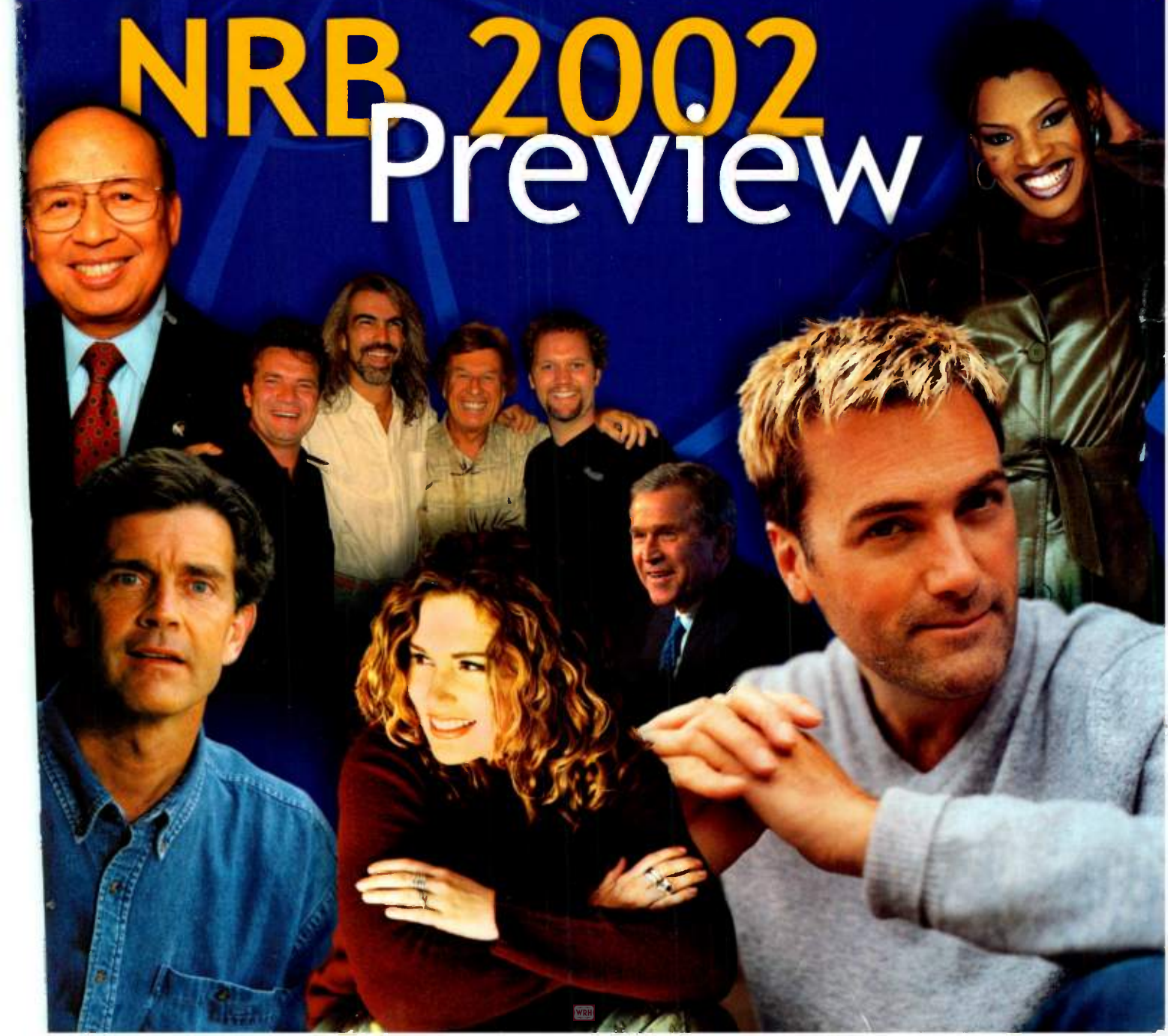


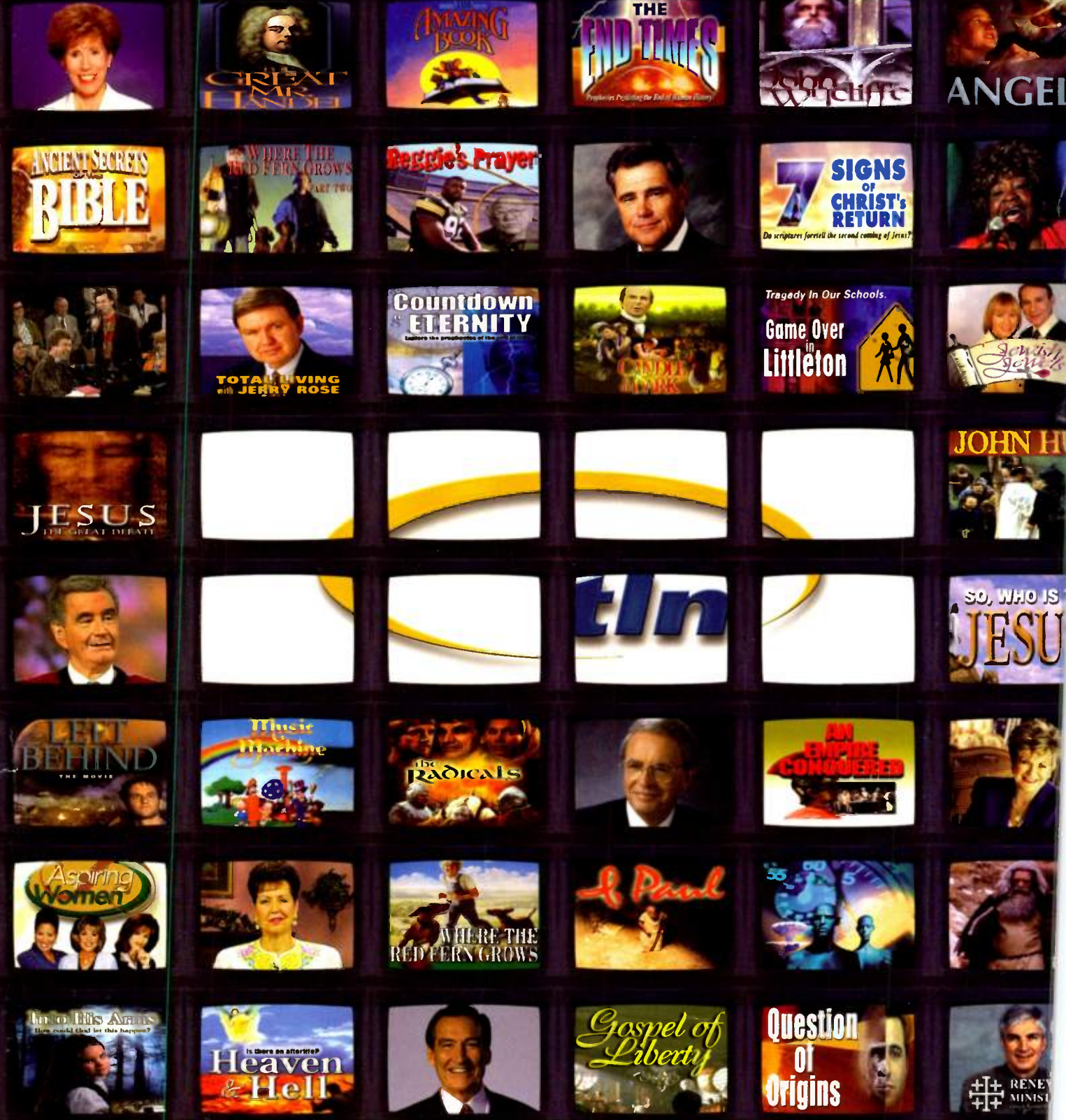
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FCC Opens New EEO Proceeding

The Federal Communications Commission (FCC) recently opened a rulemaking to consider reviving equal employment opportunity (EEO) rules for broadcasters. The new proceeding is the FCC's response to a court decision last year that struck down a set of broadcast EEO rules imposed in 2000.

The FCC first imposed some form of EEO obligations on licensees three decades ago — and those mandates were struck down in 1998 by virtue of an enforcement case against a religious broadcaster. Following the federal appellate court decision in that case, *Lutheran Church-Missouri Synod v. FCC*, the agency devised a new EEO regime that gave broadcasters a choice between following so-called "Option A" and "Option B" EEO recruitment requirements.

Both options were struck down last year following a new court challenge mounted by a coalition of state broadcasting groups. In *DC/MD/DE Broadcasters Ass'n v. FCC*, a federal appellate court ruled that Option B violated the Constitution's equal protection guarantees because it "create[d] pressure to focus recruiting efforts upon women and minorities." The court also struck down Option A on lesser, technical grounds, declaring that these rules were not "severable" from Option B.

