVANCING CHRISTIAN
COMMUNICATIONS

Make an impact in the world of Christian Communications — exhibit at NRB. NRB hosts the world's largest nationally and internationally recognized event dedicated solely to assist those in the field of Christian Communications.

Annual attendance averages over 5,000 and the Exposition itself consists of more than 250 companies. A dynamic marketplace for those seeking the tools and services needed to further expand their efforts.

As each year brings more growth to the Exposition, NRB conventions and expositions have become a "must include" on the broadcast industry's calendar. Without a doubt, this is the best way to meet and speak directly with the top people in the Christian Communications field.

Meet decision makers at a time and place where they are ready to act — looking for new products, new ideas and new opportunities to communicate their message. For many it is the only trade show they attend.

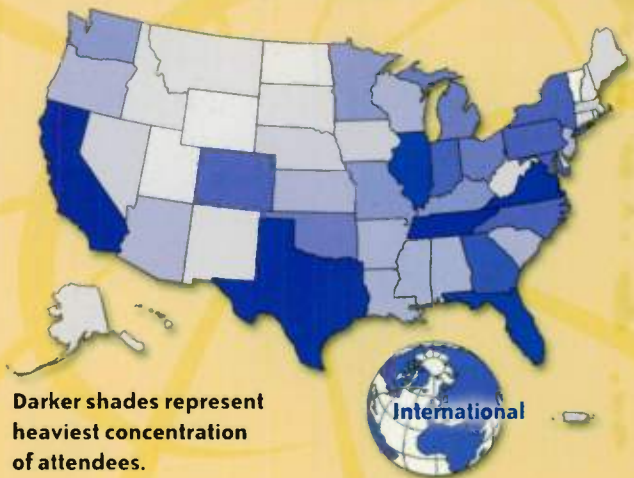
Each year, the annual convention of the National Religious Broadcasters provides tremendous opportunities for Trans World Radio to network with broadcasters and Christian ministries on how we might assist them in extending their outreaches internationally to further God's Kingdom.

— Thomas J. Lowell, President, Trans World Radio

Attendance Statistics

Being a part of NRB makes a powerful impact on your business and the industry. Key decision makers — the people who buy, sell and specify products and services — attend NRB. The show is designed to attract a quality audience and to vastly expand your client base.

Decade of Geographic Attendance for NRB



Exhibitors meet new people, uncover unknown buying influences, and also discover that 85% of their visitors have not been seen by one of their salespeople in the preceding 12 months!

Source: Center for Exhibition Industry Research

Why Exhibit at NRB?

- Meet buyers face-to-face
- Meet with top management personnel
- Reach existing customers with personal attention
- Reach unknown prospects
- Invite special customers
- Create customer lists
- Reduce sales costs
- Make immediate sales
- Introduce your organization to the Christian communications industry
- Demonstrate new products, programs or services
- Introduce new programming
- Conduct market research
- Distribute programming samples
- Stand out from the competition
- Make more contacts per sales person
- Expose your employees to the world of Christian Communications
- Expand your total marketing picture

HOW MUCH DOES IT COST TO CLOSE A SALE?

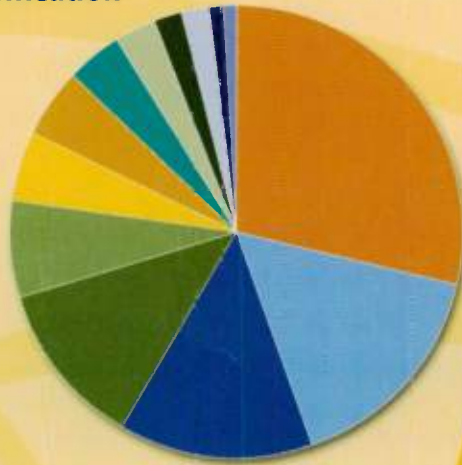
No Exhibition Lead \$1,117

With an Exhibition Lead \$625

*Source: Center for Exhibition Industry Research

Attendees by Job Classification

- 29% Management/Director
- 16% Owner/Officer
- 14% Other
- 12% Sales/Marketing
- 7% General Manager
- 5% Clergy/Educator
- 5% Producer/Programmer
- 4% Public Relations
- 3% Support/Staff
- 2% Artist/Personality
- 2% Engineer/Technical
- 1% Editor
- 1% Education



DID YOU KNOW...?

A tradeshow sponsorship can increase booth traffic by up to 104%.* That is return on investment!

*Source: Center for Exhibition Industry Research

Other Marketing Opportunities

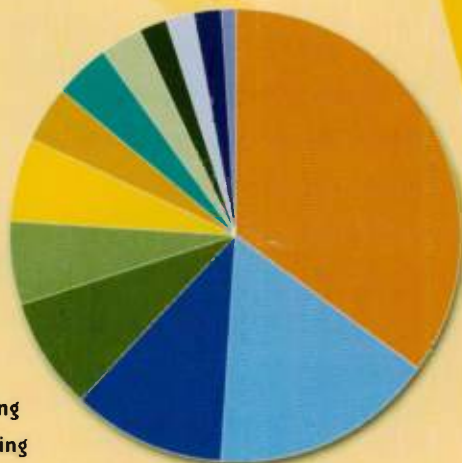
Design your participation in NRB to make an even stronger impact on potential customers and ministry partners. From General Session sponsorships to Tote Bag Inserts, NRB offers a wide range of additional marketing opportunities. Boost your business visibility and sales potential with any one or several of the following:

- Sponsorships (General Sessions to Coffee Breaks)
- In-house TV Channels
- Host Your Own Reception/Function
- Registration Tote Bag Inserts
- Convention Newspaper Advertising
- Enhanced Web Listings
- Magazine Advertising
- Banners

For more information go to www.nrb.org/conv.htm or call David Keith at (703)330-7000.

Attendees by Business Type

- 35% Radio
- 16% TV
- 11% Agency
- 8% Publishing/News/Print
- 6% Services
- 6% Fundraising/Donor Mgmt.
- 4% Equipment Suppliers
- 4% Ministry/Education
- 3% Other
- 2% Computer/Multimedia
- 2% Film/Entertainment
- 2% Public Relations/Marketing
- 1% Music Publishing/Recording



(NRB) is tireless in its efforts to keep the doors open for the Gospel and assure maximum visibility for those involved in Christian broadcasting.

David Cerullo,
INSP – The Inspirational Network

If you fall in any of the following business types, you should definitely consider exhibiting at NRB!

- Agencies ■
- Program Producers ■
- Publishers ■
- Equipment Manufacturers & Distributors ■
- Satellite Networks ■
- Internet-based Media ■
- Radio and TV Station Owners & Operators ■
- Ministries and Service Organizations ■
- Fundraisers and Donor Management ■
- Law Firms ■
- Public Relations & Marketing Firms ■
- Film and Entertainment Industry ■
- Financial Services ■
- Media Buyer ■
- Syndication ■
- News or Print Media ■
- Education ■



YES, I am interested in being contacted about exhibiting at NRB. Please send an application to the following location:

(Visit www.nrb.org/conv.htm for current dates and location of this year's convention.)

Name: _____

Company: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ FAX: _____

E-mail: _____

(E-mail address is needed, as most correspondence with Exhibitors is sent in this manner. Thank you.)

Please mail, fax or e-mail this information back to:

NRB Exposition
 9510 Technology Drive
 Manassas, VA 20110
 Phone: (703) 330-7000
 Fax: (703) 330-7100
 Website: www.nrb.org
 E-mail: Exhibiting@nrb.org

Download the application and view the current exhibit floor plan at www.nrb.org/conv.htm.



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

Look at what else comes with your exhibit space!

- Autograph Booths
- Ability to have live broadcasts from Exhibit Floor
- Complimentary Convention Registrations
- Free Customer Coupons
- Free list of convention registrants for your Exhibit Promotion
- Free Web listing as an NRB exhibitor
- Free listing in the official NRB Program Book
- Meeting space discounts

NRB

National Religious Broadcasters

December 2001
Vol. 33, No. 10

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NRB CONTENTS

FEATURES

COVER STORY

Audience Polling: Predicting Successful Shows 14

BY DAVID W. BALSIGER
& JUDD JACKSON

With money too tight to mention, consider using audience polls to determine whether a programming venture is worth your time and capital to develop.

Experts Eye Visual Programming 16

COMPILED BY CHRISTINE L. PRYOR

Three experts who stand tall in the eyes of religious and secular broadcasting leaders express their views on ethical and moral visual programming.



page 14



Anthrax Action Plan 17

FROM THE DOMAIN GROUP

Does your direct-mail plan include aggressive preparation for the anthrax attacks hitting the United States Postal Service? Would your fund-raising vehicles crash if the mail service halted? The Domain Group has an action plan for you.

IN EACH ISSUE

- 4 Signing On
- 6 Trade Talk
- 13 Members Page
- 18 Ad Index
- 18 Calendar
- 18 Cartoon
- 18 Classifieds
- 20 Opinion
- 20 Washington

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Glenn Plummer is
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MI. Contact him at
pastorplummer@aol.com
or 248-559-4200.

*"...Behold
the **Lamb of God,**
which taketh away
the sin of the world."
John 1:29*



Dick Bott
President

That's why . . . Bott Radio Network still features the preaching and teaching of God's Word as our first priority.

As the world longs for **Peace**, we celebrate the first coming of the **Prince of Peace**, God's Word in human flesh. We also remember His sacrificial death on the cross, and **His victorious resurrection**. The Living Word of God still changes lives today. What a wonderful gift available to all who accept it.

We also serve our audience with news, issues and current events from a **Biblical** world-view. Our goal is to help people grow in the Lord, and then to apply their Christian faith to their daily lives . . . not just at Christmas, but throughout the year.

At Bott Radio Network, we believe that knowing God's Word, and then applying it to our lives, as well as to the issues of our day, is the only way to effect real change ... in the hearts and the lives of people in America ... as well as the rest of our world.



Richard Bott
*Executive
Vice President*



A Service of ... **BOTT RADIO NETWORK**

KCCV-AM/FM Kansas City **KSIV-AM/FM** St. Louis **KQCV-AM/FM** Oklahoma **WCRV-AM** Memphis **WFCV-AM** Ft. Wayne **KCVW-FM** Wichita **KCVT-FM** Topeka **KAYX-FM** Richmond **KSCV-FM** Springfield **KMCV-FM** Jefferson City/Columbia **KLTE-FM** Kirksville **KCRL-FM** Sunrise Beach **KLCV-FM** Lincoln **KCIV-FM** Fresno/Modesto



TECHNOLOGY

Worcester, MA – Telecast Fiber Systems introduced the Python Plus4, a format-independent digital distribution unit that transports four channels of serial digital video on a single optical fiber. Also, the CopperHead™ camera-mounted, fiber optic, multiplexer product line was released in September, optimized for electronic news gathering and satellite news gathering applications. (Laura Haycock, 253-404-0020)



INTERNET

Hayward, CA – Starwire Corporation donated OnlineGiving™ services to the Salvation Army Relief Network (www.salvationarmyreliefnetwork.org) and the Todd Beamer Memorial Foundation (www.beamerfoundation.org) to help the organizations raise funds online for national relief efforts related to the September 11 terrorist attacks. (Lauren Hunter, 510-723-1020)

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11350 Random Hills Road, Fairfax, VA 22030



AIRWAVE NEWS RADIO

Grand Rapids, MI – CBH Ministries launched a new radio program, *Parent Minute*, a 90-second commentary offering Bible-based parenting guidance. Executive Director Randall Hekman authors and voices the program. (Shannon Nieuwkoop, 616-451-2009)



Erie, PA – WCTL-FM's second annual "Kingdom Bound by the Bay" set an attendance record of 6000 over Labor Day weekend at the Pepsi Amphitheater. In other news, WCTL broadcast live from a cut-a-thon at the Crown of Glory hair salon September 21-22 to benefit Wigs for Kids. (Ron Raymond, wctlpdrkr@juno.com)

Saint Paul, MN – Northwestern College Radio's annual Sharathon fund raiser adopted a last-minute patriotic theme in response to the September 11 terrorist attacks, donating 10 percent of all pledges to the Salvation Army's relief efforts

in New York, Pennsylvania, and Washington, DC. The three-day Sharathon of its 13 network stations raised a total of \$6.2 million that will go toward operational expenses and special broadcast projects. (Janell Wojtowicz, 651-628-3387)

Dallas, TX – May Day Promotions is returning to INSP radio promotions after a nine-month sabbatical. The company has also teamed with Linda Meyers at Legacy Promotions. (Morgan Harris, 615-262-1727)

Florence, KY – K-LOVE signed an APA with Gospel Radio Inc. for a purchase price of \$450,000 for WGRI-FM/Grand Blanc, MI. K-LOVE began programming on WGRI-FM on October 1. (John Pierce, 859-647-0101)

Plano, TX – Insight for Living launched a new weekly program for children, *Paws & Tales*, based on Chuck Swindoll's children's book, *Paw Paw Chuck's Big Ideas in the Bible*. (Julie Pierce, 972-473-5064)



"I choose **NRB** magazine because of its position as an industry leader coupled with its broad readership. Its strong articles and information about the industry make it a must-read."

—Jan Shober, Director
 Broadcasting Creative Services
 Focus on the Family

AIRWAVE ANNIVERSARIES

Chattanooga, TN – *New Testament Light*, radio ministry of AMG International, is celebrating 50 years of continuous broadcast ministry. The first program aired in 1951 on WGCB/Red Lion, PA. Greek scholar and founder of *New Testament Light*, Dr. Spiros Zodhiates, continues as speaker on the broadcast. In other news, Walter Bennett Communications was recently named agency of record. (Jack Hibbard, 215-591-9400)

Virginia Beach, VA – On October 1, Christian Broadcasting Network (CBN) celebrated 40 years of broadcasting with a special anniversary show on *The 700 Club* and a private celebration on the grounds. CBN was the first Christian television broadcaster in the nation. (Angell Walls, 757-226-2450)

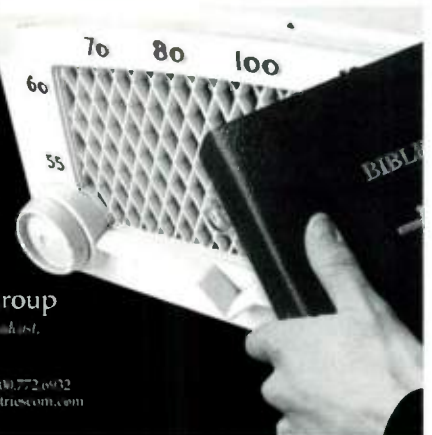
"The body is a unit, though it is made up of many parts; and though all its parts are many, they form one body - so it is Christ. For we were all baptized by one Spirit into one body - whether Jews or Greeks, slaves or free - and we were all given the one Spirit to drink." 1 Corinthians 12:12-13 (NIV)

RELATIONS

An Inspirational Radio Drama Series

Coming This Christmas From
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AIRWAVE NEWS TELEVISION

Chesapeake, VA – The Christ Church Choir of Nashville, TN, debuted its latest television specials, *He Has Been Good* and *Christ Church Choir and Friends*. The programs were produced by Stephen Yake Productions. (Lisa Mulenburch, 757-547-5400)

Conway, AR – Lifeword recently launched a weekly television program via satellite over FamilyNet. (Bill Ward, 800-543-1090)

Chicago, IL – *Aspiring Women*, the 30-minute talk show from Total Living Network (TLN), created a newly enhanced Web site at www.aspiring-women.tv that complements the talk show by exploring program topics and expanding detail on featured guests. In other news, TLN launched *Total Living with Jerry Rose* on October 8, probing topics of interest to the average person. (Debra Hall, 312-433-3838)



Ventura, CA – Big Idea Productions signed a distribution partnership with Gospel Light for Big Idea's VBS program *Jonah: An Overboard Adventure! Learning to Walk in God's Ways*. (Elizabeth Fields, 630-652-6153)

Charlotte, NC – The Inspiration Network launched Steelroots TV, a new daily block of youth-oriented programs offering music, extreme sports and a message. (Sara Lowe, 704-561-7728)



PUBLISHING

New York, NY – Doubleday released its third book by Luis Palau, *It's A God Thing*, offering 45 stories gathered by Palau during his travels. (David Sanford, 503-614-1500)

Nashville, TN – Independent Christian Catalog (ICC), founded earlier this year by Joe Questel, announced that more than 400 Christian bookstores have signed on to receive its debut Christmas 2001 catalog, *Celebrate The Wonder*. (Tiffany, 615-599-2777)



The 59th Annual National Religious Broadcasters Convention & Exposition February 16 – 19, 2002

NRB 2002 Update: Television/Visual Media Events

SATURDAY, FEBRUARY 16

8 a.m. - 2:30 p.m. *Boot Camps*

- Church Media
- Film & Television Production
- Internet
- News

9 p.m. *TV Reception*

SUNDAY, FEBRUARY 17

12 noon *Exposition Open*

1 p.m. *TV Program Showcase*

MONDAY, FEBRUARY 18

9 - 10:15 a.m. *Industry Training*

- Internet: Getting an ROI on Your Web Site
- Legal: FCC Radio, Television and Cable Rules and Regulations
- TV: Producing Short Films
- Church Media Production: Enhancing Your Church's Media Ministry Through the Internet

10:30 - 11:45 a.m. *Industry Training*

- Internet: Legal Issues — The Rules Keep Changing
- TV: Creative Writing
- Church Media Production: Copyrights and Licensing for Church Media Producers

2:30 - 3:45 p.m. *Industry Training*

- Internet: Principles of Good Station Sites
- TV: The 15 Greatest Mistakes Christians Make in the Media

4 - 5:15 p.m. *Industry Training*

- * International: Open Forum
- * Internet: Principles of Good Ministry Sites
- * TV: The Weakest Link — Marketing and Promotions That Work

TUESDAY, FEBRUARY 19

9 - 10:15 a.m. *Industry Training*

- Internet: Capitalizing on the Interactive Nature of the Internet
- TV: News As an Audience Builder
- Church Media Production: The Making of a Media Ministry

10:30 - 11:45 a.m. *Industry Training*

- Internet: State of the Union — The Internet, Act II
- TV: Producer's Priorities & Pitches
- Church Media Production: Partnership With the Pastor

2:30 - 3:45 p.m. *Industry Training*

- Internet: Technology — Broadcasting in the Digital Age
- TV: How Research Serves Ministry

3:45 - 4 p.m. *Industry Training*

- Internet: Marketing — So Much E-mail, So Little Response
- TV: How to Be More Effective on Camera

Wednesday, February 20

8 a.m. *Planning Meetings*

- TV Committee
- Internet Committee

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TRADE TALK



PEOPLE

Washington, DC – Wiley Rein & Fielding (WRF) partner Karen Kincaid, 40, was one of the 64 people aboard American Airlines Flight 77 that crashed into the Pentagon on September 11. Kincaid joined the firm in 1993 and was a member of the firm's communications practice. Kincaid is survived by her husband and several siblings. (202-719-7000)

St. Petersburg, FL – After 41 years of service, Dick Florence retired from WKES-FM/Lakeland, FL.