The FCC now proposes to largely replicate the old Option A rules, with a bit of streamlining. In particular, the FCC proposes to:

- Reinstate the obligation to "widely disseminate" information about all full-time job openings.
- Reinstate the requirement to provide job notices to all requesting "recruitment organizations" in the broadcaster's community.
- Reinstate the mandate that broadcasters engage in a certain number of "outreach" obligations, such as job fairs, internships, etc., within a specified time period.
- Reinstate the obligation to provide details concerning all recruiting and outreach

activities in an annual disclosure in the public file.

- Replace a biennial compliance certification requirement (the old FCC Form 397) with a "mid-term" review — i.e., a reporting obligation in the fourth year of the eight-year license term. Radio stations with fewer than 10 employees would be exempt from this requirement.
- Conduct random audits to verify compliance.
- Reinstate the Annual Employment Report for broadcasters (FCC Form 395-B), which requires statistical data, broken down by gender and race, on employees in various job categories. The FCC intends to use this information to "monitor industry trends" and report to Congress; the agency will not use the information for enforcement purposes against any licensee. The FCC invites specific comment, however, on whether it can or should revise its form (which generally duplicates the EEO-1 report that large companies must file each year with the Equal Employment Opportunity Commission).

At press time, full details on the FCC's broadcast EEO proposals were not available. The agency is expected also to consider reinstatement of the religious broadcaster exemption to the recruitment rules.

By the time this issue is published, the FCC likely will have posted its complete range of proposals on its Web site: www.fcc.gov. Watch this column for updates on the EEO proceeding.



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.

NONPROFIT REPORT

Mandatory Arbitration Agreements: Legal Dream or Employer's Nightmare?

It would be an employer's answer to prayer: no lawsuits from disgruntled employees, no huge attorney bills and no menacing shadow of outrageous monetary judgments. Sound too good to be true? A recent Supreme Court decision may have brought this dream one step closer to reality.

Until recently, the legality of mandatory arbitration agreements was in question. Many argued that it is unconscionable for an employer to mandate that employees relegate their legal remedies to Alternative Dispute Resolution (ADR), rather than allowing them full access to the court system. However, in March 2001, the Supreme Court, in *St. Clair Adams v. Circuit City*, handed down a decision stating that mandatory arbitration agreements are enforceable in the employment context.

Basically, this decision allows employers to establish arbitration programs as the sole means for employees to issue complaints, virtually replacing court action as an option. Disputes would be handled in this limited context and the decisions made by arbitrators would be final.

The Supreme Court's decision, while important, only answered the basic question of the enforceability of such contracts. It did not address issues such as which party is responsible for the payment of arbitration costs, whether remedies may be limited, whether an employee may still file a grievance with the EEOC or whether damages may be awarded. These questions will have to be answered by future courts.

During the next term, the Court will be deciding a case, *EEOC v. Waffle House*, which will address whether an employee's agreement to arbitrate would prohibit the EEOC from filing a lawsuit on the employee's behalf. Thus far, the fourth circuit has held that the EEOC may still pursue injunctive relief on behalf of an employee, in the face of an arbitration agreement. However, monetary relief may not be pursued.

Many employers — including churches and ministries — opt to utilize arbitration clauses in their employment agreements. Organizations such as the Institute for Christian Conciliation and the American Arbitration Association provide access to experienced arbitrators with knowledge of employment law. The advantage of Christian ministries using such an organization is that the arbitrators understand the specific needs of a theocratic organization. In contrast, when a religious organization is forced into a secular court system, it often is subject to a harsh and potentially biased process.

To assist you in the decision-making process, here are some pros and cons of ADR, a process that includes mediation, arbitration and peer-review programs:

Pros

- A well-written, credible policy fosters communication between employer and employee.
- ADR provides a more efficient method for dealing with an employment claim; litigation can drag on for years.
- It is proactive, giving the employer a better opportunity to control the process and creating a systematic approach to dealing with a problem rather than merely responding to a lawsuit. This approach necessitates the participation of certain individuals or departments in finding a solution.
- It decreases litigation and legal fees.
- It creates an atmosphere that enables participants to find creative solutions to problems, rather than merely looking for a monetary payout.

Cons

- Educating employees about ADR's advantages requires commitment from your managerial staff. In order to create an atmosphere of trust and open communication, you must invest time and training.
- You may lose. When you agree to be a part of binding arbitration, you must live with the consequences, which may include reinstating a difficult employee or paying salary you feel was unearned.
- If you choose to engage in non-binding arbitration (meaning you are given a decision, but it is not binding on any of the parties), it can become a part of the litigation record and may be admitted in court.
- It is always best to have counsel involved in any dispute-resolution process, meaning that legal fees are a consideration.



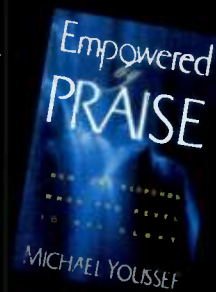
David O. Middlebrook, attorney and counselor at law, is a partner with Brewer, Brewer, Anthony & Middlebrook, P.C. Reach him at dmiddlebrook@bbamlaw.com or 972-870-9898.

A close-up, high-angle shot of a human eye, looking directly at the viewer. The eye is light-colored and has a focused, intense expression. The background is a warm, golden-yellow color.

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NRB Strategic Initiatives

Early in my process of moving to the position of NRB president, a friend asked, "What is your vision as leader of NRB?" After some thought and prayer, 13 items emerged as strategic priorities for me and for NRB in the years ahead:

- 1. Make a spiritual impact on the Church and culture.** Christian media reaches 60 million people a week in this country and is positioned to impact the culture by changing individuals. Our goal is to use Christ-centered media to lead people to Jesus and to help believers to grow.
- 2. Set the strategic direction of Christian media.** We must embrace new technologies and fresh formats to position Christian media to reach the next generation and beyond with the Good News. It can't be business as usual, or we'll be out of business in 10 years.
- 3. Involve the next generation.** We must "enlarge the tent" to include young, Christian, media professionals who have great passion and talent to offer. These 20- and 30-something communicators will help NRB to project its important united influence into the next generation via Christian contemporary music, the Internet, digital media, DVD, CD-ROM, direct satellite and LPFM.
- 4. Market the image of Christian media.** NRB can help to reshape Christian media's image to a world that looks with disfavor on "televangelism." NRB must favorably brand Christian communications by positively positioning our industry to the marketplace and the mainstream media.
- 5. Strengthen our international connections.** God is doing remarkable things through Christian media throughout the world, with increasingly open doors to the electronic communication of the Gospel.
- 6. Provide value-added service to NRB members.** I'm asking, "Other than sending you a monthly magazine and providing a convention, how can NRB help you to maximize your ministry and to increase your effectiveness in the Kingdom work God has called you to do?" Can we provide consulting? Offer research? Help you to find staff or funding? Suggest partnerships? Introduce new programming ideas? Plan staff retreats or one-day seminars? You tell us!
- 7. Create an impact on Washington, DC.** We can strengthen our effectiveness with Capitol Hill, the FCC, the White House and NAB through building relationships and increasing our visibility with government agencies we are privileged to work with.



**NRB President/COO
Wayne Pederson
can be reached at
wpederson@nrb.org or
703-330-7000, ext. 508.**

- 8. Synergize with partner organizations.** We must explore relationships with groups such as National Christian Radio Seminar, Christian Management Association, Christian Booksellers Association, Gospel Music Association, Christian Stewardship Association and Evangelical Press Association, as well as National Association of Evangelicals and Evangelical Council for Financial Accountability.
- 9. Retool NRB magazine.** I've talked with staff about improving the content with feature highlights for skimmers and columns addressing industry topics. Ad support is crucial in expanding the magazine's content. To do all of this, we need commitment from you to ambitiously write for us and to enthusiastically support the magazine.
- 10. Examine the function and role of NRB's regional Chapters.** How can the national office help the Chapters to function more effectively? We must examine the committee and task-force structure to streamline NRB and involve more front-line Christian media in the leadership process.
- 11. Create a Directory of Religious Media that is cost-effective and portable.** It costs a bundle to produce that huge book each year ... and it's bulky to carry in your briefcase! In terms of stewardship, online and CD versions are cheaper, more timely, highly accessible and portable.
- 12. Develop a user-friendly, practical and informal annual Convention.** We've come a long way in tightening the general sessions, with less promotion and more music. We must continue to make each year's Convention & Exposition the most valuable, most meaningful meeting a Christian media professional can attend.
- 13. Overall, we want to enlarge the NRB tent by including media-oriented churches, LPFMs, Web evangelism and Christian programming on mainstream media.** By moving out the tent pegs, NRB membership easily could increase to 2500 in five years.

In future issues, I will expand on each of these initiatives. Together, we will see Christian media become a stronger tool in the hand of God to this generation.



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

Access Is Still the Issue

When NRB was formed in the early 1940s, the overwhelming issue was access on network radio and the new emerging technology of television. There was a concern that Catholics and members of the National Council of Churches would be the only "religious" persons granted access on network radio and television.

Over the years, secular network executives consistently have resisted granting access to evangelical Christians. Despite this opposition, we have continued to make strides and to achieve success in accessing media outlets for the Gospel of Jesus Christ.

At the onset of this new century, I have a serious concern for Christian broadcasters. During the last century, television superseded radio as the primary media

instrument in American homes. Specifically, over the past two decades, cable TV has become the primary source of TV viewing. Cable penetration in U.S. homes is approaching 80 percent, an alarming figure, considering the general aversion to carrying Christian networks cable executives display.

The access battle soon may be fought on two fronts — TV and radio. Satellite radio could prove to be a formidable foe against traditional broadcasting.

Washington, DC-based XM Satellite Radio Holdings, Inc., launched nationwide satellite radio service in November 2001. XM's competitor, New York City, NY-based Sirius Satellite Radio, plans to roll out its national service in the Third Quarter of this year. Both services offer 100 24-hour channels, each programmed with music, news, sports or entertainment and airing fewer, shorter commercials — all with CD-quality reception. Although I am sure there will be some Christian music on these new radio

services, I question how much ministry or sound Christian teaching will occur.

To access XM and Sirius programming, customers must purchase a satellite-compatible stereo (with costs starting at \$250), which can be used only when the \$9.99 monthly subscription fee is paid. Perhaps the fundamental drawback to the success of this new satellite radio system is that very few people will want to pay for radio when they can get it free. Many said that about broadcast TV when cable was making its entrée.

Quickly becoming obsolete in America are FCC-licensed, free, over-the-air TV stations that don't have cable access, leading to a strong battle cry from TV broadcasters for "must carry" on cable systems. More than three out of four homes in America view TV via cable or satellite. We've seen an increase of niche programming that targets specific audiences: movie channels, news channels, sports channels, weather channels, women's channels, etc. Most cable systems throughout America now have 10 to 20 movie channels, several sports channels and several news channels; in contrast, religious programming typically is covered by Catholic channels and one "Christian channel."

There are a number of 24-hour Christian networks, such as FamilyNet, Cornerstone TeleVision, CTN, TLN, TCT and Daystar. Although some of these networks are carried in specific local markets, none are carried nationwide on any cable system. I commend FamilyNet for its anticipated nationwide carriage on AT&T Broadband. If this occurs, it will be a major development. However, my point remains: there still appears to be a concerted effort by cable executives to resist carriage of evangelical Christian networks.

A complete strategy addressing this serious issue must be planned and executed by NRB and other Christian broadcasters. If satellite radio follows cable TV's lead, the immediate future of Christian broadcasting will be profoundly impacted.

Access is still the issue. As NRB's courageous founders challenged the secular broadcasting executives of their day, we must challenge those who resist us in our day.



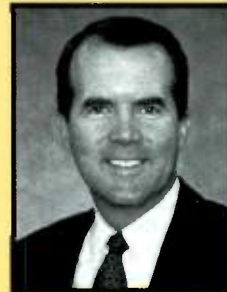
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AIRWAVE NEWS RADIO

Punta Gorda, FL – WRXY-TV, managed by Ken Griffith, was vandalized at 3 a.m. October 9. At the time, the station was on-the-air unattended. Although nothing was stolen, 90 percent of the master control equipment was ruined. A definitive motive was not known at press time. (Griffith, 941-543-4173)

Williamsport, MD – WCRH-FM held its annual Sharathon October 17-19, reaching the goal of \$400,000. Listeners also met an additional goal of \$100,000 for a building fund. (Ward Childerston, manager@wcrh.org)

Tigerville, SC – NRB member North Greenville College was awarded a construction permit for an LPFM, granted October 30. (Linwood Hagin, lhagin@ngc.edu)

Champaign, IL – WBGL-FM conducted its annual Breakthrough October 16-18, raising more than \$200,000 in pledges. (Meridith Foster, 217-359-8232)

Florence, KY – Nashville Public Radio agreed to purchase WNSG-AM/Nashville, TN, for \$2.5 million. (John Pierce, 859-647-0101)

Phoenix, AZ – World Radio Network, a ministry of HCJB World Radio, established a 24-hour Spanish Christian Radio voice through KNOG-FM/Nogales, AZ. Marcos Romero is the GM. (956-787-9788)

Franklin, TN – Listener-supported Christian Hit Radio WAY-FM concluded its Fall Sharathon with a record number of calls (3246) and monthly support (\$9700+) to go to the America's Fund for Afghan Children established by President Bush. WAY-FM will contribute \$3 per pledge. (Tara Rigby, 615-261-9293)

Sacramento, CA – K-LOVE Radio Network completed its fall fund-raising Pledge Drive with \$10.135 million in pledges to fund the coming year. The amount includes monthly pledges as well as one-time gifts. In other K-LOVE news, EMF Broadcasting announced the purchase of WGRI-FM/Flint, MI, from Gospel Radio International. The new call letters will be WAKL-FM. EMF also purchased WJLV-FM/Jonesboro, AR (formerly KOCY-FM), and WJBR-FM from Pollack Broadcasting Company. K-LOVE also added KMKL-FM/North Branch, MN, and KWBI-FM/Great Bend, KS. (Lloyd Parker, 916-282-1400)

Cedarville, OH – Supporters of CDR Radio Network responded to the station's Ingathering 2001: Bridge of Friendship fund drive with a commitment of \$690,200. (Mark Kordic, 800-333-0601)

Florence, KY – Midwest Broadcasting purchased WAUR-AM/Sandwich, IL, from Catholic Radio Network for \$4 million. The station has been under LMA since June 2001. (John Pierce, 859-647-0101)

San Diego, CA – KCBQ-AM signed an exclusive affiliation agreement with Fox News Radio and Westwood One. The expanded Fox News coverage began November 12 and includes segments from *Neil Cavuto on Business* and Fox's media personalities Bill O'Reilly and Tony Snow. (858-535-1210)

Ojai, CA – NRB member Christian Heritage Ministry is making *Charles Fuller's Old Fashioned Revival Hour* radio broadcasts available free on tapes and CDs to any Christian radio station. (Richard Brown, 805-640-8233)

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TRADE TALK



AIRWAVE NEWS TELEVISION

Muskegon, MI – The new *DISCOVERY TEAM* video series reveals answers to the most pressing questions about creation. Co-produced by Answers in Genesis Ministries and Gospel Communications International, the series utilizes live action, 2D and 3D animation, and high-tech animatronics. The first two episodes are "A Jurassic Ark Mystery," and "Six Short Days, One Big Adventure!" (Dale Mason, 800-467-7353)

Chicago, IL – The Total Living Network (TLN) won an Emmy at the 43rd Annual Chicago/Midwest Emmy Awards held on Oct. 27. TLN was nominated for five awards, taking home the Emmy for Outstanding Achievement for Individual Craft Off Camera – Scenic Design, which was presented to Peter McDonough and Paul Unterfenger. (Debra Hall, 312-433-3838)



Roseville, CA – Amazing Facts ministries recently began airing its new TV program, *Amazing Facts: Millennium of Prophecy*, hosted by Doug Batchelder. The program replaced *A New Revelation*. (Cheridah Walters, 916-434-3880).



NEWS

Colorado Springs, CO – In early November, the Salvation Army made national news by offering domestic partnership benefits to its homosexual employees. On November 12, the organization reversed its decision. (Paul Hetrick, 719-531-3336)



TECHNOLOGY

New York, NY – The Centralized Broadcasting Solutions Group recently expanded with the incorporation of compression and transport technology and systems expertise provided by new group member Tandberg Television. (Chris Lesieutre, cles@wallstreetcom.tv)



In the November issue's *Web Watch*, *Information Radio Network (IRN) News* (www.Irnnews.com) was inadvertently omitted from the list of Christian News Web Sites. NRB regrets any inconvenience caused to IRN.

IRN provides news service and satellite programming with top and bottom of the hour newscasts, offers satellite segment time for program producers and supplies news via the Internet. Visit IRN at booth 1301 during the NRB 2002 Exposition.