His favorite retirement gift was a wake board from his fellow Moody station managers. (Mike Gleichman, 727-391-9994)

Franklin, TN – Brentwood-Benson Music Publishing, Inc. announced the following additions and promotions: Lana New, royalty administrator; Rachel Howell, receptionist; Brian Park, Choral Outbound sales representative; Kyle Benson, Choral Outbound sales representative; Mike Cowart, Choral Outbound sales representative. (Brooke Elder, 615-261-6361)

Mobile, AL – Integrity Incorporated named Melissa Riddle chief online editor of the company's Internet division. Riddle founded Nashville, TN-based RiddleMeThis Communications. (Shannon Walker, 800-223-7333)

Blue Bell, PA – Mike Hamilton was named VP of Walter Bennett Communications. (Jack Hibbard, 215-591-9400)

Atlanta, GA – Chuck Powell joined the ministry of Leading The Way as its Media Relations manager. (Paul Virts, 404-841-0100)

Colorado Springs, CO – Bob Augsborg, formerly with WAYM-FM/Nashville, TN, and Dusty Rhodes, formerly with WAYF-FM/West Palm Beach, FL, are now president and VP, respectively, at the new corporate offices of WAY-FM Media Group, Inc. In other news, Augsborg and Rhodes received a special appreciation award from Compassion



International for WAY-FM's record-setting radio special, *22 Hours of Compassion*. L-R: Compassion President Wess Stafford, WAY-FM VP Dusty Rhodes and President Bob Augsborg, and Compassion VP of Marketing Dave Olson.

International for WAY-FM's record-setting radio special *22 Hours of Compassion*, marking Compassion International's most successful radio campaign. (Susan Kildow, 719-533-0300)



Roy Patterson



Andy Napier

Chicago, IL – WMBI-AM-FM, flagship station of Moody Broadcasting Network, named Roy Patterson as Church Relations representative. In other network news, WMBW-FM/Chattanooga, TN, announced the promotion of Andy Napier to program director. (Judy Kron, 312-329-4290)

Statement of Ownership, Management, and Circulation

Period Covered by this Statement		Date of Filing	
1998		12/31/98	
1. Title of Publication	2. Issue Frequency	3. Issue Date for Circulation Data Below	4. Issue Number for Circulation Data Below
5. Number of Copies (Net press run)	6. Total Number of Copies (Gross press run)	7. Total Number of Copies (Net press run)	8. Total Number of Copies (Gross press run)
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Instructions to Publishers

1. Complete all the items on this form with your complete details on or before the 15th day of the month following the month for which this statement is required to be filed.

2. The information on this form should be based on the actual circulation data for the issue for which this statement is required to be filed.

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TRADE TALK

Englewood, CO – Tom Moller, owner and founder of Media Business Associates (MBA), announced October 15 that he is closing the MBA Media Research component of the business. The move ends Moller's long association with broadcasting that began in 1962 in secular radio and continued in 1978 with the formation of MBA. The organization continues to operate MBA Internet Marketing and MBA Marketing & Promotion. (303-987-2545)

Charlotte, NC – WRCM-FM welcomed Steve McCranie to the new position of Special Ministries coordinator. (Hannah Deaton, 704-821-9293)

Merced, CA – Broadcast veteran Larry Walters joined KAMB-FM in August as morning drive host and promotions director. Walters previously served as executive producer of *Beyond the Call* with Ron Cline at HCJB World Radio and GM of KTLF-FM/Colorado Springs, CO. (209-723-1945)

Chicago, IL – Dr. Larry Mercer was appointed Senior VP of Media & Church Ministries for the Moody Bible Institute (MBI). Mercer will oversee Moody Broadcasting, Moody Bookstores, Moody Magazine, Moody Press and the Church Ministries division of MBI. (Becky Scott, 312-329-4408)

Charlotte, NC – Four programmers joined INSP-The Inspiration Network: Dr. Freda Crews, *Time for Hope*; Dr. Victor D. Pentz, *The Voice of Peachtree*; Evangelist Perry Stone, *Manna Fest*; and Dr. Anthony Jinwright, *Greater Salem Church*. (Sara Lowe, 704-561-7728)

Burbank, CA – Kevin Graves joined Xytech Systems Corporation as chief information officer. (Sandy Pichitpai, 714-854-0900)

Conway, AR – Kimberly Calloway, a graduate of Central Baptist College, was recently named assistant to Creative Services Director Maggie Chandler at Lifeword. One of Calloway's primary duties is producing transcripts of interviews to streamline the post-production process associated with the weekly TV show *Lifeword*. (501-329-6891)

Chattanooga, TN – Tom Schindler was named announcer and host of *New Testament Light*, radio ministry of AMG International. (Jack Hibbard, 215-591-9400)



Akron, OH – Curtis Stern was promoted to director of Marketing in the Religious Division of InfoCision Management Corporation. Stern joined InfoCision as an account representative in 1991, earning several promotions during his 10-year career. (Jerry Harris, 330-670-5119)

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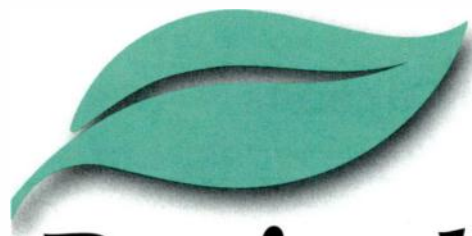
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GUARANTEE



MUSIC

Nashville, TN – Margaret Becker, Maire Brennan and Joanne Hogg joined forces to create *New Irish Hymns*, an arrangement of hymns with a Celtic influence produced and arranged by Keith Getty. (WebRock, September 19)

Nashville, TN – Delirious released *Deeper: The definitive worship experience*, a 25-song double disc collection featuring modern worship classics. Delirious has sold more than 1 million albums worldwide. (WebRock, September 25)

Nashville, TN – On September 10, Trent Lenderink, husband of singer Tammy Trent, was killed in a diving accident in Jamaica. The Lenderinks were on the island to obtain a first-hand account of mission work in progress. (tammytrent.gospelcom.net)

Parkersburg, WV – Sweetson Productions announced the release of three new production music libraries: *Series One, Media Production Library* featuring five discs with full-length versions of 3-4 minutes each, plus 60-second and 30-second mix for broadcast use; *Series Two, Audio/Video Library* consisting of five CDs with discs 1-4 featuring 10 full-length cuts and disc 5 with 99 logos for use with transitions and broadcast; *Series Three, Bare Tracks* production library track with two CDs created exclusively for commercial production with 10 cuts per CD and featuring a 60-second and 30-second mix of each cut. (304-428-7773)

Nashville, TN – Migrating from Canada, downhere released a self-titled debut October 16. (Leanne Bush, 615-457-2953)

Editor's Note: In the September 2001 issue, we asked readers to respond to "Arbitron Ratings: Pro or Con?" (page 34). Following is a response from Jon Hull, program director of KSBJ-FM/Houston, TX.

As a non-commercial Christian broadcaster, I find it ironic that Arbitron, which exists primarily to assist commercial broadcasters, seems to have greater acceptance among non-commercial Christian broadcasters than their commercial counterparts. I also find it interesting that the non-commercial broadcasters who have shown the greatest affinity toward utilizing Arbitron data are from stations that primarily or exclusively program music. Anecdotally, these also seem to be the stations that are enjoying the greatest sustained growth in audience among Christian broadcasters. Our station's 12+ cume is again over 300,000 persons per week in the TSA*, placing us among the most listened-to Christian stations in America.

KSBJ has subscribed to Arbitron for nearly 10 years. Although Arbitron does not make non-commercial audience data available directly to broadcasters, through license agreements with the Radio Research Consortium (www.rconline.org), the data is legally available to non-commercial stations at a fraction of the cost Arbitron charges a commercial broadcaster.

KSBJ subscribes to Arbitron because we are concerned about increasing the reach and effectiveness of our broadcast ministry, and Arbitron gives us a reasonably accurate picture of that effectiveness. If we are going to convert secondary and tertiary listeners to our core, we need something statistically reliable, not the "gut method" employed by many Christian broadcasters.

While I believe there is validity in a Christian broadcaster being as concerned with the quality of

listenership as the quantity, some broadcasters might be tempted to use their imagined "higher quality" listeners as an excuse for mediocre programming. It would be like a pastor who watches families leave his congregation for another church but never asks himself, "What is that church offering those families that my church is not?"

As an Arbitron subscriber, I can travel to Columbia, MD, to view the diaries my listeners fill out. By reading their verbatim comments about KSBJ's programming and analyzing their listening patterns to our station as well as to other stations, I get a better picture of the way listeners actually are using KSBJ. As a broadcaster, this is information I can use to bolster our programming and help make us more effective. Whether I'm a commercial or a non-commercial Christian broadcaster, it is information I would be foolish to ignore.

One final thought: You asked about the ethics of "finding out your station's numbers by knowing someone who has the book rather than purchasing the book yourself." Perhaps that question can best be answered by reading what Arbitron says about the subject inside the front cover of EVERY Arbitron audience estimate. "All Arbitron audience estimates and Arbitron maps are proprietary and confidential. Each Arbitron audience estimate and Arbitron map is copyrighted. The unauthorized use of any Arbitron audience estimate or map constitutes copyright infringement, which could subject the infringer to statutory damages ..." The last time I checked Exodus 20:15, God had some pretty strong words to say about copyright infringement.

* Arbitron Houston/Galveston Spring 2001, Persons 12+, Mon-Sun 6a-12m. Used by license agreement with Radio Research Consortium.



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Mark 13:10



MEMBERSHIP: It Pays to Be an NRB Member

Last year, NRB introduced a new member benefit, Christian Retirement Coalition (CRC). CRC is an international benefits ministry that serves Christian ministries and their employees (Christian ministry professionals) around the world through group-benefit consulting, retirement planning and investment selection. CRC is proud to offer its corporate members life, health, short- and long-term disability, long-term care, and a range of retirement plans. Currently, CRC is implementing five new investment options that will help NRB members to invest more easily and to save on taxes.

Tax-Free Advantage Program

Ministry professionals can contribute to tax-free education and retirement accounts using after-tax dollars, meaning tax-free savings for college and/or retirement. Three plans are available: Section 529 Education Savings Plan, Education IRA and Roth IRA. I am excited about these plans and personally contribute to an Education IRA.

Mustard Seed

A unique product exclusive to CRC, Mustard Seed is a fixed-investment option for people who desire lower risk investments. You may choose

from a 403(b), an IRA or an open plan.

Easy 1-2-3 Combine Plan

Tax laws recently changed to allow ministry professionals to enjoy more flexible financial solutions. Funds from tax-deferred accounts such as IRA, 401(k), 403(b), etc. now can be combined, simplifying asset management.

Foreign Missionary Program

This is a salary-deduction retirement plan for foreign nationals — non-U.S. citizens working for a U.S. mission or ministry organization in another country.

Retirement Contribution Reimbursement Program

As an incentive for investing, the Federal Government offers a tax reimbursement (tax credit) of up to \$1000 for participating in a retirement program.

NRB's Experience with CRC

CRC recently analyzed the NRB headquarters' benefits, resulting in more coverage per employee with less revenue outlay. Our relationship has been strengthened further with the introduction of the education plans listed above.



Christian
Retirement
Coalition

*An International Benefits Ministry
Serving Ministries and Ministry Professionals*

CRC is unique in its approach to financial planning from a Christian stewardship perspective. Of course, the ministry's integrity and service is excellent. CRC not only encourages Christian organizations to care for their employees using biblical principles of financial stewardship, but also commits to pray weekly for its clients.

Not an NRB member?

For more information or to receive an application for membership, please call or write to Anne Tower, NRB VP of Membership, at atower@nrb.org or 703-330-7000, ext. 511. Or contact CRC's Executive Director, Bethany Palmer, at bpalmer@crministries.org or 888-879-1376, ext. 211.

NRB VP of Membership Anne W. Tower can be reached at atower@nrb.org or 703-330-7000, ext. 511.

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Audience

BY DAVID W. BALSIGER & JUDD JACKSON

In the world of business, advertising, movie distribution and television production, the use of surveys, focus groups and opinion polls are indispensable in ensuring success. Yet in Christian broadcasting and many television ministry outreaches, these polling tools often are misunderstood. TV and other ministry outreaches could be more effective if producers/ministers were to use these marketing tools to accurately target their audiences.

Over the past two decades, Christian television and much of its programming has become predominately preaching to the choir with an occasional “surfer.” Too much Christian broadcasting is neither targeted to a particular audience demographic nor appealing to the general viewing audience. Christian radio fares better at targeting and segmenting its market through programs from drama to contemporary Christian music to relevant talk shows.

What is the answer? Find professionals with a heart for God to help you in your mission to design and deliver excellent and eye-catching programming. Look for ways to enhance your abilities in spreading the Good News. For example, a good source is Grizzly Adams Productions (GAP).

Nearly 30 years ago, the principals of GAP developed a proprietary opinion-poll market-testing system to pre-determine the success of a TV show or theatrical film while it was still in the idea stage. GAP decided to put its efforts into coming up with good TV/theatrical concepts and polling the potential audience rather than trying to build or buy via advertising an audience for productions that did not excite viewers.

Over the years, GAP has produced 30 feature films and more than 150 television series, specials and pilots for the major TV networks utilizing this unique market testing system.

Today Grizzly Adams uses the Gallup Poll Organization to test hundreds of concepts to pre-determine what productions will become TV audience and financial winners. GAP has repeated its

success record for years with major TV networks by pitching high-testing show concepts with a “near guaranteed assurance” that if the network orders these shows, they’ll have successful Nielsen Rating’s shows for their “sweeps” lineup three times a year ... or as an on-going weekly series.

Audience Testing Produces Show Winners

In the early years, GAP produced the *Life and Times of Grizzly Adams* TV series for a decade, counting reruns, not only using an audience testing system but even what elements, animals and story themes would make up the show’s content. The series, which opened to nationwide negative TV reviews, was designed around polling test data to appeal to families, and to knock-off the number-one show on another network — *Bionic Woman*. Six weeks later, *Bionic Woman* was gone, leaving star Lindsey Wagner lamenting that she didn’t know why it was canceled as it was a good show. The answer was simple: *Grizzly Adams* ran away with the ratings among family viewers.