PUBLISHING

Rancho Santa Margarita, CA – W Publishing Group published *The Prayer of Jesus* by Hank Hanegraaff. The book challenges readers to pray for the sake of deepening their relationship with God. In other W Publishing Group news, best-selling author Max Lucado completed a 10-city book tour October 1-6, promoting *Traveling Light: Releasing the Burdens You Were Never Intended to Bear*. (CMResource@aol.com and Pamela McClure, 615-595-8321)



San Luis Obispo, CA – The Parable Group and *Publishers Weekly* jointly commissioned research to chart the buying habits of Christian book buyers and announced the results at the conclusion of the Evangelical Christian Publishers Association's (ECPA) Fall Seminar in Greensboro, NC. Among other findings, the survey found that people who buy Christian books tend to do so with great frequency — more than half (57 percent) had purchased a Christian book for themselves or for a gift in the last month. More than one-third (38 percent) said they had increased the amount of Christian books they are buying as compared to the amount they bought two years ago. (Jana Muntsinger, 615-376-9442)



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TRADE TALK



PEOPLE

Chicago, IL – Carl Metcalf, 56, morning show host at WKES-FM/St. Petersburg, FL, was killed by a hit-and-run driver as he rode his bicycle to work on November 5. Metcalf was with Moody Broadcasting for 26 years and served at WKES since 1992. He is survived by his wife, daughter, and two grandchildren. (Robin Jones, Robin.Jones@moody.edu)

Ft. Worth, TX – Mike Magnuson, 52, Calvary International missionary to Grenada, died August 15 from an inoperable brain tumor. He is survived by his wife. (Bob Nichols, 817-332-1246)

Falls Church, VA – Broadcaster George Putnam, who recently celebrated his 87th birthday and 26th anniversary on KRLA-AM, a Salem Communications station, ended his record run on Los Angeles radio on September 28, when he broadcast his last installment of *Talk Back*. (Radio World, November 7)

Camarillo, CA – Salem Communications Corporation promoted Joe Davis to Executive VP, Radio. (Amanda Strong, 805-987-0400)

Black Mountain, NC – Blue Ridge Broadcasting announced that Matthew Stockman joined the staff of WMIT-FM. Stockman, founder of Matt Stockman Student Ministries, was morning host/PD of WZTO-FM/Nashville, TN, and has performed voiceovers for McDonalds, Precept Ministries, Boy Scouts of America and Cingular Cellular. (Tom Atema, tatema@brb.org)

West Midlands, UK – J. Peter Wilson was appointed broadcasting campaign consultant of the Evangelical Alliance UK. One of Wilson's proposals is to establish a new trade association as an umbrella body to represent independent UK Christian broadcasters and to provide them a stronger, collective voice. (Carol Ashley-Smith, casmith@eauk.org)



Franklin, TN – Reunion Records announced the following promotions and job changes within the marketing department: Ellyn Gernand, Retail Marketing manager; Laurie Melick, Consumer Marketing manager; and Jaimee Paulich, Marketing coordinator. (Brooke Elder, 615-261-6361)

Los Gatos, CA – Streaming21, Inc., appointed David Silver to the position of president/CEO. (Sinan Kanatsiz, 714-854-0800)



Nashville, TN – inpop Records hired James Riley as its Director of Radio Promotions. Riley was most recently at Word Records and worked radio promotions for Star Song, Essential and R.E.X. (www.inpop.com)



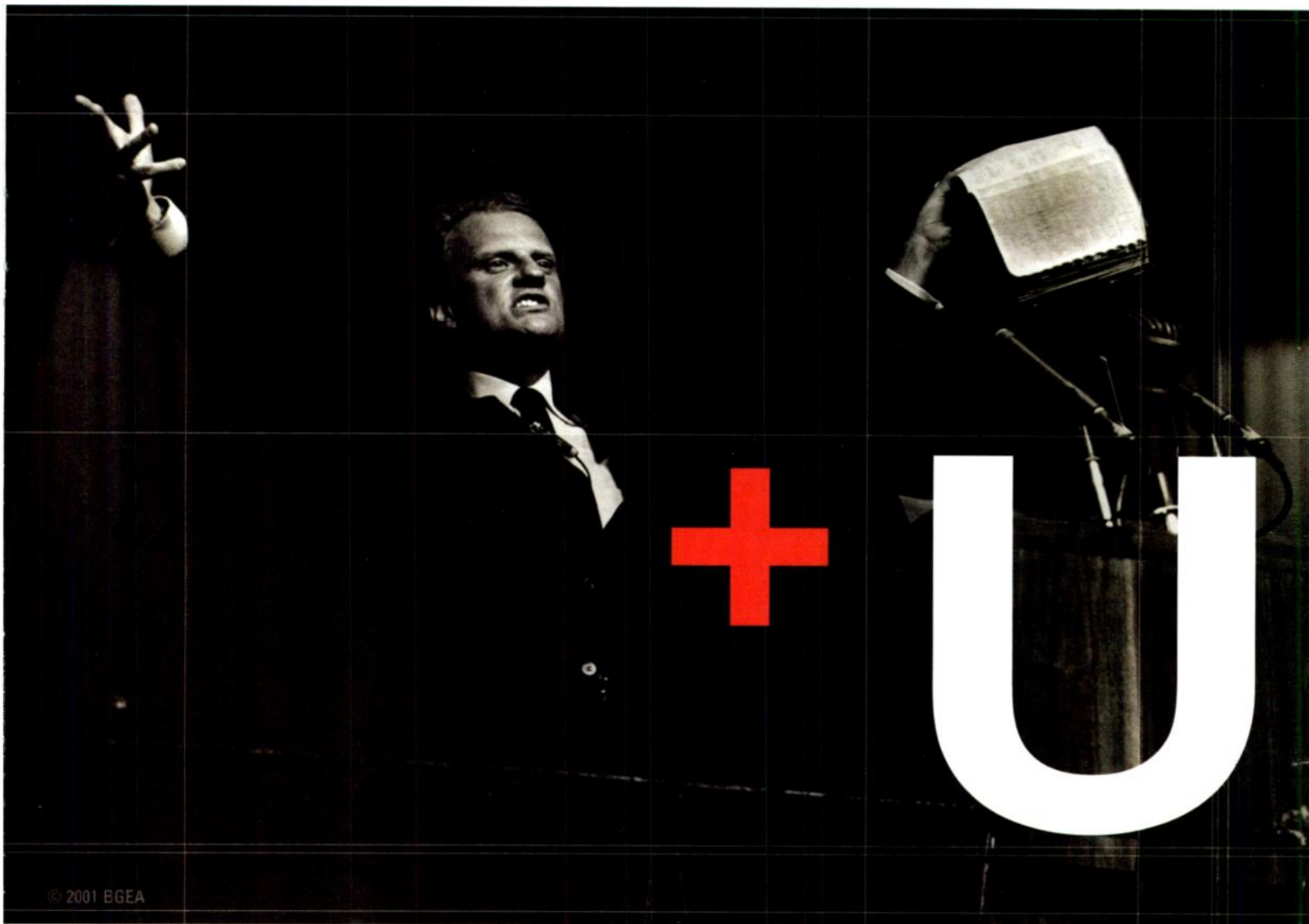
Ventura, CA – The Advisory Board Members of the National Sunday School Teacher Appreciation Campaign announced 87 year-old Ms. Lou Hays as the 2001-2002 Henrietta Mears National Sunday School Teacher of the Year. Ms. Hays, who has been faithfully teaching for 68 years and currently teaches a senior women's class at First Baptist Church in Athens, TX, was selected from more than 600 nominations. (Marlene Baer, 800-235-3415).

Zarephath, NJ – The 2001 Percy Award, presented annually by the Eastern Chapter of NRB, was won by S. Rea Crawford, GM of WAWZ-FM. Crawford received the award during the ENRB Convention, held September 23-25 at the Sandy Cove Conference Center in North East, MD. (mmoncho@wawz.org)

Nashville, TN – Provident Music Group appointed Jackie Chapman as publicist for Diadem and Brentwood Records. Chapman was formerly editor of *GMA Today*. (Brooke Elder, 615-261-6361)



Nashville, TN – Teresa Davis and Brent Gibbs joined the artist management division of Mitchell Artist Management. Davis is a former owner of Paradigm Management with 10 years' experience in the Christian music industry. Gibbs, who has experience in road managing, tour production and literary acquisitions, strengthens a relatively new division of the company in author representation and literary acquisition. (615-248-0800)



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TRADE TALK



INTERNATIONAL NEWS



The Parable Group's inaugural Spanish Summit attendees (L-R): Alan Young, libreria-cristiana.com; Larry Downs Jr., Editorial Unilit; Wendy Wakefield, ICC; Steve Potratz, The Parable Group; Joslah Rivera, CanZion Music; José Garcés, One Voice Music; Marcela Gómez-Helnein, Caribe-Betania; Don Caldwell, Spring Arbor; Sergio Blanchet, CanZion Music; and Rick Mendoza, Distribuidora Nueva Vida.

San Luis Obispo, CA – The Parable Group's first Spanish Summit was held October 22, marking the first time Spanish-language product suppliers met as a group with a national CBA retail-marketing group. To help Parable member stores increase their selection of Spanish products, Parable and its suppliers will produce a *Spanish Language Core Inventory Report*, segmented according to an individual store's needs. (Jana Muntsinger, 615-376-9442)



INTERNET

Budapest, HUNGARY – After failing to receive permission for radio airtime, Hungary's first evangelical radio network, Yes Radio, launched its broadcast via the Internet (www.yesradio.hu). Spokesman Imre Nagy stressed that Yes Radio will re-apply at the next frequency application chance, most likely in Budapest. Also, Yes Radio wants to widen relations and cooperation to churches and Christian organizations. Although the Catholic Church has been involved in radio programs, evangelical programs remain a new commodity in post-Communist Hungary. (Stefan Bos, bosnews@externet.hu)

Collegeville, PA – On November 6, Integridad Network unveiled its community site www.integridad.com, targeting Spanish-language users who need to access values- and faith-based content, tools and resources in Spanish. (Steve Thurston, 610-983-4252)

Dr. Ben Armstrong

Executive Director 1966 - 1989

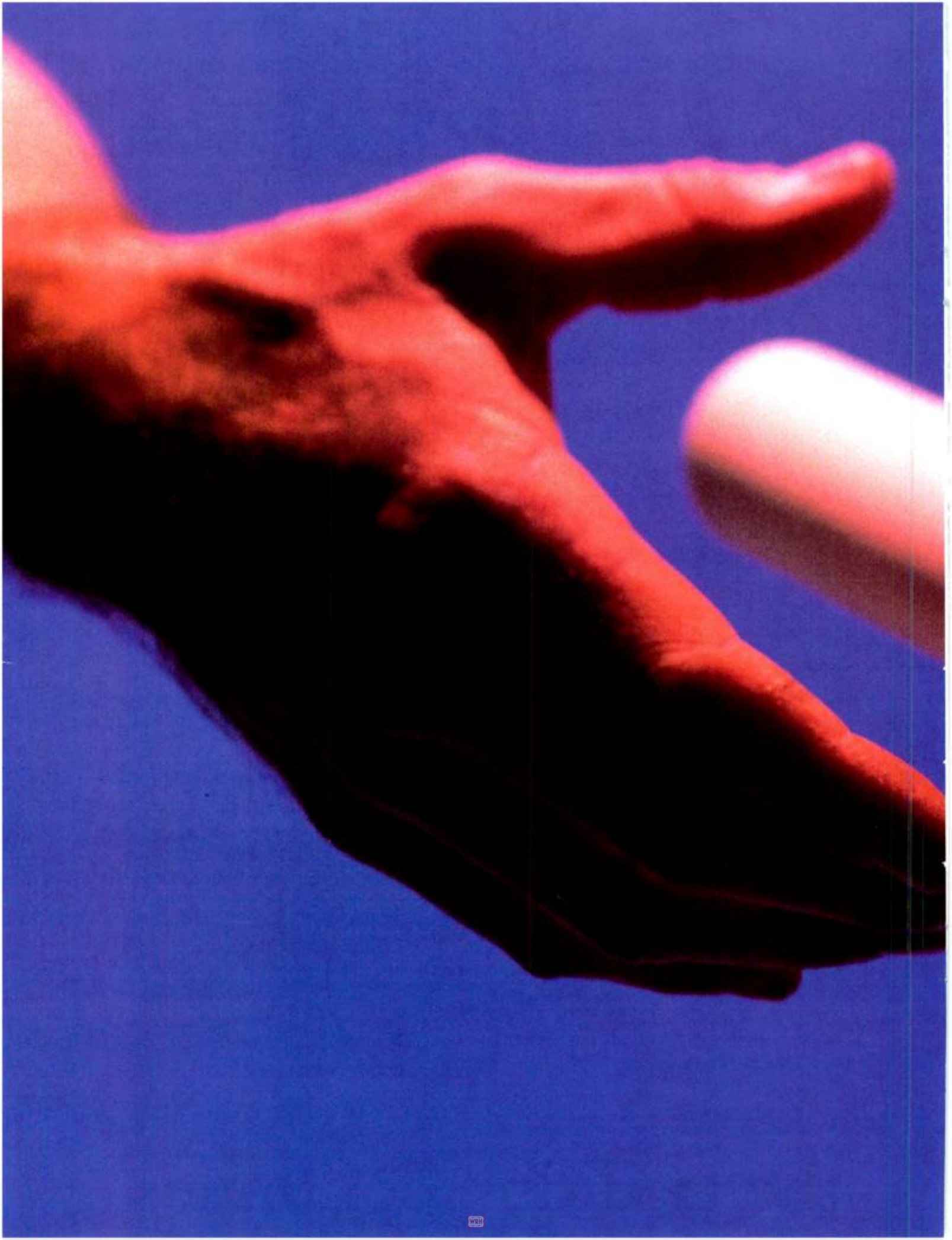
Dr. Robert Cook

Interim Executive Director 1989 - 1990

Dr. E. Brandt Gustavson

President 1990 - 2001

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Larry Burkett - Crown Financial Ministries

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GSF&ASSOCIATES

MEMBERSHIP: Where We Are and Where We're Going (Fasten Your Seat Belts!)

Where We Are

The year 2001 was a time of tremendous Association growth, with NRB Membership attaining its highest number in history: more than 1450 members. The Association kick-started the year with the NRB 2001 Annual Convention & Exposition in Dallas, TX, which set an attendance record of more than 5000 people. Adding a popular Church Media track to the Convention brought new members to NRB and expanded the Association's reach.

Shortly after the 2001 Convention, sad news hit the Association when NRB President Dr. Brandt Gustavson announced his diagnosis of pancreatic and liver cancer. In the midst of his illness, NRB made plans to purchase its new headquarters building. Gustavson participated in the transaction, realizing a longtime dream of a permanent site for the Association's headquarters.

On May 14, Gustavson walked into the Lord's presence. A few weeks later, his life was celebrated during a public memorial service, which featured many fond and often humorous reminiscences from Executive Committee members and other special guests. Communications professionals arrived in Manassas, VA, from all points for the touching tribute.

During summer and into the fall, a Presidential Search Team sifted through candidates and recommended a new President/COO: Wayne Pederson, executive VP of Radio for Northwestern College Radio Network. Pederson began a weekly e-mail conversation with the headquarters staff, expressing his goals and aspirations for the Association.

At the same time, the NRB Regional Conventions met, with many breaking attendance records. People enthusiastically responded to the heightened spiritual emphasis and educational workshops at these Chapter events.

Immediately after the September 11 tragedy, the NRB Membership Listserv and fax broadcast became

vital to Members for quickly dispersing news from Members and enhancing Member programming by providing names of experts for interviews.

In November, NRB launched a new, improved e-Store, expanded and powered by Parable Interactive. The e-Store, located at www.nrb.org/store.htm, offers the *2002 Directory of Religious Media*, resource books and other products to meet the needs of Christian communicators. Whether you want to download the *Directory* or search Parable Interactive's warehouse of the largest selection of Christian products and titles on the Web, the new NRB e-Store is here for you.

During late fall, renovations began on the 18,000-square-foot headquarters building to prepare it for NRB's occupation. The staff started packing up the office and getting ready for the transition, moving into the building the final week of November. The staff worked through minor telephone and e-mail hiccups, focusing on the future and continuing to service the Membership. The building is intended to serve as a resource to Members, who can combine business and pleasure by using the facility for getaway strategy meetings while enjoying the attractions of the nation's Capital, just 25 miles from Manassas, VA.

Early December also saw another historical event: publication of the final print version of the *Directory of Religious Media*. Stewardship and technology led to the decision to discontinue the print version. Since publishing and postage costs continue to escalate, a significant amount of money will be saved by electronically distributing the information. Plus, the information will get into the hands of the users more quickly and efficiently via electronic delivery. Of course, this makes the final print version a collectible, so purchase yours at the NRB e-Store today!

Where We're Going

In early January, Pederson and his wife, Norma,

move to Manassas. He begins full-time employment January 7, just in time to assist with final preparations for NRB 2002. For more information about Pederson, see the article on page 32. Also, read his "Signing On" column on page 8 to glimpse his vision for NRB's future.

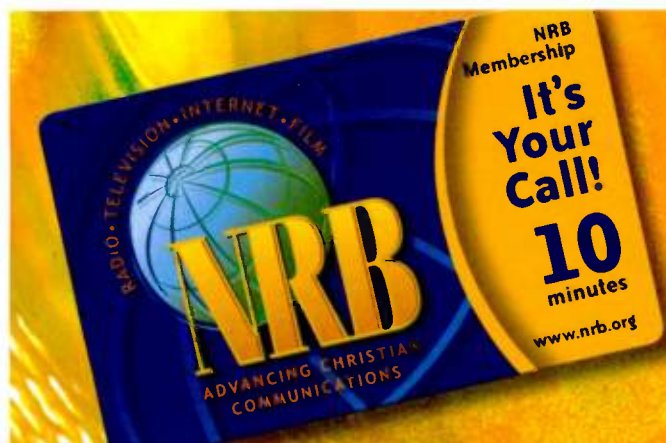
Early this year, *Inside NRB*, the Association's weekly news publication for Members only, will be distributed solely via e-mail — a decision that has received many positive responses. The publication soon will not be faxed and I don't want you to miss an issue. If you're receiving it via fax, please send your e-mail address and full name to bpowers@nrb.org. Stay connected to this important resource.