Another GAP success using the audience-testing system was the low-budget \$267,000 Bible-based theatrical movie, *In Search of Noah’s Ark*, which ran for weeks in theaters across America. It grossed \$35 million dollars — when theater tickets cost \$2 each. In today’s dollars this gross would translate to \$123 million — comparable to some of the best blockbuster films!

This Noah movie was the first big, biblical, financial, theatrical success in modern times since *The Ten Commandments*. It led the way for GAP to do a number of Bible-based specials for NBC and CBS that were Nielsen Rating’s first-place “sweeps” winners such as *Heroes of the Bible* (NBC), *Ancient Secrets of the Bible* (CBS), *The Incredible Discovery of Noah’s Ark* (CBS, the highest CBS Saturday rating in five years), *Secrets of the Bible Code Revealed* (PAX), *Quest for Noah’s Ark* (PAX), *Bible Code: The Future and Beyond* (PAX,



Polling: Predicting Successful Shows

which foretold the NYC terrorist attack 29 months prior to the actual event), and *Uncovering the Truth About Jesus* (PAX).

Today, GAP — in joint venture with the Total Living Network — is moving into its second season of producing one of PAX-TV's top-three rated series, *Encounters with the Unexplained*. Everything from the show concept to the topics investigated in this weekly series have been pre-tested to determine audience interests, thereby keeping *Encounters* up in the ratings at PAX.

Bootstrap Audience Market Testing

Although GAP uses the Gallup Poll for its opinion-poll market testing, there are other ways to learn about your TV audience or ministry sphere. For those who cannot afford a professional opinion polling organization — although it is not as costly as many people think and far more efficient than spending thousands or millions of dollars on non-productive broadcast shows or ministry outreaches — there are bootstrap ways of getting reasonably reliable information for decision-making.

1. Construct and Conduct Surveys. Properly preparing a survey and conducting it on your target audience can obtain just about any kind of information. A printed survey sent to the target audiences and conducted at group meetings or conventions will provide usable data. Use multiple-choice answers with write-in options for each question along with a few open-ended questions that seek out the responder's thoughtful opinions. Online survey sites, such as www.isaysurvey.com, allow you to design interactive surveys and e-mail the Web address to your target audience. The results are tabulated in data or chart form.

2. Focus Groups. Invite a group of your target audience (20 to 50 people) to a breakfast or lunch. (You may want to repeat this in several areas of your city or across the country to get regional or national opinion trends. You'd be surprised how some information learned in your first focus group is confirmed in the others,

and how other data is invalidated). A moderator explains the objective and lays out the rules of the meeting or uses a video. Often, the focus group includes breakout sub-groups of three to five people with a moderator present.

Focus groups should employ a survey to gather individual information and answer open-ended questions in the breakout groups. The moderator takes notes of all comments made or makes an audiotape or videotape recording and collects the individual surveys for tabulation and analysis.

These two bootstrap methods of passive and interactive opinion polling often will provide necessary information to make good decisions on everything from naming a TV show or ministry program to developing its content. It's far better than making your decisions in a vacuum, and your prayers will be much more effective when you can pray over good marketing data. Remember, God admonishes us, "My people are destroyed for lack of knowledge ..." (Hosea 4:6).

David W. Balsiger is a television producer/director, international rights supervisor, advertising executive and the author of 39 literary works, including 23 nonfiction books. Additionally, he is the senior producer for Grizzly Adams Productions Inc. His books and video-TV projects have won more than 100 national awards for journalistic, literary or production excellence.

Judd Jackson is executive director, Account Services with Affiliated Media Group (the nation's leading agency for placing Christian media) with more than 20 years' experience in fund raising and donor management, sales, advertising and promotion. Judd advises ministries on growth strategies using the Affiliated Media Group's Agency's Resource Management Services (RMS) approach. RMS coordinates the agency's creative and technical services to enable ministries and faith-based organizations to advance their strategic marketing objectives. He serves as chairman of the NRB Television Committee.

Experts Eye Visual Programming

Points of view on ethical and moral programming from three Hollywood insiders

COMPILED BY CHRISTINE L. PRYOR

Michael Medved
Host, *The Michael Medved Show*
www.michaelmedved.com

Ethical television programming attracts viewers on the same basis as other TV programming — with compelling characters, charismatic actors, sharp dialogue, satisfying plots and intriguing settings. Few viewers consciously analyze the moral messages of what they see to search out positive programming, but there's also little evidence that the public yearns for edgy or decadent material.

America simultaneously embraces *Touched by an Angel* and *The Sopranos* — in both cases drawn by superior entertainment value rather than a clearly articulated point of view toward traditional values. Hollywood insiders rightly observe that few families will reject quality programming because it includes a few crude words or off-color references. But it's also true that few families will avoid such programming because of the absence of those words or references.

Dark and racy material may win a producer attention and respect from his colleagues in the industry, but there's little evidence that it's necessary for connecting with a mass audience. Most of the series in TV history that achieved "classic" status (from *I Love Lucy* to *The Cosby Show* to *M*A*S*H* to *Home Improvement*) have done so without conspicuous exploitation of sex or violence.

When confronting the challenge of creating more enriching and more ethical programming, conscientious artists should remember two essential but often ignored points. First, moral excellence in entertainment isn't easily achievable by simply avoiding racy words or references. "Clean" entertainment may prove just as vacuous, insipid or mindless as material that's soaked in sexuality or brutality. For increasing numbers of discriminating viewers, programming that offers an empty, pointless waste of time is in itself immoral, given the limited time we can spend with our families.

Second, the fact that a program targets adult viewers rather than a family audience doesn't necessarily make it "unethical." Steven Spielberg's *Schindler's List*, which has inspired controversy with

its televised broadcasts, still stands as the best illustration of the point. The film is filled with disturbing and profoundly violent scenes, but it conveys an overwhelmingly moral message about the seductive power of goodness during a nightmarish moment in human history. Critics rightly called for a network schedule for such a film that would discourage children from viewing it, but at the same time it provided an important and ultimately inspiring experience for its adults-only audience.

Part of the challenge in arguing for more responsible television programming involves the need for drawing clear distinctions between children-oriented entertainment and values-rich broadcasting. Moral messages and kid-friendly programming both offer important goals for contemporary producers, but they do not always go together.



Ken Wales
Executive Producer of *Christy*, Author of *Sea of Glory* (2001, Broadman & Holman)

Programming must be entertaining or the audience will not watch it.

The classic Greek definition of entertainment is "to inform with delight." Television entertainment means not only to impart new ideas, but also to do so with an "upness" and attractiveness that makes viewers want to give up their leisure time to watch.

Programming is attractive to viewers when they identify with it — to a comfortable degree. We produce good programming by creating attractive characters, having a centeredness, understanding the characters and their arcs and journeys, and knowing what the audience wants. When we've delivered a good program, we rely on good reviewers — such as Mr. Medved and Dr. Baehr — to get the message out.

All media viewing, including news, tells some sort of story. Stories have a beginning, a middle and an end, with journeys, juxtapositions and interesting allegories along the way.

Even in a sitcom, there are times when an ethical or moral dilemma is presented. A satisfactory resolu-

Theodore Baehr
Founder/Chairman, The Christian Film & Television Commission, www.movieguide.com

The key to getting more positive themes in programming is for people to stop tuning in to bad television programming or voting for bad films at the box office. As long as Christians support it, bad programming will continue to be produced.

Every year, the Christian Film & Television Commission's report to Hollywood shows that films with moral content consistently do better at the box office than films without moral content, and movies with Christian content do even better than that. [Although films with moral content are successful], studios continue to make other films to exploit every segment of the audience by making films that appeal to specific segments. For instance, studios want to exploit the teenage audience through action films. The teenage audience is a particular marketplace and the studio wants to exploit it through producing films that appeal to teenagers.

Movieguide research shows that people respond to redemptive themes, when someone is willing to give of himself for a greater purpose. What makes *Scrooge* unique is that he doesn't want to give. In the end, people want good to triumph over evil. They want justice, decency, fairness, and even more so, redemption — someone laying down his life for another person. People want something to redeem them.



Stephen Collins from *The WB Network's 7th Heaven* program recently told me that although his program has twice the numbers of any other show on the network, it receives almost no coverage from Christian periodicals and media. If our industry ignores this good programming, how can we expect our audience to support it?

We must not continue [to ignore] the secular. We must start listening to people of faith and values and understand that we need to support good content.

tion is imperative so that viewers feel positively about sponsors. The longer format of dramas enables a deeper development of characters and allows for an A, B and C story, with the A story having an arc the main character travels with changes, reverses and dilemmas.

A situation is happening this season on CBS. *The Education of Max Bickford* took over the *Touched by an Angel* slot. Since Max had an edgier tone, viewers dropped by about 30 percent each week. The negative title character is being retailored to reflect what viewers want: a story arc in which he solves a dilemma and gives a student good advice. That decision was all about demographics, because the audience drives everything.

My favorite example of a successful program still is *Christy*. It answered the high-standard criteria because 1) it was grounded in a classic American story, 2) it was authentic and truthful, 3) the main heroine possessed a rich, spiritual and faith-centered moral compass, and 4) she solved dilemmas using her moral compass. CBS did not cut one prayer or hymn; the network knew the spiritual content was indispensable to the story. *Christy* fulfilled the essentials of good programming: attractive characters, centeredness, understanding the characters and their journey, and knowing what the audience wants.



An advisory for direct mailers from The Domain Group

- Check that your bandwidth can handle simultaneous donations.
- Prepare IT staff for more traffic and transactions at your site.
- Study all transactions fees for credit-card donations and renegotiate a scalable fee based upon volume.
- Design a pop-up (or pop-under) window that can be added immediately to your site in case of disaster.

As the number of anthrax cases increases, general public paranoia and concern are affecting how Americans view their mail. Although The Domain Group firmly believes in continuing to use the postal service at present, if anthrax-laced mail infects the general public, there is a possibility that either mail delivery will be shut down or Americans will not open their mail.

This advisory provides ideas for now, while the mail can be used, and suggestions on preparing for later, when mail may be disrupted.

10 Ideas for Mailing

1. **Aggressively solicit e-mail addresses from your donors.** Immediately make a massive effort to capture e-mail addresses from your constituents. Communicate that your organization needs e-mail addresses to maintain and ensure safe correspondence.
 - Enclose an insert requesting an e-mail address with all outgoing mail for the next 60 days.
 - Include a field for the donor to write an e-mail address.
 - Script inbound and outbound phone operators to ask for e-mail addresses.
2. **Encourage ongoing giving, especially through Electronic Funds Transfer (EFT) or credit cards.** Remember, there may be a problem not only with mail being received and opened by the donor, but also with return mail (the donor's gift) reaching your organization.
 - Implement EFT capability.
 - Make it easy for the donor to sign up for electronic giving.
 - Ask for a three- to six-month mini-pledge in case the mail halts.
 - Include an EFT and/or credit card option in every mailing.
 - Add an 800 number to the response device.
 - Push your Web site as an alternative method of making a gift.
3. **Place an insert in current mailing packages detailing how easy it is to give online.**
 - Educate donors about online giving or EFT.

- Use the phrase, "It's as easy as 1-2-3!"
4. **Mail postcards.** Prompt the donor to go to an inbound 800 number to give a gift or direct them to your Web site. If you are now in a cost-cutting mode, this is a cheaper alternative to regular postal services.
 5. **Use newsletters and appeal letters to educate your donors about how bulk mail is handled and processed.** Education is the solution to fear.
 6. **Consider printing outer envelopes with a "stamp of assurance"** that this piece of mail was monitored and is secure. Think about having someone in your organization hold press checks.
 7. **Reduce your quantity of mail 10-15 percent by eliminating the weakest names on your file and use the money in other channels.** Evaluate the lower end of your file, possibly omitting donors who live in the northeast and mid-Atlantic United States.
 8. **Use West Coast vendors and Bulk Mail Centers.** So far, nearly all occurrences of mail problems have been in the East. Remind donors of this in newsletters.
 9. **Utilize your lapsed and non-donor house files for acquisition.**
 10. **Use metered mail.**

5 Areas of Preparation

1. **Telemarketing**
 - Pull a data file and append it with telephone numbers so you're ready to go live within hours of any mail disruption.
 - Write scripts now.
 - Consider a recorded message from the President or CEO of your organization.
 - Capture e-mail addresses in all telemarketing calls.
 - Push EFT donations with at least a three-month mini-pledge.
2. **Online pull strategies**
 - Move Web strategy to your marketing and fund-raising departments.
 - Ensure that your Web site is able to take gifts via minimal mouse-clicks. Make giving through your Web site very easy.

3. Online push strategies

- Design and write an emergency e-appeal in preparation for disaster.
- Immediately append your house file with e-mail names.
- Drive donors and prospects to your Web site via every communication vehicle.
- Consider reallocating direct-mail budget toward e-mail acquisition.

4. Other media channels to use

- Radio. Consider creating simple spots that clearly state your message. Direct people to your Web site or 800 number.
- Print. Consider advertising in newspapers and magazines instead of using direct-mail acquisition.
- Television. Consider taping a TV spot. Although the greatest limitation of TV is cost, viewers perceive television as the most authoritative and most influential medium over newspapers, radio, magazines and the Internet, according to a January 2000 study by Bruskin/Audits & Surveys for the Television Bureau of Advertising and THE MEDIACENTER (source: www.tvb.org).

5. Major Donors

- Understand the 80/20 rule: The top 20 percent of your donors bring in 80 percent of your revenue.
- Consider more person-to-person solicitations. According to a survey done in late October for Independent Sector, personal contact is the third most popular way people respond to financial needs, behind workplace giving and appeals from religious institutions.
- Conduct conference calls to keep major donors informed of the financial health of your organization.
- Institute a weekly electronic communication to provide organizational updates to major donors.

The Domain Group (www.thedomaingroup.com) assists organizations with strategic direct-response marketing and communications. Contact The Domain Group at domain@thedomaingroup.com or 206-682-3035.

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National Association of
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Vegas, NV. Kristie Morris,
800-342-2460 or www.nab.org

April 21-25

Gospel Music Association
Annual Convention; Nashville,
TN. www.gospelmusic.org

April 27-May 1

Evangelical Christian Publishers
Association, Management
Seminar; Greensboro, NC.
Barbie Gopperton,
Bgopperton@ecpa.org or
480-966-3998.

February 8-11, 2003

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Advertiser Index

ADVERTISER	PAGE
Bott Radio Network	5
Broadcast Software International	IBC
Christian Captions and Subtitle Services	12
InfoCision Management	2
Life Issues Institute	8
Masterworks	1
National Right To Life	10
Newton Media Associates, Inc.	7
NPR Satellite Services	9
NRB 2002 Convention	Insert, 19
NRB Membership	13
Oneplace.com	BC
Physician's Pharmaceuticals, Inc./ Revival Soy	11
Total Living Network	IFC
Williams Ministries Communications	6
Xulon Press	6

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www.nrb.org/conv.htm

Responding to Threats of Terrorism

Another warning is the last thing we want to hear after multiple warnings from the government of impending terrorist attacks, closings of public buildings and private offices, American deaths from anthrax, National Guard troops in our streets and airports, and the seemingly endless list of things to be on the alert for in our daily lives.

For those of us involved media, being prepared to respond to acts of terrorism now goes with the territory. Already, television networks and many in print media have been the targets of bio-terrorists, with more attacks likely in the future. Terrorism's goal is to destroy the ability to perform through inducing chaos, paralysis and fear. Knowing how to respond to acts of terrorism reduces fear and allows us to maintain order.

Although knowing what to expect would help to prepare us to respond to terrorism, expecting the unexpected is the only advice currently offered by government and law enforcement. In the past, threatening correspondence and hate mail from disgruntled people was nothing new to broadcasters. But now you must be on the alert for more than words.

Attempt to limit the volume of mail received. Use e-mail when possible and consider a private courier for written originals. When alternatives to the postal system are not possible, consider using outside services that will open and "treat" your mail for contamination. Where none of these are available, follow some simple mail-handling rules:

1. Decontaminate or do not open mail from unknown sources.
2. Treat as suspicious all mail marked personal and/or confidential. Do not open it unless you are sure of the sender.
3. Consider mail with no verifiable return address as contaminated and destroy it.
4. Direct hate mail to appropriate security or law enforcement personnel.
5. Subject packages to a security procedure before opening.

Although mail has become the current focus of attention, violence through direct acts of terrorism against particular people and property must be expected. Common sense dictates the following:

1. Consider personal protection options if you have a high-profile position.
2. Anticipate attacks on individuals that send a message that no one is safe from a terrorist act.
3. Secure workplaces by requiring positive identification of all who enter and leave.
4. Issue counterfeit-proof identification cards, electronic locking systems and possibly bio-scanners to maintain the integrity of facilities.