During February 16-19, the industry will convene in Nashville, TN, for NRB 2002. The Convention will feature many industry notables and an appearance by President George W. Bush, who is slated to speak February 19. New to NRB 2002 is the News Boot Camp, sponsored by the Radio and TV Committees. Other Boot Camps include Film and TV Production, Internet, Stewardship and Church Media. Industry training also will be available through more than 40 educational sessions. (Note: pre-registration ends January 15, so register now to get your discounts!)

Watch in late spring for details on an NRB partnership with Regent University. To keep the industry moving forward, the relationship will offer a Professional Learning Certificate and undergraduate, Master's and Doctorate degrees. Many theory courses will be available online, while practical courses may require a visit to Regent's campus.

The year 2002 promises to surpass 2001 in many ways. NRB is gearing up for the fast track, so fasten your seat belts and be part of the adventure!

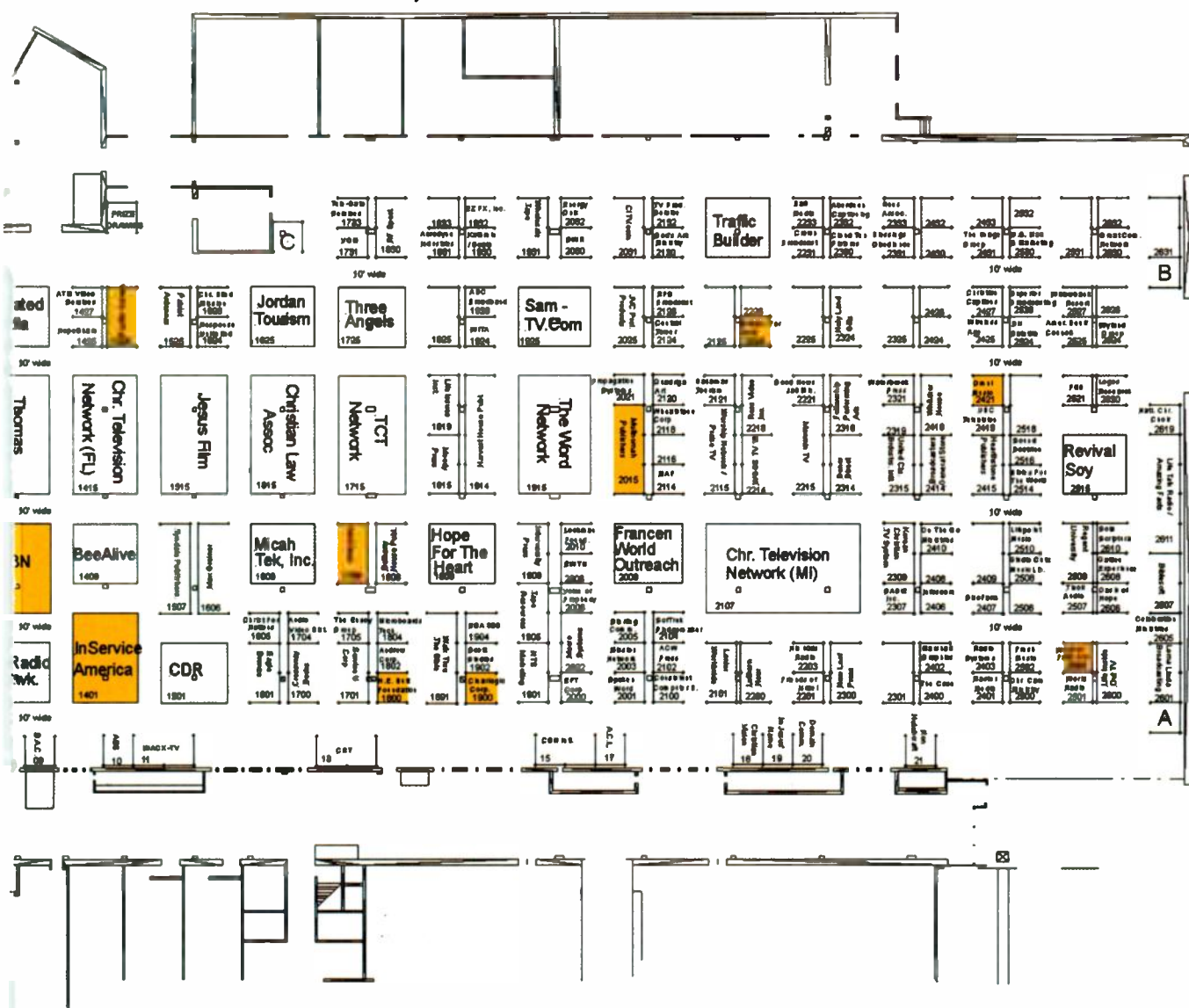
— Anne W. Tower is VP of Membership and can be reached at atower@nrb.org or 703-330-7000, ext 511.



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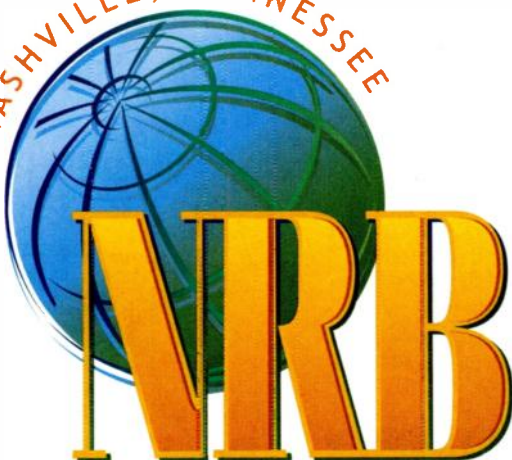
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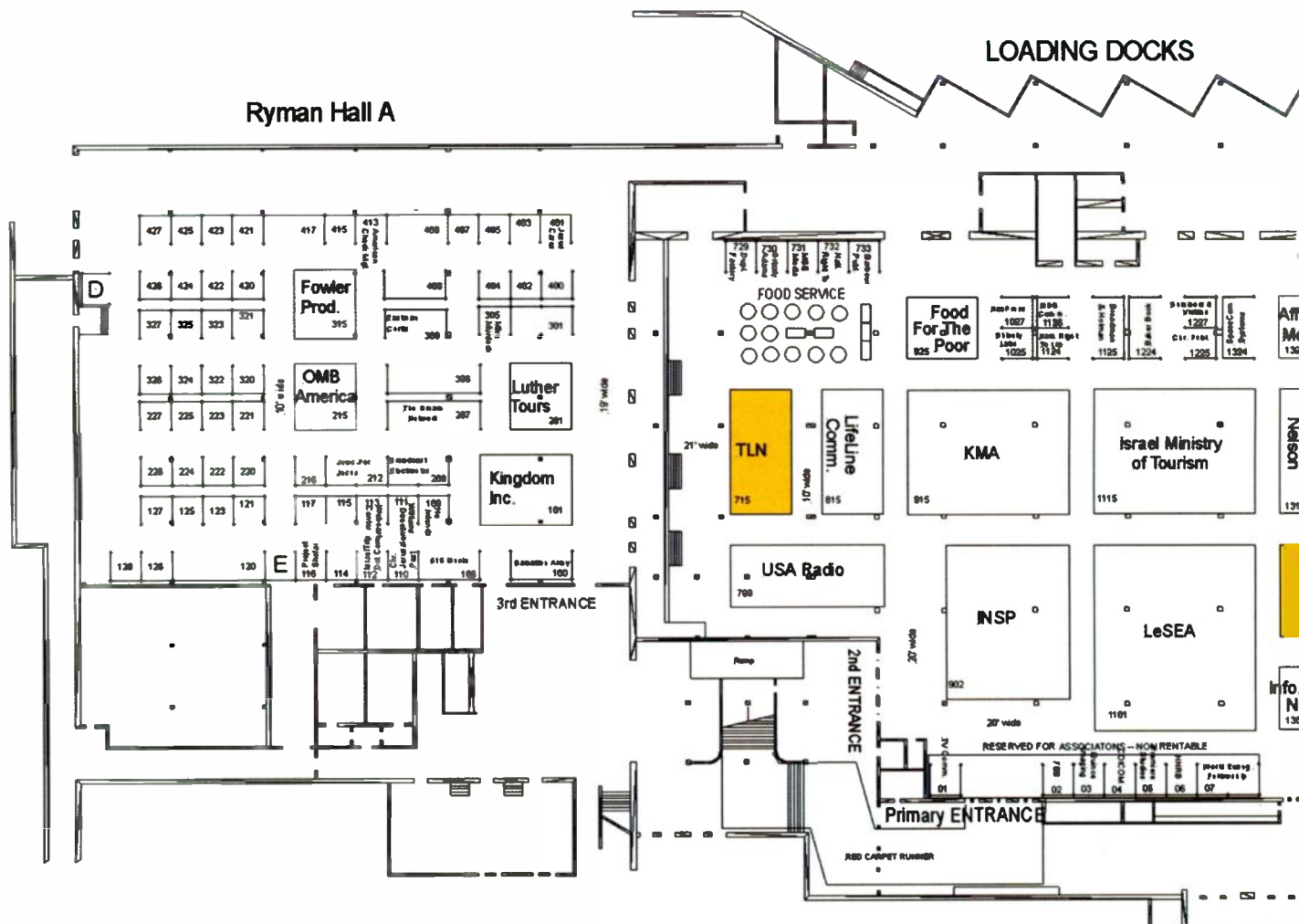
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MUSIC

Nashville, TN – Chordant Distribution's warehouse management was presented as a case study in the August issue of *Frontline Solutions Magazine*. Senior VP of Distribution Services Matthew Ladisa was interviewed about Chordant's success in moving 20 million units of music and video product yearly from the 40,000 square foot distribution center in Jacksonville, IL. Also, since 1995, Chordant Distribution Group has been listed annually as Top Christian Music Distributor in *Billboard Magazine*. (Tricia Whitehead, spinhouse@home.com)



Matthew Ladisa

Nashville, TN – According to World Vision, the "Heal Our Land" benefit concert on October 8 netted more than \$200,000 for disaster relief efforts. The concert was a joint effort by Solid Gospel Network, Gospel Music Television, The Crabb Family, The Martins, Isaacs and Anthony Burger. (Jim Black, jblack@salemusicnetwork.com)

Los Angeles, CA – Radio and Records announced that Dick Clark Productions (DCP) approved a new category to *The American Music Awards* to highlight the growing awareness of the Christian music format. The new category, Contemporary Inspirational Favorite Artist, will emphasize artists who have made an impression on the population as a whole, while having sales and charting success within the Christian genre. The 2002 awards show will air January 9 at 8 p.m. (EST) on ABC. (WebRock, October 18)

Mobile, AL – Integrity Incorporated launched a new Web site in late October, *Songs4Worship.com*, offering broad-based content and worship resources relevant to ministry leaders and lay people. (Shannon Walker, shannonw@integinc.com)

Nashville, TN – Recording group NewSong and its label, Reunion Records, announced an alliance with *Operation Christmas Child*, a project of Samaritan's Purse. NewSong's single "The Christmas Shoes" was chosen as an anthem of compassionate giving in association with this year's shoebox drive. (Jackie Marushka Smith, 615-261-6439)



NewSong's album photo shoot features young actor Elisha Chandler, who represents the boy in "The Christmas Shoes" song. L-R: NewSong's Billy Goodwin, Matt Butler, Stephen Reischl and Michael O'Brien, Chandler and NewSong's Eddie Carswell.

Nashville, TN – Word Records artist Jaci Velasquez was invited to participate in recording "El Ultimo Adios," ("The Last Goodbye") to honor the victims and their families of the terrorist attacks that took place on September 11. All proceeds from the project were donated to the American Red Cross and the United Way. (615-457-2000)

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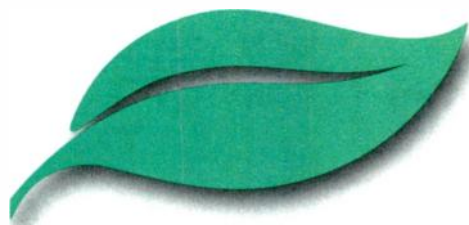


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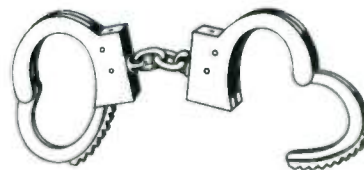
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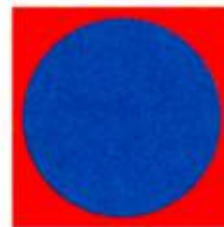
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"While women weep, as they do now,

I'll fight.

While little children go hungry, as they do now,

I'll fight.

While men go to prison, in & out, in & out, as they do now,

I'll fight.

*While there is a poor lost girl upon the streets,
while there remains one dark soul without the light of God*

I'll fight.

*I'll fight
to the very end!"*

General William Booth 1829-1912
Founder of The Salvation Army

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New at NRB: e-Store Powered by Parable Interactive

BY VALERIE D. FRAEDRICH

Time and money is of the essence and at a premium for most people, especially those in ministry and communications. So many important things make demands on you, leaving little time to seek out the resources necessary to do what you have been called to do. In some parts of the world the only access to these resources is the Internet.

As an association serving Christian communicators around the world, NRB desires to better serve its members in a timely, efficient, cost-effective, technologically savvy and stewardship-minded manner. To that end, NRB is partnering with Parable Interactive and proudly announces the opening of the new NRB e-Store, exclusively online.

What Is Parable Interactive?

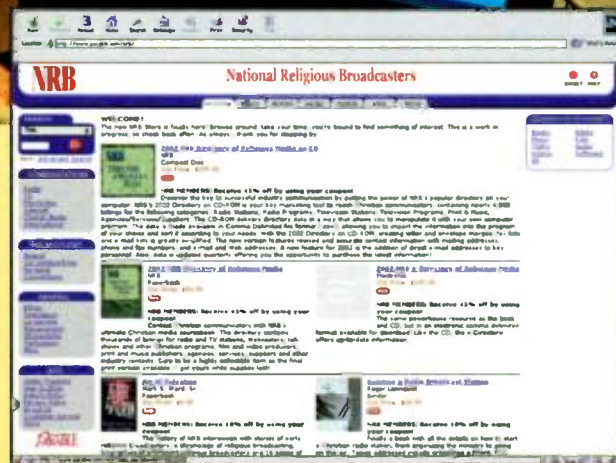
Parable Interactive is an e-commerce solution for Christian nonprofits developed by The Parable Group, a leading provider of innovative Christ-centered marketing and management tools. Parable Christian Stores — members of Parable's association of independent retailers — are locally owned-and-operated by people who love the Lord and consider their business a ministry to the community.

Parable has been serving Christian retailers for over 15 years. Currently, Parable Interactive hosts and operates more than 200 Christian stores and organizations. Along with NRB, Parable Interactive manages stores not only for other international ministries such as Prison Fellowship, World Vision and Smalley, but also for well-known Christian broadcasters such as CBN, INSP and TLN.

Parable Interactive builds, stocks and merchandises online stores for ministries looking to sell their own products and who want access to its 120,000 mainstream Christian products. Although all product prices are discounted, NRB members receive even greater discounts on all NRB products.

Benefits of Being Online

An online store benefits NRB in four major ways: 1) it enables visitors to easily find what they need; 2) it affords anytime, anywhere shopping; 3) it allows shoppers access to important NRB resources; and 4) it features the largest selection of Christian products and titles on the Web, from



Parable Interactive's storehouses.

The NRB e-Store is designed specifically with members in mind, featuring individual sections such as NRB Convention, Radio, TV and Internet, representing the various facets of our industry.

The Parable Group is a pioneer in the field of customer security and has been recognized by the Direct Marketing Association for its Privacy Policy. You can count on the same high level of trust you've come to expect from NRB: a secure store site offering worry-free e-commerce, high-quality content and staff integrity.

The NRB e-Store ... we're here for you at www.nrb.org/store.htm.

Valerie D. Fraedrich is editorial assistant for NRB magazine. Reach her at vfraedrich@nrb.org or 703-330-7000, ext. 516.



Northwestern College
Radio Network

NORTHWESTERN COLLEGE Executive Vice President for Radio position available

Northwestern College and Radio is seeking to fill the position of Executive Vice President for Radio. Candidates must demonstrate a commitment to Northwestern College's mission and values, as well as understand and agree with the College's Doctrinal and Responsibilities of Membership in the College Community Statements.