Of paramount importance is implementing a security plan with procedures and assigned duties and responsibilities. Knowing that trained individuals have secured the environment and the safety of those in it goes a long way toward deflating fear. Make certain your preparation includes procedures and drills for evacuating buildings, isolating threatening objects, securing first-aid assistance and alerting fire safety and law enforcement personnel. Although such a security plan must become part of the daily routine of a broadcast facility, a professionally developed plan need not disrupt daily life.

While security is everybody's job, developing and maintaining an effective security program tailored to your workplace is best left to professionals experienced in analyzing risks and prescribing programs to overcome those risks. In this time of uncertainty, with anthrax scares, airplane hijackings and other threats, preparation for catastrophe cannot be left to guesswork. Deploy a security program now and don't hesitate to ask private or public organizations for help in its development. It's time to take control of the fear.



Charles G. Slepian, Esq., is founder of two full-service security companies. He is the former Director of Tourism and Deputy Chief of Protocol for the City of New York. Visit his Web site at www.frac.com.

FCC May Revise Approach to Local Radio Ownership

The Federal Communications Commission (FCC) recently launched a rulemaking proceeding that may significantly change how the agency addresses radio station transactions that raise ownership consolidation issues in a local market. At the same time, the FCC pledged to more quickly address the pending radio deals that have been "flagged" by the FCC staff because of local competition concerns — a process that, in some cases, has left buyers and sellers in limbo for more than a year.

The new rulemaking is intended to improve the FCC's processing of applications that involve the sale of one or more facilities to a new owner who already holds radio licenses in the same locale. In initiating this effort, the FCC noted that the industry has experienced "substantial changes" since the Telecommunications Act of 1996 eased the limits on common ownership of multiple radio stations in one market. Congress in that year dramatically revised the local radio caps, providing for a graduated limit that increases with the size of the metropolitan area; in the largest market, one owner may control as many as eight stations. Since the 1996 Act became law, the agency estimates that the number of radio owners nationwide has dropped 25 percent, while the number of owners in an average local market has declined 22 percent.

Beginning in 1998, the FCC began "flagging" (i.e., delaying its approval of) certain radio station purchases because of local concentration concerns. The agency has been following an informal policy of; more closely scrutinizing acquisitions when the proposed transaction would result in either a) one broadcaster controlling at least half of all radio advertising revenue in a local market, or b) two broadcasters collectively controlling 70 percent or more of local market ad revenue. In March 2001, the FCC took action under Chairman Michael Powell on approximately 75 percent of the applications that had been flagged, although a number remain pending and still other applications have been flagged since last spring.

In launching the rulemaking, the agency asks commenters to address many complex questions that largely revolve around one fundamental dichotomy: When Congress inserted detailed local radio ownership caps into the Communications Act five years ago, did lawmakers intend those provisions alone to govern the FCC's actions on radio deals? Or does the FCC also have the power, and the legal obligation, to consider additional "public interest" issues?

Against this background, the FCC has asked commenters to address wide-ranging considerations such as the proper role of the FCC's historic concerns for diversity and localism; the interplay between antitrust enforcement by other agencies and the FCC's own competition analysis; and the best approach for establishing geographic boundaries for local markets. The FCC repeatedly stressed the importance of factual evidence to buttress commenters' arguments — and called for particular analysis of three radio markets that have experienced "substantial" ownership consolidation since 1996: Syracuse, NY; Rockford, IL; and Florence, SC.

The FCC also established an interim policy for handling pending applications or those filed before the rulemaking is completed. Perhaps the most noteworthy element of this interim policy is the set of deadlines that the FCC imposed upon itself: For the longest-pending applications, the agency staff must give the four sitting Commissioners recommendations within 90 days on whether to approve the transactions or to hold hearings on the competitive issues. The staff must make similar recommendations within six months for applications that have been pending for lesser periods.

Full details on the rulemaking proposals are available via the FCC Web site, at www.fcc.gov/Bureaus/Mass_Media/Notices/2001/fcc01329.pdf. Although formal deadlines have not yet been set, comments likely will be due in mid-January 2002, with reply comments to follow by mid-February 2002.



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.

"The best choice"

Ron and Beth Fruit of WRCO wrote us a letter about BSI's digital automation

October 9, 2001

Dear BSI,

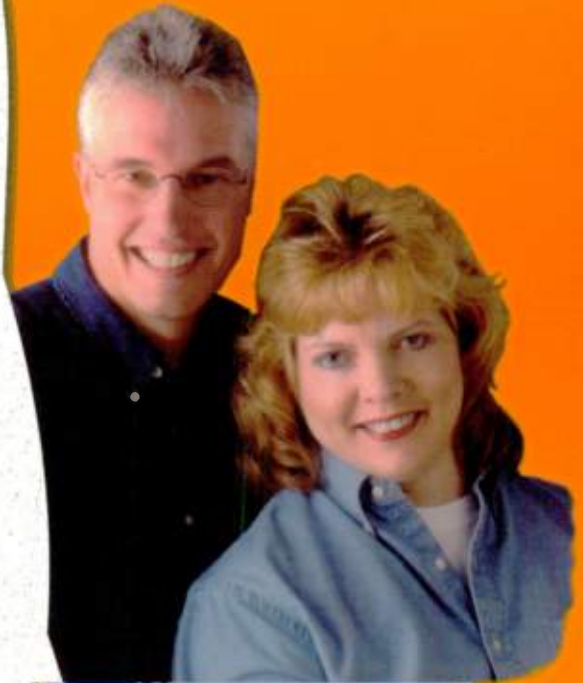
When WRCO Radio made the decision to go digital, our choice was BSI. I was really impressed and still am with your "try it before you buy it" philosophy. I became familiar with the software in the demonstration mode and was convinced it was the best choice for us before I ever wrote the check. After purchase, we were up and running in no time at all. I think it is clear that the BSI team has a strong grasp on what broadcasters want and need. I also appreciate the BSI philosophy that allows so much flexibility in hardware, although I have learned that following BSI recommendations is a very very good idea!

When we announced the change to digital at WRCO, several staff members were skeptical. Today, the comment often is, "how did we ever get along before?" or "I sure wish we would have done this even sooner."

We really appreciate the flexibility of BSI digital automation products. Our FM is live assist while the AM carries a satellite format. BSI products handle both tasks very well. When our farm network started offering mp3 downloads, we were able to route the material across our network and take full advantage of the opportunity in every studio, thanks to BSI. Similarly, as we have implemented change here at WRCO, BSI products have easily made the change with us. With BSI, I feel like I control the station and the software, not the other way around.

From the production studio to the control room, I can't imagine why we would ever want anything but BSI. It's reliable, user friendly software with the flexibility and power to make it a great investment.

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 Dennis Rainey, Executive Director, FamilyLife



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NRB

November 2001

www.nrb.org



ATTACK ON HOW NRB MEMBERS RECLAIMED THE AIRSPACE AMERICA!

Compassion. Courage. Prayer.

**"We do not know what to do,
But our eyes are upon you"**

II Chronicles 20:12

OUR PRAYER

Oh God.

May we look beyond our own strength in this time of national crisis.

May we humbly look to you as our source of strength and wisdom.

May we reflect your love and compassion in all we say and do.

As we call Americans to prayer, let repentance begin with us.

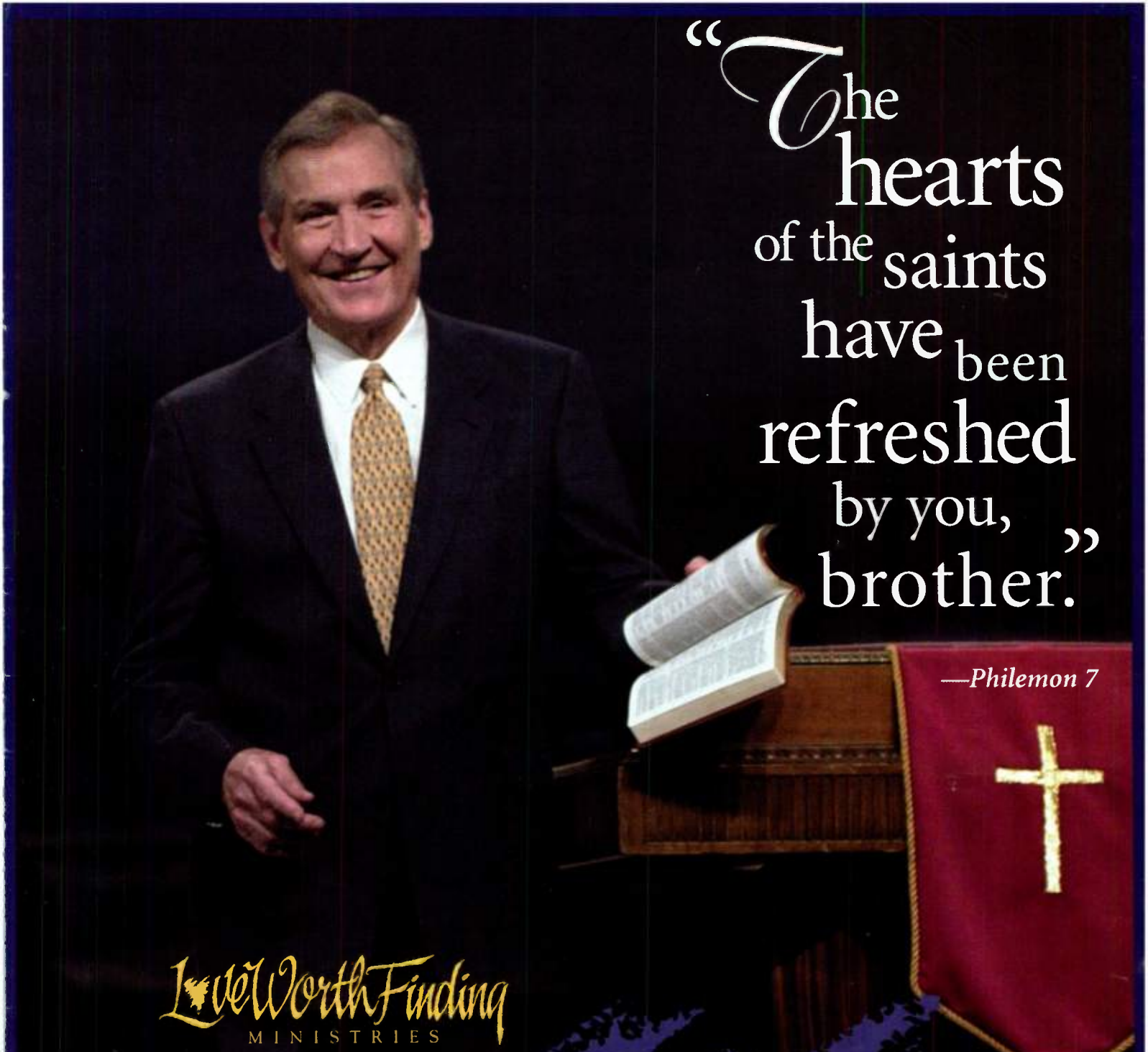
May we point people to Christ as their eternal hope.

Help us rise to the occasion in this time of great spiritual need,

And let us step lightly into every heart.



total living network



“The hearts of the saints have been refreshed by you, brother.”

—Philemon 7

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—Dr. James Dobson, *Focus on the Family*
- ✦ “I believe the Lord has made you America’s most effective and eloquent pulpit communicator.” —David Clark, *Family Net*
- ✦ “Congratulations on a truly great achievement, fifty years of preaching the Gospel. Salem is proud to have a part in presenting the Love Worth Finding broadcast.”
—Stuart Epperson Sr., *Salem Communications*
- ✦ “I am awed by your consistency and your strength of leadership . . .” —Richard P. Bott Sr., *Bott Radio Network*



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NRB

National Religious Broadcasters

November 2001
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NRB CONTENTS

FEATURES

20 Attack on America!

COMPILED BY
VALERIE D. FRAEDRICH

When terrorists claimed the airspace of America for evil, NRB members reclaimed it for the Gospel. Read how nearly 50 Association members quickly responded to help the country to heal.

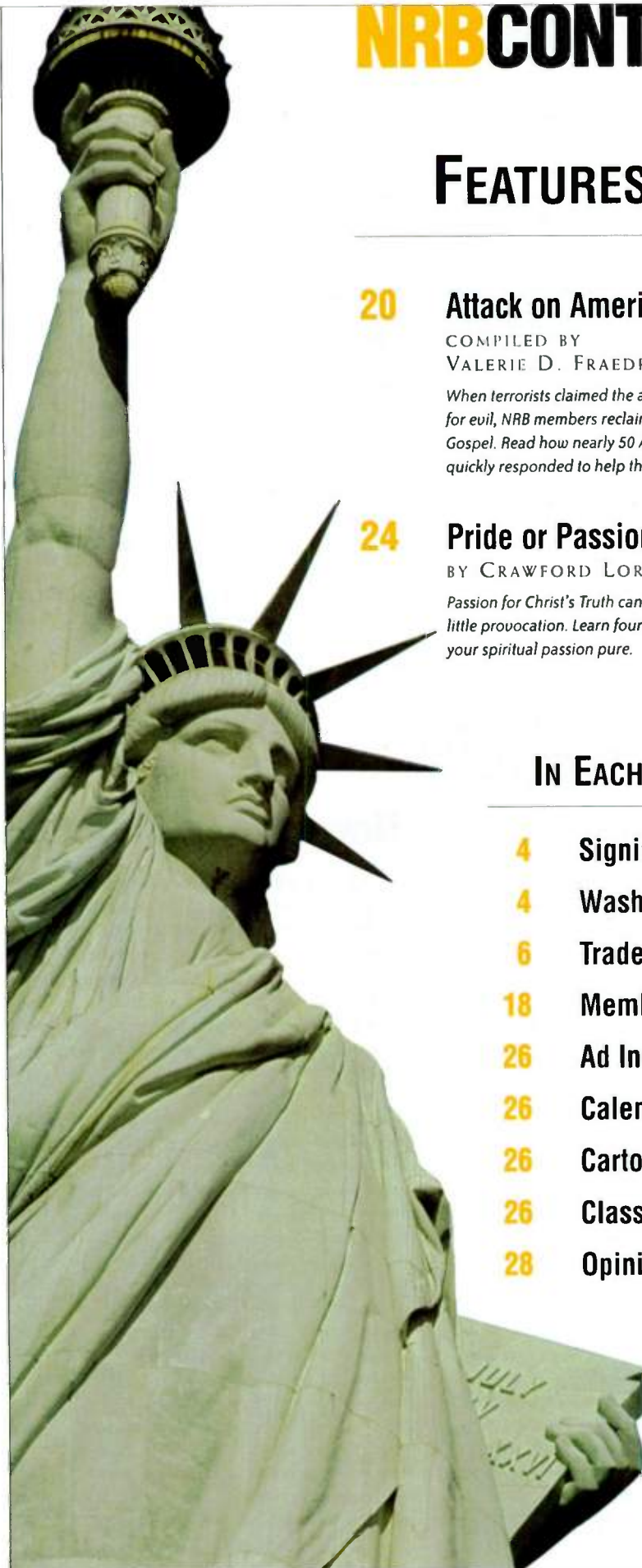
24 Pride or Passion

BY CRAWFORD LORITTS JR.

Passion for Christ's Truth can spin into pride with little provocation. Learn four steps for keeping your spiritual passion pure.

IN EACH ISSUE

- 4 Signing On
- 4 Washington
- 6 Trade Talk
- 18 Members Page
- 26 Ad Index
- 26 Calendar
- 26 Cartoon
- 26 Classifieds
- 28 Opinion



SIGNING ON

Our Finest Hour

A friend of mine says, "Tragedy doesn't create character; it reveals character." The tragic events of September 11 brought about a remarkable change in the demonstrated character of America. So secure in our pursuit of materialism, power and entertainment, we suddenly were faced with our vulnerability. People who had by their actions declared their independence from God were again praying and turning to the Creator and Sustainer of the universe. In anger and with sincerity, people were asking, "Where is God in all of this?" At least they were asking God questions.

When the plane crashes occurred, I was attending Midwestern NRB in Muskegon, MI, with a group of 100 Christian media leaders. Pastor Erwin Lutzer, the scheduled speaker, stepped in to provide a spiritual perspective on our national situation. We were on our faces before the Lord, praying for our nation and our world. It was — and remains — a real wake-up call for our nation.

If ever there was a time for the message of salvation and hope, it is now. Mainstream media did a wonderful job of providing dramatic pictures of the human

suffering in New York and Washington, DC. Christian media provided something else: a unique perspective of God's hope to a confused nation at a critical time.

The world was watching us, wondering how the followers of Jesus would react. I'm proud of what they saw: the body of Christ responding to tragedy with deep compassion, tangible help and eternal hope.

I was proud of NRB member Billy Graham as he gave a straightforward, biblical and logical answer to the question on everyone's mind, broadcasting the truth that God did not cause this, but will use this for our eventual benefit and for His glory. I was proud of the many NRB members who appeared on ministry and mainstream media, speaking on national radio and TV talk shows and providing godly perspective on the tragedy. And I was proud of the solid professionals who made good decisions about programming and procedures.

In the recovery period we're now in, many of our Christian media ministries continue to respond with financial and people resources at Ground Zero and the Pentagon, raising millions of dollars for the thousands

affected by the unthinkable incidents.

Mainstream media may have produced their finest hour in journalistic information and compassion. But I believe the media who are members of NRB rose to the occasion marvelously, using sound biblical teaching, powerful Christian music and proven fund-raising skills to reach out to hurting people.

Your actions reminded me of a popular question: What would Jesus do? He would be at Ground Zero with the Salvation Army. He would lovingly embrace those mourning the loss of loved ones. He would be with the media, providing teaching from His Father to help us deal with the issues.

Thanks for allowing God to use you and your facilities during our finest hour.



Wayne Pederson is president of NRB and may be reached at wpederson@nrb.org.

WASHINGTON DC

FCC Considers Easing Newspaper/Broadcast Ownership Ban

With most of its seats now filled by new members, the Federal Communications Commission (FCC) has begun moving forward on a number of regulatory fronts. For many broadcasters, the most noteworthy may be the launch of a long-awaited rulemaking on the so-called newspaper/broadcast "cross-ownership" rule. The agency is considering whether it should relax or eliminate the current regulation, which generally bars an entity from owning both a daily newspaper and a broadcast station — whether radio or television — in the same local market.

The impact of a rule change may be somewhat indirect for religious licensees because few own a daily paper. As the FCC defines the term, the ban affects only English-language newspapers published at least four times a week. However, easing of the regulation is likely to expand the pool of potential local buyers for any station in certain markets, without regard to format.

At this point, it is difficult to predict how wide-ranging any change might be. The agency has called for comments on an array of possible outcomes, several of which turn on the size of the local community. Still, observers anticipate that some easing of the current restraint will occur. The current political orientation of the agency would appear to be favorable: three of the four sitting Commissioners are Republicans who espouse generally deregulatory views. (A fifth seat

remains unfilled, and it is not clear in the aftermath of the tragic September 11 terrorist attacks whether the White House will act quickly to name, or the Senate to confirm, a nominee to the post.) In addition, the softening of the economy may provide a more persuasive argument now for rule changes than in the past.

Suggestions for amending or jettisoning the ban are premised on the evolution among media outlets since 1975, when the restraint was first imposed. The FCC itself noted several key facts. First, the number of broadcast outlets has swelled from fewer than 8500 (of which less than 1000 were TV stations) 25 years ago to more than 13,600 (about 1600 of which are television facilities) today. On the other hand, the number of daily newspapers has declined during the same period, from about 1700 to fewer than 1500. Yet other media outlets that essentially did not exist in 1975 — including cable systems, satellite TV and Internet services — have become significant forces in disseminating news, information and entertainment.

Against this background, the FCC seeks comment on several possible amendments to the rule, including applying a "market concentration" or market "voice count" test. The former would permit common ownership of broadcast stations and newspapers as long as their combined or individual market shares do not exceed a certain level. The latter would permit newspaper/broadcast combinations so long as a certain

number of independently owned "voices" would remain in the market after the merger. The agency notes that this option would bar combinations in smaller markets.

The FCC also asks commenters to address the ramifications of its recent court loss on cable ownership rules in the broadcast context. Earlier this year, a federal appellate court struck down — on First Amendment grounds — restraints on nationwide cable ownership and caps on transmission of affiliated cable programming as invalid under the First Amendment. The court's concerns there suggest that, at a minimum, the agency must supply considerable factual analysis to justify any newspaper/broadcast ownership limit it may retain.

A full copy of the formal rulemaking notice is available at www.fcc.gov/Bureaus/Mass_Media/Orders/2001/fcc01262.pdf. Initial comments are due Dec. 3, 2001; reply comments are due Jan. 7, 2001.



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.

IN GOD WE TRUST

This is more than just a motto.

Trust in God is the eternal message for every hour.

Our format of Quality Bible Teaching with Christian News and Information, provides the healing, hope and truth America needs now more than ever.

May God continue to bless America as we place our trust in Him.



Dick Bott
President



Rich Bott, II
Executive Vice President



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AIRWAVE NEWS RADIO

Ft. Wayne, IN – The WBCL Radio Network was named a National Finalist in four categories of the 2001 Silver Microphone Awards. Ross McCampbell also was named a National Finalist in the copy-writing category. (Terry Foss, 219-745-0576)

Franklin, TN – WAY-FM collected signatures for a huge card sent to the families of victims from the collapse of the World Trade Center towers. The card was displayed at the Brooklyn Tabernacle Church in New York City. WAY-FM also distributed God Bless America stickers to remind people to keep affected families, President Bush and the nation in prayer. (Tara Rigby, 615-261-9293)

Boise, ID – After the terrorist attacks of September 11, KTSY-FM teamed up with NBC affiliate KTVB-Idaho's Newschannel 7 and rented the Bank of America Centre in downtown Boise, where 3,000 people lit candles and prayed. Featured speakers included Idaho Gov. and Mrs. Dirk Kempthorne, Lt. Gov. Jack Riggs, Col. Irv Halter of Mountain Home Air Force Base, Boise Chief of Police Don Pierce, Boise Fire Chief Renn Ross, KTSY General Manager Mike Agee and other community pastors and leaders. Attendees also signed two gigantic sympathy cards to send to the people of New York and Washington, DC. (Jerry Woods, 208-459-5879)

Meade, KS – KJIL-FM received the following awards from the Kansas Association of Broadcasters: PSA — First Place, Michael Luskey and Second Place, Patrick Green; Station Promotion — First Place, Green and Second Place, Keith Sanderson; Air Personality of the Year — Green; Complete Newscast — First place, Sanderson; Editorial/Commentary — Second place; and Public Affairs Programming — Honorable Mention, Michael Luskey. (Don Hughes, 316-873-2991)

South Bend, IN – LeSEA Broadcasting and its flagship radio station WHPZ-FM celebrated its 15th annual World Pulse Festival with over 50,000 fans in attendance. Hosted by Dana Key, Grammy Award-winning artist and guest host of LeSEA's *Live From Studio B*, and former Miss America and co-host of LeSEA's *The New Harvest*, Debra Maffet, the two-hour music special was televised in over 125 markets in the U.S. as well as Canada, Europe and the Middle East through the LeSEA Broadcasting network. (Melissa Hambrick, 615-662-1241)

St. Paul, MN – Construction began September 4 on the Mel Johnson Media Center with special ground-breaking ceremonies. The proposed \$5.5 million facility will house KTIS-AM-FM and serve as headquarters for Northwestern College Radio's 14-station network. The media center is scheduled for completion Summer 2002. (Janell Wojtowicz, 651-628-3387)



Groundbreaking for the Mel Johnson Media Center. (L) Dr. David Erickson, Interim President; Wayne Pederson, VP for Radio; Jon Engen, KTIS station manager; Cary Humphries, chairman of the Northwestern College Board of Trustees; Janet Johnson, widow of Mel Johnson; and Bill Reimer, Northwestern College trustee.

Houston, TX – KSBJ-FM listener Pat Forrester listened to a collection of KSBJ CDs aboard NASA space mission STS-105 in August. At a recent KSBJ concert, Forrester presented Michael W. Smith with a plaque displaying a certified letter from NASA, KSBJ's logo and Smith's CD that was taken into space. CDs from Avalon and the Newsboys also aboard STS-105 will be presented to the artists at upcoming concerts. (Jason Ray, 281-446-5725)



NASA Astronaut Pat Forrester (center) and KSBJ Program Director Jon Hull present a plaque to a thrilled Michael W. Smith, commemorating the playing of Smith's CD, *Freedom*, during a space mission.

Florence, KY – In July, Wilkins Communications Network, Inc., closed on the purchase of WWNL-AM/Pittsburgh, PA, for \$900,000. (John Pierce, 859-647-0101)

Sacramento, CA – EMF Broadcasting announced the purchase (pending FCC approval) of WVVC-FM/Utica, NY, from Bethany Broadcasting Corporation. Call letters of the station are slated to change to WKVU-FM. (Lloyd Parker, 916-282-1400)

Dallas, TX – *Prayer of Jabez* radio devotionals, a production of USA Radio Network and Multnomah Publishers, is available on CD. USA Radio Network also launched *The 21st Century Medicine Man* hosted by Greg Meadows. (Buddy Vaughn, 800-829-8111)

AIRWAVE ANNIVERSARIES

Cedar Falls, IA – Christian Crusaders Radio Ministry celebrated its 65th anniversary on September 6 with a banquet. The program has been hosted for the past 39 years by radio pastor Rev. Dr. Homer Larsen. (319-266-7589)



"The body is a unit, though it is made up of many parts; and though all its parts are many, they form one body. So it is Christ. For we were all baptized by one Spirit into one body - whether Jews or Greeks, slaves or free - and we were all given the one Spirit to drink." 1 Corinthians 12:12-13 (NIV)

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Chicago, IL – WMBI *Morning Show* host Mark Elfstrand and producer Tim Sinclair drove the station's new WMBI Skyliner SUV to Colorado Springs, CO, to visit Back to the Bible, HCJB, Focus on the Family and other ministries. (Judy Kron, 312-329-4290)

(L) *Morning Show* host Mark Elfstrand and his wife, Rhonda, meet with Dr. James Dobson



Window Rock, AZ – KHAC-AM obtained a permit from the FCC to raise its power to 50,000 watts, enabling it to reach the Navajo, Zuni, Laguna and Acoma reservations as well as the towns of Holbrook, AZ, and Albuquerque and Grants, NM. (Kurt Freeman, 505-371-5749)

Lafayette, IN – Beginning September 3, WIWC-FM expanded its coverage of *Good Morning Central Indiana* as they partnered with WHPL-FM to provide a live, community-focused, morning show. (Kirk Hayman, 765-459-9492)



Kirk Hayman

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February 16 – 19, 2002

NRB 2002 Update:
Boot Camps



This year's annual convention features six outstanding Boot Camps to get you and your ministry team in shape and ready for promotion in the Army of the Lord. Registration for the Boot Camps is free when you enlist in a full convention registration.* Reveille for the full-day Boot Camps is 8 a.m. on Saturday, February 16. For the latest details, muster at www.nrb.org!

Church Media

Improving Audio for Video

SPEAKER: Kent Morris, Peavey Electronics

Creative Lighting Techniques

PANEL: Tom Zaleski, Free-Lance Lighting Services; Jim Barnwell, Director of Media Production for Bellevue Church, Memphis, TN.

Video Production Techniques

SPEAKER: TBA.

Internet

Complementing Your Mission With the Internet

SPEAKER: Scott Fehrenbacher, Crosswalk.com

Internet Integration That Makes Dollars and Sense

SPEAKER: Dave Jaworski, Starwire Corp.

Web-enhancing Your Radio Station

SPEAKER: Rick Killingsworth, OnePlace.com

Interacting With the Web Audience

- 1) Fund Raising
SPEAKER: Mark Grote, World Vision
- 2) Prayer & Intercession on the Web
SPEAKER: Rich Shipe, Crosswalk.com

Sales Distribution That Works

SPEAKER: Rita Cavecchio, Christian Book Distributors

***Not enlisting for a full registration? Add it to your rations for \$75 (\$85 after January 15, 2002)!**

News

The Place for News in Christian Broadcasting

RADIO MODERATOR: Gordon Govier, WNWC-AM-FM/Madison, WI

PANEL: Chad Bresson, CDR News; L.B. Lyon, KCBI News; Stan Jeter, Christian News & Information Institute/ CBN News.

- 1) Getting Started: The Basics of Christian Radio News
- 2) The Issues of Christian Radio News and How to Cover Them
- 3) Tools for Christian Radio News, Technology and the Internet
- 4) Integrating News and Ministry

TV MODERATOR: Stan Jeter, Christian World News

PANEL: Lee Miller, Jesus Video Project; Rod Payne, Christian Family Network Television; Michael Patrick, CBN News

- 1) Can Christian Stations and Networks Afford News?
- 2) How to Create a News Department at Your Station
- 3) Can We Compete With the Major Networks?
- 4) Is There Christian News?

Stewardship

Maximizing Ministry Revenue Opportunities

MODERATOR: Jeff Nickel, The Domain Group.

PANEL: Jan Kary, Orr Associates; Joe Battaglia, Renaissance Communications; Bruce Maltby, TouchPoint Solutions; David Moberg, The W Publishing Group.

Film & Television Production

MODERATOR: Phil Cooke, Phil Cooke Pictures, Inc.

- 1) The Secrets of Great Writing
- 2) What Hollywood Understands About Storytelling
- 3) Red Flags That Stop Your Screenplay
- 4) How to Pitch Ideas Successfully
- 5) How to Get Your Project From Where It Is to Where You Want It to Be
- 6) Producing Christian-themed Projects for Secular Audiences
- 7) The Future of Movies in the Digital Age

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TRADE TALK



AIRWAVE NEWS TELEVISION

Chicago, IL – For the first time, Total Living Network's TV51 in Rockford sponsored the annual On the Waterfront festival from August 30 – September 2. The event spanned 30 blocks and attracted more than 350,000 people. (Nanette Washington, 312-433-3838)



Ocala, FL – Digital Juice Jump Backs are broadcast-quality 3D-animated backgrounds in 8 volumes, include 40 or more animations 15-30 seconds in length and loop seamlessly. (800-525-2203)



Chesapeake, VA – Global Ministries Network entered into an exclusive marketing and sales agreement with The Broadcast Group to launch a new Christian television network November 1. (Susan Whitman, 757-487-7620)

Virginia Beach, VA – On September 4, CBN debuted *Living the Life* on the Fox Family Channel with hosts Terry Meeuwssen and Louise DuArt. The 30-minute magazine-style program is executive produced by Julie Jenney. (757-226-7000)

New York, NY – Four half-hour holiday specials are available to stations and cable system at no cost from The Christophers: *The First Christmas*; *The Chimes*; *Michael the Visitor*; and *Martin the Cobbler*. (Umberto Mignardi, 212-759-4050)

NRB

Communications Connection

“We applaud the high quality of content and editorial standards that *NRB* magazine provides. It is an invaluable resource that keeps us and our clients on top of the latest issues vital to ministry work around the world.”

— Nick Stavarz, Senior VP of Marketing, InfoCision Management Corporation



NEWS

Nashville, TN – In August, several NRB members and executives visited Kingston, Jamaica, on a media tour of the 2000 Homes in 2000 program. GSF client Food For The Poor sponsored the tour, which included the dedication of Brandt Village, named in honor of late NRB President Brandt Gustavson, who passed away in May. (615-361-1810)



NRB Executive VP Michael Glenn (L) and Chairman Wayne Pederson flank late President Brandt Gustavson's wife, Mary (Center L) and daughter, Ruth (Gustavson) Davis, in front of the sign proclaiming the site of Brandt Village, named after Gustavson.

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at two other national
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at Focus on the Family,
now Art Director at
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Rich Simons
Former VP of Marketing
at Focus on the Family,
now Senior Vice President
of Business Development
at MasterWorks.

Doug Clark
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experience marketing
marketing of
14 different
Christian ministries.
now Client Services
Vice President at
MasterWorks.

Steve Woodworth
Former VP of Marketing
at World Vision,
now CEO of MasterWorks.

Vicky Gallop
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non-profit media
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Formerly Media
Director at KMA,
now Media Director
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Pamela McCann
15 years of direct
marketing experience.
Founding Executive
Director of Women
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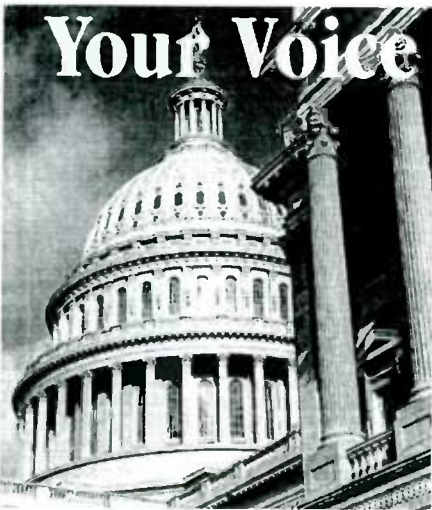
We believe that true effectiveness comes from having the right priorities. Doing the right things for the right reasons with the right attitude. Using our experience, gifts and skills for a higher purpose. Partnering with organizations who work to see God's will done here on earth is more than an exciting challenge: it's the most important thing we do.

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TRADE TALK



PEOPLE

Chicago, IL – During WMBI's 75th anniversary in September, Division Manager of Moody Broadcast,



Maddex (front L) leans in to listen to Aunt Theresa.

John Maddex, was shown to have an early start in broadcasting: WMBI's *KYB (Know Your Bible) Club* during the 1950s. Hosted by Aunt Theresa for 38 years, the hour-long, live radio program was produced by Moody Broadcasting. (Robin Jones, robinjones5@home.com)

Franklin, TN – Brentwood-Benson Music Publishing, Inc., hired Joan Miller as director of Internet development and Renee Colter as choral outbound sales representative. (Brooke Elder, 615-261-6361)

Nashville, TN – Five-time Grammy Award-winner Russ Taff joined the Gaither Vocal Band, replacing baritone Mark Lowry. Taff was a featured soloist on Gaither's popular Homecoming videos and concerts. (GVB, August 21)



(L-R) Latest Gaither Vocal Band lineup: Russ Taff, Guy Penrod, founder Bill Gaither and David Phelps.

Scottsdale, AZ – In July, Alliance Defense Fund



(ADF) held its 10th National Litigation Academy, training Christian attorneys to effectively defend and argue for religious freedom and pro-family issues in U.S. courts. With the conclusion of this academy, ADF has trained 407 attorneys who each have committed to provide 450 hours of pro-bono work over a three-year period in defense of religious liberty. (Alan Sears, 480-444-0020)

New York, NY – Bishop T.D. Jakes was named "America's Best Preacher" by *Time* magazine. (Debra Richman, 212-522-6856)



Chicago, IL – Dr. Larry Mercer was appointed senior VP of media & church ministries for the Moody Bible Institute (MBI). (Becky Scott, 312-329-4408)

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INTERNATIONAL NEWS

Dallas, TX – The Australian Christian Channel (ACC), now in its second year, is reaching Australia with the only Christian Television Channel in the nation's history. Mike Jeffs, managing director of the ACC, is looking for programs to air at no charge to the producer. (Dr. Weiss, Dr.Weiss@crosstalk.org)



PUBLISHING

Neptune, NJ – This year, Loizeaux introduced to the United States the writings of Dr. Werner Gitt, director and professor at the German Federal Institute of Physics and Technology. In other news, H.A. Ironside's classic *Holiness* will be the first of eight Loizeaux titles to be reissued using print-on-demand digital technology. Also, the company will provide electronic publishing and distribution services to Texas-based publisher and content developer Light by Design, Inc. (Tom Adamo, 732-918-2626)

South Holland, IL – The Bible League is publishing the inaugural translation of the New Testament into the Kyrgyz language. (e-News@BibleLeague.org)



WEBWATCH:

Industry Training Resources



NRB 2002 Workshops: www.nrb.org/NRB2002/02Education.htm

NRB Store: www.nrb.org/store.htm

Minorities in Broadcast Training Program (MIBTP): www.webcom.com/mibtp/TRAINEE.html

National Association of Broadcasters (NAB): www.nab.org/nabstore/

National Association of TV Program Executives (NATPE): www.natpe.org/resources

Radio Advertising Bureau (RAB): www.rab.com

Radio-Television News Directors Association (RTNDA): www.rtnnda.com/training/workshops.shtml

Society of Broadcast Engineers (SBE): www.sbe.org

Society of Motion Picture and Television Engineers (SMPTE): www.smpte.org/smpte_store/books/

Society of Professional Journalists (SPJ): www.spj.org

Television Bureau of Advertising (TVB): www.tvb.org/adcenter/index.html



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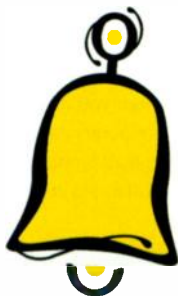
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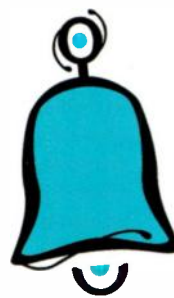
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MUSIC

Hamilton, OH – Fifteen U.S. religious music directors were presented with Awards of Distinction during National Religious Music Week September 23-29. The honorees include: Amy Baity, Faith Baptist Church, Statesville, NC; Rhae Cogdell, Shiloh Missionary Baptist Church, San Antonio, TX; Connie H. Cuthbertson, Adaville Baptist Church, Spindale, NC; Michael Daughtrey, Woodlawn Baptist Church, Conover, NC; Anna Gallos, St. Demetrios Greek Orthodox Church, Baltimore, MD; Celeste Hicks, The House of the Lord, Akron, OH; Douglas H. Lawrence, Menlo Park Presbyterian Church, Menlo Park, CA; Brad Moffett, Mt. Paran North Church of God, Marietta, GA; Michael W. Morgan, Indian Springs Baptist Church, Kingsport, TN; Freddie Morrison, Clark's Chapel Baptist Church, Statesville, NC; Robert G. Morrison, First Baptist Church, Pensacola, FL; Anthony B. Poole, Tri-City Baptist Church, Conover, NC; Carl B. Setterlind III, Biltmore Baptist Church, Arden, NC; Carol Watkins, East Ridge Church of God, Chattanooga, TN; and Ronald Wiseman, First United Methodist Church, Conover, NC. (513-844-1500)

Nashville, TN – Essential Records group Caedmon's Call released *In The Company of Angels: A Call to Worship*, returning to its roots in worship music. The new project includes an unreleased chorus written by the late Rich Mullins. (615-261-6450)



Caedmon's Call (L-R): Garrett Buell, Todd Bragg, Cliff Young, Josh Moore, Danielle Young, Jeff Miller and Derek Webb.

Nashville, TN – Daniel McGuffey, Integrity Music's chief marketing officer, joined members of the Word Distribution sales team to celebrate the multi-platinum sales success of *WoW Worship Blue* and platinum success of *WoW Worship Orange*. More than 1.9 million units of *WoW Worship* (Blue, Orange and Green) have been sold through the Christian and general retail markets. (Anna Daniel, 800-223-7333)



Nashville, TN – Pat Boone launched "Thank You Billy Graham," a song chronicling the life of the evangelist, as well as a video, *A Tribute to an American Hero — Billy Graham*. Various artists contributed to the project, including dc talk, Take Six, Kenny Rogers, John Elefante, Billy Dean, David Pack, Vestal Goodman, Lisa Bevil and a special appearance by CNN's Larry King, who narrates the third verse. (WebRock.net, August 22)

Nashville, TN – On November 27, the Gospel Music Association (GMA) will induct the following eight artists into its Gospel Music Hall of Fame at the Ryman Auditorium: Elvis Presley, Doris Akers, Wendy Bagwell & The Sunliters, Keith Green, Kurt Kaiser, Larry Norman, The Rambos and Albertina Walker. (Tricia Whitehead, 615-599-7746)



The Gospel Music Hall of Fame

Nashville, TN – With songs already featured in numerous films and television sitcoms, Jars of Clay band member Dan Haseltine has co-composed original music and is currently producing the soundtrack for the debut film from Jenkins Entertainment, *Hometown Legend*. The film's soundtrack also will boast two Jars of Clay songs from the band's current recording, *If I Left the Zoo*. (WebRock.net, September 10)

Nashville, TN – Essential Records group FFH released its debut book *Far From Home: Stories From the Road* as well as a new CD titled *Have I Ever Told You*. FFH kicked off a multi-week promotional tour with in-store visits and pre-sale events including signing autographs following the Brown Bag Lunch concert sponsored by KLTU-FM/Irving, TX and visiting the nationally televised morning show *At Home Live with Chuck and Jenni*. FFH also performed a lunch-time concert on the plaza of the Moody Bible Institute campus. Interviews with the group were broadcast live nationwide on Moody Broadcasting Network radio shows *Midday Connection* and on *Prime Time America*. (Melissa Hambrick, 615-662-1241)



Nashville, TN – ForeFront recording artist Rebecca St. James recently was honored with two Citations of Achievement at the BMI Christian Music Awards. St. James' "Yes I Believe In God" was an honored selection in the Adult Contemporary category, and "Don't Worry," co-written by Matt Bronleewe, was recognized in the Christian Hit Radio category. (ForeFront, 615-771-2900)



(L-R) Steve Rice, senior president of EMI Christian Music Publishing; Stacey Willbur, creative manager of EMI Christian Music Publishing; St. James; and Rick Cua, VP of creative for EMI Christian Music Publishing. Photo credit: ©2001 Richard Crichton.



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TECHNOLOGY

Madison, WI – VidTranS 2002, an annual conference and exhibition that focuses on the converging needs of the digital media and broadband telecommunications industries, will be held March 3-6 at the Hilton Walt Disney World Resort in Orlando, FL. The theme of VidTranS 2002 is Mastering Broadband Video Technologies. (Gina Petroni, 801-533-2669)

Los Gatos, CA – Streaming21, Inc. is teaming with EDS to offer next-generation streaming technology solutions enabling users to customize and interact with content as well as access live, pre-recorded or on-demand programming. (Sinan Kanatsiz, 714-854-0800)

Salt Lake City, UT – Vela announced the release of CineCast HD, CineCast HD/1 and CineCast HD/2 decoders, new single- and dual-channel SCSI-based MPEG-2 decoders as DTV and HDTV solutions for demanding video distribution applications. The decoders support all 18 ATSC formats defined as standard HDTV resolutions and are capable of decoding DVB- and ARIB-compliant transport streams. (Gina Petroni, 801-533-2669)



INTERNET

Middleburg, VA – StageTools **stagetools™** added the ability to create Macromedia Flash files from its MovingPicture pan and zoom application, in the same download time as a JPEG. A sample is available at www.stagetools.com/stageflash.htm. (Gina Petroni, 801-533-2669)

COMMUNICATOR PROFILE



**Dale Ficken,
COO**

Online
Christian
Webcasting
Network

Birthdate
April 2, 1961

Company Mission Statement

OCWN is committed to providing the Christian ministry all the tools needed to help spread the Gospel of Jesus Christ to all nations via the Internet. We also help in facilitating a process we call "Vision Revival." We walk the organization, church or ministry through a process that helps them identify exactly what is needed to accomplish their visionary objectives. We have served many high-profile ministries and people — Jerry Falwell, Billy Graham and David Virkler, as well as many others — in a way that has helped them accomplish the objectives set out by our Lord Jesus: to preach the Gospel to all nations. We provide a variety of solutions fitted to each ministry's needs according to their individual vision and missions.

Most needed area of improvement in Christian communications

Without question, it would be the ability to identify and utilize the Internet and its tools, and to make quality decisions based on current technologies. This is where we fit in. We scan the globe looking for the best of the best that will help to further the Gospel.

Describe your personality

A go-getter! Willing to do what it takes according to God's Word to get the job done. This opens us up to attacks from the enemy, and there have been many. Praise God for His faithfulness, His Grace and His protection on our business and our lives. Without His hand on us we would be nowhere.

Favorite food

Pizza

Favorite way to spend free time

Reading God's Word and scouring the Internet for better tools to accomplish what He has called us to do.

Techno gadgets you own

Computer

Personal goal(s)

To help fulfill the Great Commission through our lives and our business by helping those that receive God's Word, preach and teach God's Word.

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NRB has been my classroom, its members have been my teachers, its annual conference has been my campus. If you are not too old to learn and be inspired, NRB is the place for you.

— Ron Cline, HCJB

The NRB convention is a dynamite place to be. That isn't just because of the exhibits, the networking, and the extremely helpful and practical input our ministry receives. All of that is so very beneficial; but, frankly, being with like-minded Christians who share 'war stories,' pray together, and support one another is the best thing about the convention...and about NRB.

— Steve Brown, Key Life

Attending The NRB Convention gives you the big picture. Sometimes at our local stations we can wonder if what we are doing is having any impact on society. At the convention you realize that you are a very important piece of God's puzzle and that you do matter.

— Dave Armstrong, KKLA



Nicole C. Mullen



Natalie Grant



Leonard Sweet



Bruce Wilkinson



The Katinas



Michael W. Smith



Twila Paris



Chip Ingram

James Dobson
 Gaither Vocal Band
 Ron Kenoly
 James MacDonald
 Dave Williamson
 Thelma Wells
 LordSong
 & many more...

MEMBERSHIP: NRB Members "Get Connected" Through the NRB Listserv

NRB's latest member benefit is the listserv. It's an e-mail discussion, a place to meet and greet your colleagues, a tool for asking questions and allowing your peers to brainstorm answers. And it's the latest and quickest way to connect with your fellow NRB members. Currently, the listserv has more than 300 participants. Think of it as 300 consultants that won't break your budget!

The following FAQs should answer your questions about this great offering. If you need more information, please visit www.nrb.org/nrblistserv.htm.

Why a Listserv?

The purpose of the listserv is to provide an open forum for posting and discussing news and information. You can share a problem, make a comment or research opinions with other communicators. The idea is to build an online community of NRB members and give you a place to interact.

How Important Is It?

The events of September 11 proved the value of this communication tool. NRB VP of

Communications Karl Stoll quickly went into action to post programming resources, expert interview contacts and tips for NRB members. The resources were invaluable and relevant to the unfolding events. Stoll's work enhanced the broadcasting options of every listserv member.

What Is Posted?

Members are encouraged to dialogue via this free service. Perhaps you have a "how to" or philosophical question. Maybe you want to start a discussion on something communications-related. Or, you might need a solution for a production problem. Also, *Inside NRB, for Members Only* is posted weekly on the listserv. (If you are getting the publication by fax and want it by e-mail, follow the instructions under the next question.)

How Do I Join?

The listserv is open only to members. If you're employed by an NRB member, you're



eligible to participate. Go to the NRB home page at www.nrb.org and click on the "Get Connected NRB Open Forum" button. Fill out an online form and submit it, then sit back and wait for your request to be activated. Usually it comes during the same day. If you already are a

member of the listserv and have forgotten the listserv e-mail address, write to NRBlist@NRB.org. This reaches my desk, the listserv manager. I'll take it from there.

Don't delay — "Get Connected" today!

NRB VP of Membership Anne W. Tower can be reached at atower@nrb.org or 703-330-7000, ext. 511.

NETWORK WITH NRB MEMBERS

"Get connected" with Christian communicators through the NRB listserv — one of the many benefits of membership in NRB.

To sign up for the listserv, go to www.nrb.org and click on "Get Connected."

FOR MORE INFORMATION OR A MEMBERSHIP APPLICATION, PLEASE CONTACT:

Anne Tower, Vice President of Membership
National Religious Broadcasters
7839 Ashton Ave. • Manassas, VA 20109
703-330-7000 ext. 511 • atower@nrb.org

On September 11, America was brought to its knees and you met us there.

You provided Focus. Insight. Truth for Life.

You gave us hope for A New Beginning. You Renewed our Minds. You taught us Grace. You kept us In Touch.

You comforted our Families. You helped us Discover the Word.

And when life was On the Edge, you provided a desperately needed safe Haven.

Your dedication will never be forgotten. Not by us, at Salem, not by our listeners who crowded around their radios looking for guidance and understanding in the midst of this devastating crisis.

To our ministry partners—from Salem and our millions of listeners worldwide—

Thank you.



Attack on America

COMPILED BY
VALERIE D. FRAEDRICH



Officers prepare their hearts with prayer before making plans to help the victims of the disaster. PHOTO: BRIAN MORRIS

On September 11, when airplanes crashed into the World Trade Center towers, the Pentagon and the quiet Pennsylvania countryside of Somerset County, NRB members quickly responded. Many broadcasters and producers suspended their usual programming to minister to their audiences and help them to cope with the physical, spiritual and emotional fallout of the terrorist attacks.

The NRB Communications Department functioned as a clearinghouse for broadcasters to share programming ideas, interview contacts, sound clips and other resources via NRB's Open Forum e-mail listserv. The following ideas and resources were received from NRB members:

- In Touch Ministries offered a Crisis Spot Package of four spots available via Focus Satellite Network. The spots replaced the block feeds of its Daily Promos September 19-21 and 24-28.
- TLN provided coverage on GE 1, Transponder 15. Any Christian station could pull down the programming, in which host Jerry Rose offered perspectives and prayers nightly for a week along with clergy members, experts and other concerned Americans on the Total Living Network program *America on Alert: A Call to Prayer*. Guests included: Rev. Ray Pritchard, pastor of Calvary Memorial Church, Naperville; Oleen Eagle, president of Cornerstone TeleVision, Wall, PA; Rafeeq Jaber, president of the American Moslem Society and Imam of Jasjed Al-Amine Mosque; Collin Smith, pastor, Arlington Heights Evangelical Free Church; George Wilson and Jody Rice, Worldvision; via telephone Belarmino "Blackie" Gonzales, GM, KCHF-TV11, Son Broadcasting, Albuquerque, NM; and Winston A. Ridgard, GM of Love-TV and radio, National Religious Media Co., Kingston, Jamaica.

- *Truths That Transform* with Dr. D. James Kennedy released two promos reflecting schedule changes and special programs featuring *When the Towers Fall* to address the question of "Where was God?" and a speech by Doug Wilson, "A Christian View of War." Coral Ridge Ministries broadcast a special live prayer service on September 12 available for pick-up from stations on satellite coordinates Galaxy 3, transponder-4, c-band.
- Crosswalk.com (www.crosswalk.com) dedicated its resources to be a catalyst for personal and fervent prayer by offering an online prayer tool, in conjunction with *Guidedposts*, inviting Christians worldwide to unite in prayer through a variety of means, live chat discussions, forums and ongoing news coverage. Also, Crosswalk.com offered a live Webcast of *America Prays* on September 15 with Bruce Wilkinson, Franklin Graham, James and Shirley Dobson, Max Lucado and John Maxwell, pastor and founder of the host organization, INJOY.
- Worship/Praise TV sent a notification to its affiliates recommending that stations pull standard programming off the Worship feed, the 5th feed of GE-1/Transponder 7 (MPEG2 DVB Digital) from 1 a.m. - 9 a.m. The Worship production team provided a special 60-minute unhosted program that aired in that frame. Prayers for the nation were placed on the screen throughout the program.
- World Vision offered the services of guest speaker Charles Rogers, director of corporate security, to members of NRB for interviews. Rogers' areas of specialization are security of relief workers, relief coordination, and relief security in war and complex emergencies. Rogers is author of *World Vision Security Manual: Safety Awareness for Aid Workers*.
- Mark Snowden, communications director of the International Mission Board of the SBC recommended Dr. Robert Douglas, professor at Lincoln (IL) Christian Seminary, as a Muslim expert.
- Linwood Hagin of North Greenville College recommended Dr. Samuel Shahid, director of the Islamic Studies Program at the seminary, for interviews. Also recommended was Khalil Jaloub, a student at Southwestern Seminary and native of Iraq who works with Dr. Shahid at the seminary and its ministry to Muslims, Good News for the Crescent World.
- The Salvation Army deployed several mobile feeding units to the Pentagon immediately following the attack to serve military and civilian emergency workers and disaster victims. The Greater New York Division immediately mobilized all of its resources to assist in emergency



Police officers and other workers receive food, beverages, and a variety of supplies and equipment at a Salvation Army canteen station. PHOTO: MICHAEL ORTIZ

response efforts at Ground Zero. Also, throughout the United States, disaster services personnel were mobilized and worked around the clock to help people affected by the acts. The Salvation Army reports that a full spectrum of Disaster Services is indefinitely operating in New York City, Washington, DC, Pittsburgh and Los Angeles. In addition, disaster relief teams across the country are providing lodging, meals and spiritual counseling to stranded travelers. For the added convenience of broadcasters and other members, the Salvation Army provided a comprehensive list of online information sources on the continuing helping and healing. The Web sites contain photos, news releases, detailed reports and statements from Salvation Army leaders.

- Dr. Mary Manz Simon, host of the internationally syndicated *Front Porch Parenting*, was available as a guest to help children cope with the terrorist attack.
- Regent University conducted a survey at www.intercom.virginia.edu/SurveySuite/Surveys/ Attack and made scholars available for interviews.
- Grace Media Network provided links, contacts and resources to assist broadcasters, print and new media producers.
- Dr. James Dobson appeared on *Larry King Live* September 12 to discuss the terrorist attack on America. He was joined by Fr. Michael Manning and Rabbi Harold Kushner.
- Ambassador Advertising made the following programs available for Satellite (AIR) release with no clearance necessary for use as special programming: *BreakPoint* with Chuck Colson, *FamilyLife Today* with Dennis Rainey and Bob Lepine, *In the Shadow of the World Trade Center* with Carl Meyer, *Understanding a Rescue Worker's Nightmare* with Oklahoma City Policeman Chuck Douglas, *Haven* with Charles Morris, *Joni & Friends* with Joni Eareckson Tada (with the content segment

NRB Responds to Attack

MANASSAS, VA – NRB Chairman Wayne Pederson issued the following statement regarding the media response to the terrorist attack on the United States:

"The United States of America is facing a test of the strength of our national character. Mainstream media has done a superb job providing facts and pictures of the events surrounding these tragic events. Americans are also looking for understanding and perspective. NRB members have risen to the occasion in programming that offers hope, wisdom and life resources. Christian communicators in electronic media are providing programming that will strengthen the Church and the nation in this time of crisis.

"C.S. Lewis said, 'God whispers to us in our triumphs and shouts to us in our tragedy.' Christian media is a channel for God to shout to our church and culture. This is a real wake-up call for our nation. If there ever was a time for the message of salvation and hope, that time is now. I'm grateful for solid professionals making good decisions about programming and procedures. God bless each one of you. And may God use this time to bring the church and our nation back into a relationship with the living God."

One Member's Mission

NRB member Phil Cooke sent two urgent memos to his clients and NRB, encouraging broadcasters to air Christian responses to the tragedies. NRB VP of Communications Karl Stoll posted Cooke's memos on the NRB listserv, which started an avalanche of information coming in to NRB. Stoll continued to post resources on the listserv, which enabled the Association to function as a clearinghouse for programming ideas.

Included in Cooke's memos were the following suggestions:

- 1) Talk about what is happening and offer a special program of prayer, interviews and discussions.
- 2) Connect with people well-versed in appropriate topics: Middle East experts, college professors respected in current events and prophecy experts.
- 3) Provide spiritual insight into the events.
- 4) Avoid pat answers and Christian lingo.
- 5) Preempt your programming.
- 6) Begin a plan for thoughtful, long-term programming regarding a Christian response to the events.
- 7) Tell your audience what's happening locally in response to the tragedies.
- 8) Use your "bug" for your TV station or network.
- 9) Check with your legal department to see if you can use the shared video feeds from secular networks.
- 10) Check the NRB Web site Press Release page for satellite coordinates and schedules from major Christian networks.
- 11) Check with NRB regarding experts to interview.
- 12) Call or e-mail Christian stations or networks you admire for ideas and advice, and don't hesitate to share your own.
- 13) Remember, this event will have long-lasting spiritual and psychological effects, so provide information for the long haul.

available for use as a special PSA insertion), and *Precept* with Kay Arthur. Ambassador also provided PSAs via AIR and FTP files on its Web site from speakers such as Max Lucado, Tim LaHaye, R.C. Sproul and others.

- Cornerstone TeleVision aired non-stop programming related to the tragic events, including news updates, commentary, prayer, interviews with local and national spiritual leaders, interviews and coverage from the site of the United Flight 93 crash in Somerset County, PA. A large portion of the network's schedule was live programming produced by Cornerstone including *Prayer for Attack on America* and *Hope in the Tragedy*, featuring interviews with Kay Arthur, Dr. Adrian Rodgers, Anne Graham Lotz, Dr. Myles Monroe, Rev. John Hagee and more.
- *The Voice of Prophecy* released a special broadcast by Lonnie Melashenko, *Peace on Earth: A Response to the Attack on America*, available as an MP3 audio file for radio stations to download from the Internet (www.vop.com/mp3). The public was encouraged to read the transcript or listen to a RealAudio file at www.vop.com. Also, a free copy of the program on CD or cassette was available to anyone in the U.S. and Canada by sending an e-mail to gospel@vop.com.
- *Insight for Living* responded by providing additional ministry resources and producing a special broadcast to air in the United States and Canada, as well as resources on its Web site at www.insight.org. Individuals could receive counseling by contacting Insight for Living's Pastoral Care line.
- New Leaf Press/Master Books submitted Jim Fletcher, co-author of *The Last War*, as a resource available for interviews in connection with the World Trade Center disaster and the Middle East. Fletcher has followed events in the Middle East for years and has talked with Israeli leaders, including Prime Minister Sharon.
- Salem Communications stations WAVA-FM/Washington, DC; WITH-AM/Baltimore, MD; WABS-AM/Washington, DC; WBTK-AM/Richmond, VA; and Salem Satellite Radio's Family Talk, XM 170 aired special programming on September 14: an hour of prayer at 3 p.m. hosted by Hugh Hewitt, with special guests Senate Chaplain Lloyd Ogilvie, Bill Bright, Janet Parshall, Rabbi Daniel Lapin and Albert Moller; at 5 p.m. host Don Kroah was joined by DC-area pastors and leaders for two hours of prayer and petition for the nation.
- SAT-7 Regional Director J.B. Kump released an audio file to NRB members from the chairman of SAT-7's International Board, Pastor Habib Badr, a Christian leader in Beirut. Terence Ascott used the September issue of SAT-7's *News and Prayer Update* to relay a few messages from Christians of the Middle East of condolence, comfort and reason. Some of the messages received were from the following: Rev. Dr. Safwat El Baiady, president of the Protestant Churches of Egypt and chair of the SAT-7 Board in Egypt; Rev. Dr. Mitri Raheb, pastor of the Christmas Lutheran Church in Bethlehem; Rev. Dr. Habib Badr, chairman of the SAT-7 International Board and pastor of the National Evangelical Church in Beirut, Lebanon; Monsignor Michel Sabbah, the Latin Patriarch of Jerusalem; Rev. Riah Abu El-Asal, Anglican Bishop in Jerusalem; and Rev. Dr. Riad Jarjour, general secretary, The Middle East Council of Churches.
- Lisa Marshall of Navpress suggested the following guest ideas: Dr. Michele Novotri, psychologist and author of *Angry With God* and Dr. Os Guinness, author of *The Great Experiment: Faith and Freedom in America*.
- Hope and help for those hurting from the recent tragedy is available at a new RBC Ministries Web site, www.helpincrisis.net. The site also includes answers to frequently asked questions and links to other sites that offer further help. Online resources include "When Life Takes What Matters," "Why Would a Good God Allow Suffering?" and "How Can I Live With My Loss?"
- Dr. Charles F. Stanley addressed the world on September 16, after visiting New York City, with a message entitled "When National Tragedy Strikes," offering answers to questions, hope for the hurting and courage to go forward. The live Webcast was available at www.intouch.org.
- CBN broadcast coverage on the hour on September 11. Pastor Jim Cymbala of the Brooklyn Tabernacle appeared as a guest on CBN's *The 700 Club* to discuss the impact of the tragedy on his church and community. People fleeing the devastation in Manhattan streamed past the church and church members were there to distribute water and to counsel those who were traumatized, referred to the church by police.
- Larry Burkett prepared a special *How to Manage Your Money* broadcast with his personal thoughts and perspective on the aftermath of the attack. The special broadcast was available in its entirety or to excerpt for airing on all stations and available for download at www.crown.org/radiodl, with radiodl as the user ID and cmrad as the password to obtain the MP3 or RealPlayer audio files.
- MediaMap compiled a list of links to resources specifically for journalists covering the events,



Rescue workers, wearing the American flag, keep a close watch on smoldering buildings in danger of collapse. PHOTO: MICHAEL ORTIZ

available at www.mediamap.com/Sept11.asp. The page is updated continuously. Additional links can be added by e-mailing them to MediaServices@MediaMap.com.

- The Envoy Group passed along information regarding The Presidential Prayer Team, originally set to debut November 1, but launched early in response to the attack. The team is independent and nonprofit, holds no affiliation with any political or religious organization, is supported by a private foundation and charges no fee to join. The goal is simply to incite daily prayer for the President and his advisors, for this administration and for future administrations. Add your name by calling 800-295-1235 or enrolling on the Web at www.presidentialprayerteam.org.
- HCJB World Radio in Quito, Ecuador, went live with coverage beginning at 9 a.m. Everybody within English Language Service, including four managers and an engineer, thought and worked news. Ralph V. Kurtenbach co-anchored with International Radio Director Curt Cole, with Radio Pastor Graham Bulmer providing timely spiritual content and praying on the air. For afternoon and evening releases to Europe and North America, HCJB's former News Director Len Kinzel anchored. HCJB Spanish Language Service Director Allen Graham did a live phone interview with *Voice of America's* Dr. Andrew Kim Elliot. *Mission Network News* provided useful material both in its MNN reports and on its Web site. The HCJB/UK office produced a children's piece offering a Christian perspective on the attacks in language a child can understand. HCJB's Dr. Jim Allen gave a *Response to Evil*. HCJB is collecting and voicing background material for reporting attacks and/or a war and is compiling tracts for future use.
- WUFL-AM/Sterling Heights, MI, preempted several regularly scheduled programs to give live updates from SRN News and the local Fox TV

station. William Tyndale College provided Gary Lundy, WUFL news director, with an expert that teaches Middle Eastern Studies and who lived in the region for two years. She also was used on the local CBS station for several live shots. Interviews with local pastors were used in several newscasts. WUFL acted as a clearinghouse to disseminate information regarding local prayer gatherings at area churches.

- The Gospelcom.net alliance of more than 300 Christian ministries put up a new page on the site to provide spiritual answers to the question of why tragedies happen. The site featured biblical references, links to Christian resources, breaking news and the opportunity to make a commitment to pray for America. A highlight was a prayer forum for Internet users around the world to share prayer requests and concerns regarding the tragedy.
- LeSEA Broadcasting carried live hourly updates from CBN News starting at 2 p.m. and produced a one-hour program with news coverage and updates at 5 p.m.
- WHT, located at GALAXY 4R, trans 15.99 deg west, carried a live feed at 6 p.m. EST for the ALL NEWS CHANNEL which daily produces *The American Times*. All stations were welcome to air any or all of the feeds.
- News Director L.B. Lyon of KCBI-FM/Dallas, TX, monitored developments of the day on September 11, as well as preempting regular music programming with prayer for the nation and those affected. When the crashes occurred, KCBI-FM sports personnel shifted into news mode. The morning sports anchor went to the American Airlines headquarters in Dallas for a live remote while a KCBI reporter covered local news conferences with the FBI office in North Texas. News was expanded at the top and bottom of the hour throughout the day and live and pre-taped interviews giving the Christian perspective and response were aired. The noon talk show focused on the events of the day and the Christian response. KCBI carried all news conferences in Washington live via AP. The station made hourly updates to its Web page. KCBI stayed with the constant news updates and live news conference coverage through the week. Assisting the news department was former *USA Radio News* Director, John Clemens.
- Bee-Alive Inc. sent Bee Satisfied Royal Jelly nutrition bars to Ground Zero for the rescue workers. An employees son (a New York City police officer) met the delivery truck and took the shipment into Ground Zero.

Valerie D. Fraedrich is editorial assistant for *NRB* magazine and can be reached at vfraedrich@nrb.org or 703-330-7000, ext. 516.

New Realities Affecting Ministry Fund Raising

by the KMA Companies

In times like these, ministries cannot continue with business as usual in their communications. These extraordinary days require highly sensitive communication, a keen awareness of donor sentiment, and astute strategic and creative thinking. Above all, the extreme fluidity of the current situation demands that ministries be highly flexible in their communication plans and message development over the next several months.

Current Challenges

Income loss. Many donors are redirecting giving, living with greater economic uncertainty, and suffering emotional distress and information overload.

Mail disruption. Unconfirmed reports are circulating regarding mail delivery problems, although the Postal Service denies disruption in any location except New York City.

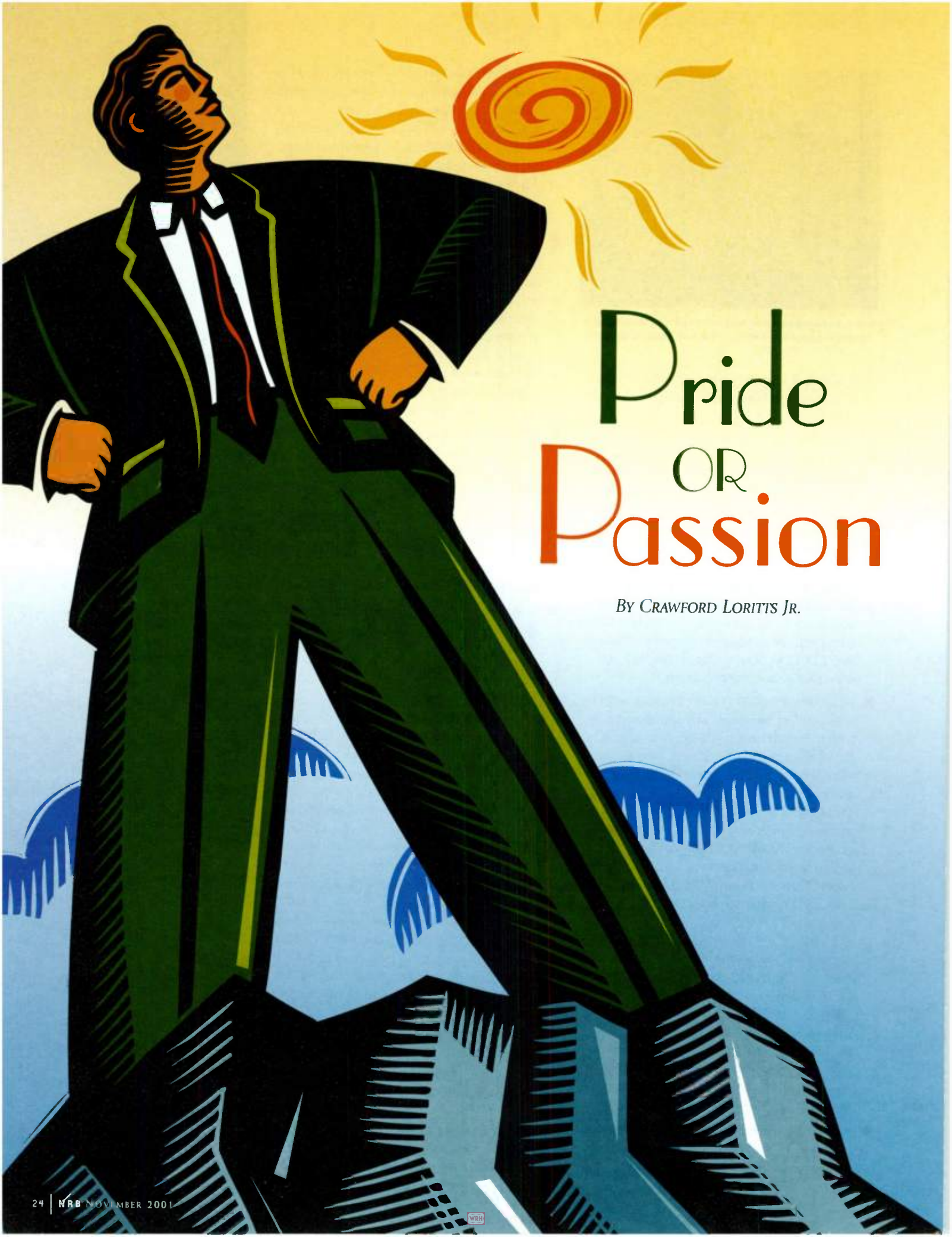
Scrambled schedules. Possible slow delivery of nonprofit mail could scramble mail schedules, meaning some donors may receive fund-raising communications late, out of sequence or simultaneously.

Recommendations for Direct Mailers

- 1) Stay relevant to the market.
- 2) Shorten communication.
- 3) Lower costs.
- 4) Use laser-printed letters for easy-to-revise copy.
- 5) Mail First Class.
- 6) Simplify graphics and packaging.
- 7) Postpone donor acquisition.
- 8) Communicate need to major donors.
- 9) Scrutinize language to avoid violent imagery.

Recommendations for Broadcasters

- 1) Re-air programs that relate to the current mood and concern of the listener.
- 2) Revise opens and closes.
- 3) Remain flexible in order to change everything within days.
- 4) Review offers and premiums.
- 5) Go satellite to make revisions and deliver new content within hours.



Pride OR Passion

BY CRAWFORD LORITTS JR.

It is amazing how we can come to “own” what God does in and through our lives. Pride, the home address of all sin, is such a subtle, insidious and powerful enemy. It seeks to flaunt itself at every opportunity. Ignore it, and it rushes in to occupy center stage.

Pride loves to take advantage of our passion and zeal for Christ, perverting it and turning it into a billboard for our “spiritual” significance and success.

In the early years of my ministry, pride ambushed me more than once. It usually happened after I preached or had an opportunity to demonstrate my knowledge of Scripture or my leadership “for Christ.” Often I couldn’t handle the compliments and recognition. Then God would lovingly and graciously allow me to fall on my face, reminding me that I dare not own what He does through me.

Passion in the Christian life fuels our effectiveness. God uses it to accelerate our spiritual development and to advance Christ’s cause (Acts 20:24). Yet is our passion driven to honor God or to glorify ourselves? The core of the Christian life, including our service for Him, is essentially a matter of the heart.

The Pharisees had an A+ in their passion for performance and truth. But performance and truth became their focus instead of the God of the Truth. Pride deceived and overwhelmed them. All they had were rules, regulations and rituals. Their pride robbed them of authentic spiritual power and left them with empty, hardened hearts.

Surpassing Righteousness

That’s why Jesus warns us we need a righteousness that “surpasses that of the scribes and Pharisees” (Matthew 5:20). Passion and performance in themselves are inadequate. This righteousness to which we have been called is written on our hearts by the Spirit. It is a gift, yet we must strive for it and operate from it. It serves as the backdrop for our performance and centers on the glory and honor of God, not ourselves.

This “surpassing righteousness” has to do with the purity and sincerity of our heart motives, not our spiritual activities and checklists. It’s demonstrated by the fruit of the Spirit (Galatians 5:22-23), not by “spiritual self-promotion.”

The goal is to be conformed to Christ’s image (Romans 8:29). In so doing, we will live holy and righteous lives.

When I was 19, I had a painful encounter with the “righteousness of the Pharisees.” I went to a Christian college and sang in the school chorale.

We sang at one church known for its outstanding Bible teaching. Yet after the service, all the chorale members except me and one other were assigned to a home to spend the night. We were the group’s only African-Americans. Arrangements had been made at a camp a few miles outside town. This “Bible-believing church” had problems with “fellowshipping” with black people. If your heart is not right and tender toward the Lord, your passion will produce hypocrisy and pride.

It is the spiritual righteousness of the heart that defeats pride and brings weight and substance to our spiritual passion. God hates pride, but He gives grace to those who realize that apart from Him, we can do absolutely nothing (John 15:5; James 4:6).

If you are like me, you need to be reminded periodically that

the goal of the Christian life is Christlikeness, not our performance. We need to avoid that dead-end street of comparing ourselves to others and seeking to measure up to others’ expectations (1 Corinthians 4:1-4).

Our heart’s prayer and passion should be to “Know Him [Christ], and the power of His resurrection and the fellowship of His sufferings, being conformed to His death” (Philippians 3:10). Every time I read this verse, I realize how much more of Christ needs to be seen and demonstrated through my life and ministry.

Maintaining Your Passion

Passion in the Christian life is wonderful, necessary and vital. But pride is deceptive, stubborn and resilient. Let me offer a few suggestions for maintaining your spiritual passion and also for addressing and defeating pride.

1. Embrace your brokenness. Thank God that you have been forgiven, but always remember the pain and suffering that our sin caused the Savior.

In his prayer of repentance in Psalm 51, David reminds us that a “broken spirit” is pleasing to the Lord (v. 17). Remembering the awfulness of our sin and our potential for wickedness keeps us from the pride-producing attitude of entitlement. I am convinced that is the reason the apostle Paul considered himself the “worst” of all sinners (1 Timothy 1:15). Brokenness demonstrates sincerity and a passion for the Savior.

My brokenness reminds me I am a sinner who has been saved by grace and is being kept by grace. I realize that at any moment I am capable of bringing shame and dishonor to my Savior.

We who have been Christians for many years or who have grown up in a Christian environment have to be particularly careful of a spiritual smugness that concludes we are incapable of sinful failure. We do not have to plummet to the depths of failure to experience brokenness, but we do need to remember what we are capable of doing.

2. Cultivate gratitude. We deserve only eternal separation from God. It is a privilege to have the opportunity to live for Him. Billy Graham once was asked, “What is the first thing you will say when you get to heaven?” He replied, “I don’t deserve to be here!” We should immediately give compliments, victories, recognition and successes back to God as a praise offering. Don’t wear the crown; give it to Him!

3. Flee isolation and run to community. We all need the accountability and balance that our brothers and sisters in Christ give us. Isolation breeds destruction and self-deception. Community lends itself to balanced self-appraisal (Romans 12:3).

4. Focus on the cross and take advantage of every opportunity to share the Gospel. Looking back to Calvary reminds us that He delivered us. Sharing the Gospel involves us in the dearest and nearest thing to the heart of God. This indeed is a humbling, gratifying experience!

Dr. Crawford Loritts Jr. is Associate Director U.S. Ministries for Campus Crusade for Christ and a member of the Evangelical Council for Financial Accountability Board of Directors. He is the author of Make It Home Before Dark (Moody Press).

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■ November 11

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■ November 18-25

National Bible Week.

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59th Annual NRB Convention & Exposition; Opryland Hotel, Nashville, TN. Gina Ebhardt,

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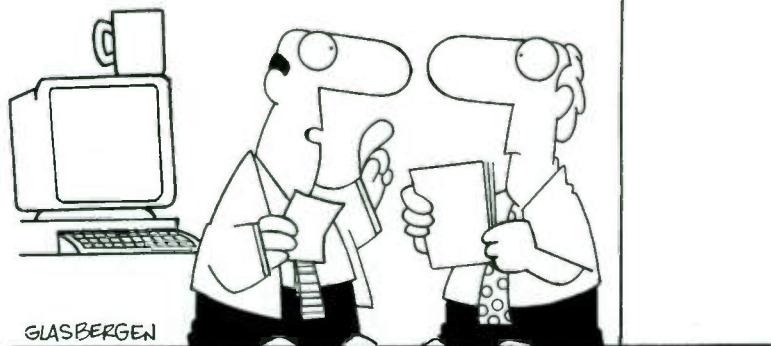
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Advertiser Index

ADVERTISER	PAGE
Bott Radio Network	5
Broadcast Software International	IBC
Christian Captions and Subtitle Services, Ltd.	12
DiscFarm Corporation	16
EZ FX, Inc.	14
InfoCision Management	2,26
John Pierce & Co.	11
Life Issues Institute	8
Love Worth Finding/KMA Media Group	1
Masterworks	9
National Right to Life	10
Newton Media Associates, Inc.	7
NRB 2002 Convention	17
NRB Membership	18
Oneplace.com	BC
"UNSHACKLED!"/Pacific Garden Mission	15
Royal & SunAlliance	27
Salem Communications Corporation	19
SofTrek	13
Total Living Network	IFC
Williams Ministries Communications	6


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Shattered Myths, Lessons Learned



Kenneth L. Connor is president of Family Research Council.

The vicious terrorist attacks on the Pentagon and World Trade Center towers shattered more than steel and concrete and the lives of countless thousands. Left buried under the smoking rubble were a number of self-indulgent myths Americans had come to believe.

First was the myth of our security and invincibility. With the collapse of Soviet Communism and the victorious conclusion of the Cold War, Americans set about spending the "peace dividend," downsizing the military and generally proclaiming peace in our time. Apathy and complacency became our unseen, unidentified enemies. Turning a blind eye to the true nature of the world around us, we forgot two of the most important lessons of history: 1) vigilance is the price of peace and 2) there is no "last war," only the interlude between wars. Our complacency became our undoing.

The second myth to collapse with the World Trade Center towers was our faith in prosperity. The terrorist attacks dealt a body blow to the legacy of the 1990s, embodied in the cynical political mantra, "It's the economy, stupid." Well, it's not the economy. There is no security in bank balances or stock portfolios. For the better part of a decade, we focused on capital formation and ignored the evidence of cultural disintegration that was all around us: rampant abortion-on-demand, warehousing the elderly, fatherless homes, out-of-wedlock births, rising divorce rates, serial cohabitation, the plague of pornography and loss of civility.

We put our faith in our material possessions and neglected the bedrock values that for more than two centuries have sustained our nation. Indeed, we forgot that these ideals are the very source of our prosperity.

Our culture has been on an ego-trip. We have defined liberty as the freedom to do what we want, when we want, without regard to consequence. Since the 1960s, "Do your own thing" has been our culture's defiant rallying cry. Having elevated the autonomous individual as the culture's highest ideal, we allowed the social institutions of marriage, family and faith to deteriorate. These three historically have provided the glue that binds us one to another.

Third, the secularized myth of our immortality perished amid the fire, smoke and dust. As a culture, we have lived in a state of blissful denial, pretending death is not the great equalizer that comes for us all. We have made a fetish of youth, clinging to the self-delusion that we can escape the inexorable march of time through liposuction and face lifts. Dispensing with the notion of life after death and succumbing to the secularist rejection of future rewards and divine judgment, we lived as if this mortal existence is all there is. A soft nihilism, a "live for today" attitude, overtook too many of us.

These and other self-delusions came crashing down upon us September 11. The awful attacks ignited a period of national introspection. In the aftermath of the atrocity, we are learning (or re-learning) some important lessons.

Since that morning, we know life is a fragile thing that can be snuffed out in a moment. There is no more denying our own mortality. Suddenly the adolescent nature of so much of our popular culture seems grotesquely frivolous. Who can ever again look at a youth-worshipping Calvin Klein ad and take it seriously, even for an instant? Aren't we collectively embarrassed by the silly and superficial things we regarded as important on September 10? Such idols have been reduced to ruins.

We are learning again to cherish those bedrock values that are most important to us: faith, family and freedom. In a time of national sorrow, we reached out first to God. We prayed, seeking His solace and comfort. We invoked His mercy and blessings upon our country, on the victims of these heinous acts, for the heroic rescue workers, our president and leaders and, as the country prepared for war, the men and women in our military forces.

The attacks put everything into stark perspective. When the planes knifed into the twin towers and the Pentagon, thousands of Americans picked up telephones, not to call their brokers, psychotherapists or the psychic hotline. They reached out to family, and what they shared, some in the final moments of life, typically was their faith in the Almighty.

Across this country, Americans reacted similarly. On the evening of the attacks, members of Congress spontaneously sang "God Bless America" on the steps of the Capitol and no one thought to call the ACLU. Prayer and patriotism have overwhelmingly characterized the national response to this challenge (at least outside the environs of some of our elite academic institutions and the remaining fever swamps of 1960s-style radicalism).

This season of national reflection (and even repentance) has been healthy. As we prepare to send America's sons and daughters off to war, it is worthwhile to question, "What kind of America are we asking our fellow citizens to defend?"

Our country may be in the midst of a renewal of those bedrock values that on Antietam's killing fields drove men in Union blue to hurl themselves against lines of Confederate grey, that kept Doughboys slogging through the Argonne Forest, that kept young men climbing into the cockpits of B-17s, or strengthened them to endure the tortures of the Hanoi Hilton.

We're rediscovering what is really important. Perhaps each generation of Americans must re-learn these hard lessons. Maybe this time we won't be quite so quick to forget.

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

NRB regrets the following omission from the Special Insert tribute to former NRB President E. Brandt Gustavson and apologizes for any inconvenience caused by the oversight:

"We remember Dr. Brandt Gustavson for his staunch, astute leadership in NRB and his kindness, especially toward the BNRB committee."

— Marilyn F. Crown, Pastor of Joy Church, Deeper Life Christian Fellowship in Jamaica (Queens), NY.



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"Feature-rich and flexible"

Steve Runck of the Northwestern Radio Group has this to say about BSI's digital automation:



August 22, 2001

When we started down the road with BSI's digital automation in 1996, our immediate need was for a good satellite controller. We also had been fighting to keep an old analog automation system on the air on our AM station. Today we use BSI's automation not only as a satellite controller, but also as our FM automation system.

We also use BSI's software to automate our AM schedule, including music on hard drive. We use a third system for satellite store-and-forward duties. The import routines make it a snap to integrate music and spots from your scheduling software with your BSI logs, and the voice-track editor's drag-and-drop capabilities make having a great hosted sound so easy that any jock will be able to quickly learn it.

The really great part about BSI's digital automation is that you can design as simple or complex of a system as you need in an economical, non-proprietary software and hardware environment. BSI's automation is so feature-rich and flexible that we will never run out of new possibilities for implementing our broadcasting mission. And if you really need a feature that's not already there, chances are good the BSI team will respond to that need in a future release. Where we started with a single PC running BSI's digital automation, the Northwestern Radio Group now employs approximately 17 automation programs at our stations in the Upper Midwest and Florida. KFNW is now down to 12-hour days for manned operation, and our staff is finding more time to be creative, both in the production room and out in the community.

We always like to think we will never need tech support, but I've always been thankful for BSI's 24/7 commitment to us when we DO have a problem. I've even gotten some of those poor guys out of bed in the middle of the night, and they've always gotten us back up and running within a reasonable amount of time. They've even helped us when the problem was hardware-related, and not software.

Yes, we like BSI's digital automation too!

Steve Runck
Staff Engineer
KFNW AM-FM, Fargo, ND

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—*Kay Arthur*



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