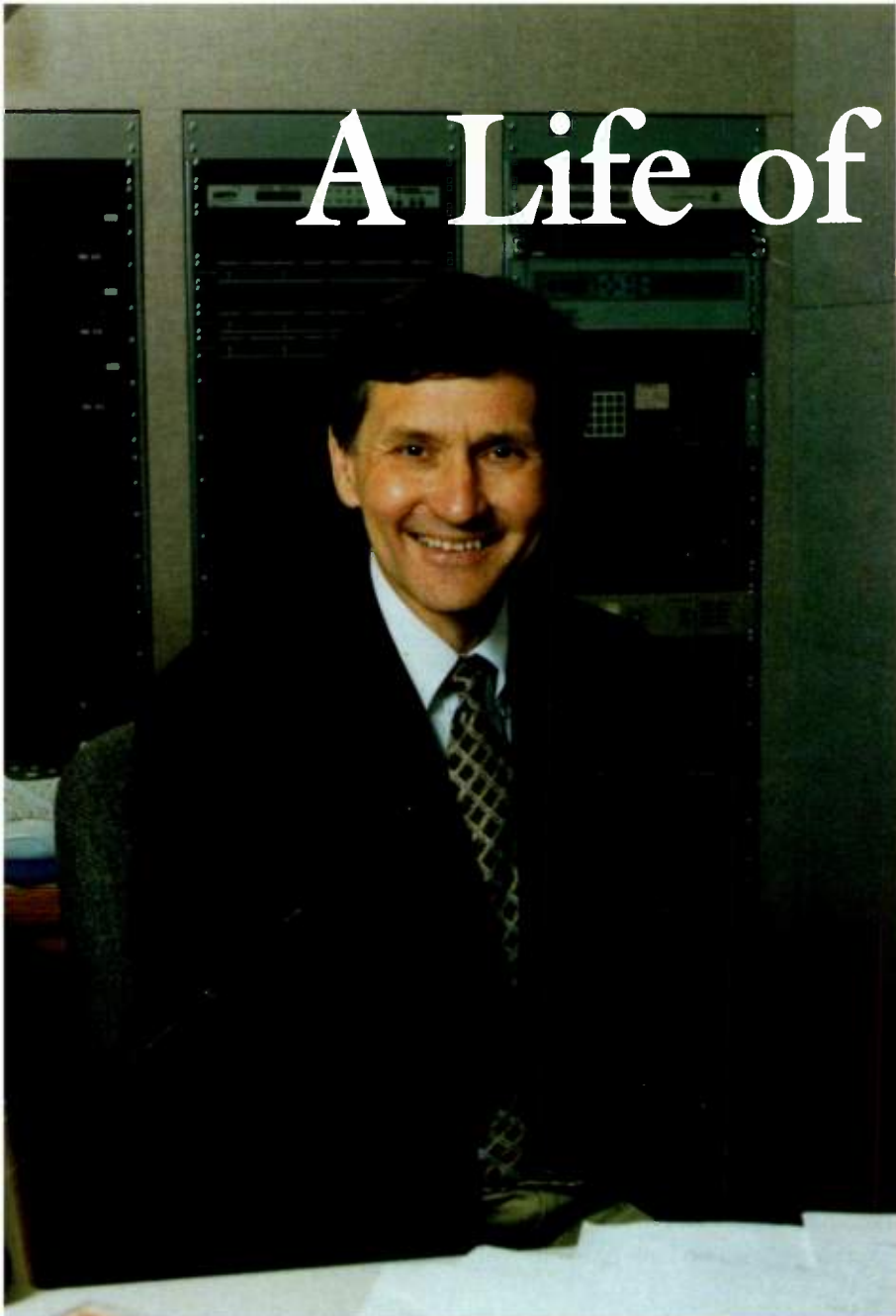
Position Summary: The Executive Vice President for Radio is responsible to provide strategic leadership and develop overall direction for mission and objectives for the Broadcast Group and Communications. Responsibilities include setting direction for all programming, music, finances, fund-raising, expansion and promotion for broadcasting division. Specific duties include overseeing and providing leadership to all Northwestern Radio Network Stations and to the broad scope of program philosophy. Individual is also responsible to monitor broadcast/ministry trends and develop effective and appropriate strategic plans, direct the Headquarters leadership team, coordinate Sharathon, provide leadership in expansion and acquisition of stations and translators, and develop new programming features and concepts.

Qualifications: Bachelor's degree and a minimum of 10 years of previous radio experience are strongly preferred. Individual must have knowledge and understanding of FCC rules relating to broadcasting stations, excellent communication skills, and the ability to interact with a variety of individuals in a professional, courteous and tactful manner. The ability to espouse licensee's goals, demonstrate familiarity with radio equipment, operations, techniques and views, and the ability to represent the College and travel is also needed.

Interested individuals should send their resume and a cover letter to Northwestern College, attention Human Resources, 3003 Snelling Avenue North, St. Paul, MN 55113-1598, or fax materials to 651-628-3339 or e-mail to jobs@nwc.edu. Additional information can be obtained by calling 651-631-5480.

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A Life of Surprises



she confessed her sins, accepted Jesus as her Savior and received assurance of salvation. That night I received my call to ministry.

For years I held back from committing fully to the Lord because I wanted to be a DJ. I thought if I was really committed to the Lord, He wouldn't let me be a DJ. That night I gave my heart to Christ and gave my life to Him to serve Him ... wherever. I assumed that meant that I would be a pastor or missionary or something similar. But the calling that night was that the Lord wanted to use my life to help church people to find a personal relationship with Jesus Christ, because there are many in churches who don't know Christ personally.

From that point, I started preparing for ministry. I went to the University of Minnesota and started working part-time at KITS. I loved it and did everything I could at the station. I was fascinated by radio and it was a good means to work my way through school. During my seminary years I struggled over what I liked doing — radio — and what I thought God wanted me to do, which was to be a pastor.

One night in 1964, I said, "I'll do whatever You want me to do, I just want to know peace about doing Your will." It was amazing. Once I relinquished that to the Lord, He gave me peace about being in Christian radio. I often tell young people, "Don't hold back committing your life to the Lord for fear of what He's going to ask you to do, because He'll give you the desires of your heart."

SC: *Somewhere in there you married. Tell us about your wife and family.*

WP: I'm blessed with a wonderful wife, Norma. We grew up three miles from each other in northern Minnesota. Our youth groups did everything together, so we were friends before we were sweethearts. We took classes together at school and studied together.

A candid conversation with NRB President/COO Wayne Pederson

BY STEVEN R. CROSS

When NRB moved into its permanent headquarters building in late November, President/COO Wayne Pederson flew down from Minnesota to assist in the transition. It was a perfect opportunity to talk with him about his background, his new position and his strategy for the Association's future.

SC: *Thank you for taking time out of your schedule to help our readers get to know you. Let's start with something that 4Him calls one of the basics of life: at what point did you realize that Jesus Christ needed to be the Lord in your life?*

WP: I grew up in a Christian home and can't remember a time when I didn't understand and believe that Jesus died for my sins and I needed to receive him as my Savior. The summer before I was a senior in high school, I was coming back from Bible camp on the church bus and my cousin started to cry because she was a good church kid but she didn't have assurance of salvation. That night



"For
everything
there is a
SEASON..."

Ecclesiastes 3:1a

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and faithful dedication.

Thank You, Wayne!

God's best as you
serve at NRB.



Wayne Pederson

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NRB's Gain

by Dale Davis, VP for Communications,
Northwestern College Radio Network

By taking a walk down the hallway, I gathered these parting thoughts from staff as we say goodbye to Wayne Pederson at the end of December. Obviously, Northwestern's loss is NRB's gain. Godspeed, Wayne! We'll be praying for you.

"I've appreciated Wayne's insights and will miss them. My favorite one was when he talked about how sometimes God answers our prayers with a no. He reminded us that we all love when God says yes, but then he went on to say that it takes as much faith, or more, to receive an answer different from what we expected. I keep that insight from Wayne in my Bible and look at it often. Thanks, my friend." — *Joel Holtz, announcer/producer*

"Wayne was always more than a supervisor, he was — and is — a friend. He has a genuine interest in others, is quick with compliments and encouragement, yet can effectively communicate vision and help us see our full potential. As a true servant leader, his passion for ministry and the true joy he experienced in daily serving through radio will leave a lasting impact on me." — *Neil Stavem, network program director*

"My association with Wayne goes back to the days when I was still in secular radio (long after my earlier time with Northwestern Radio). The thing that impressed me then was the scope of his grasp of the broadcast industry, an understanding much broader than I would have expected from his one-employer experience. His continued graciousness in our working relationship at SkyLight will always be treasured." — *Bruce Hanson, SkyLight operations director*

"Dear Wayne, your leadership style reflects your commitment to excellence in the way you relate to others. You've been such an encouragement to me — thank you so much! I'm really going to miss you and your wonderful sense of humor! Blessings." — *Kathy F. Carey, receptionist for KTIS, SkyLight*

"One of the things that I appreciated about Wayne was his willingness to consider advances in technology from the standpoint of how they will enable us to better reach our target audience and fulfill our mission statement rather than to merely look at the price tag of what we were proposing." — *Rod Thannum, KTIS chief engineer*

"I have appreciated Wayne's spiritual leadership here at the home office. His heart to serve God with integrity has been a real encouragement to me. He will be sorely missed!" — *Joyce Tofel, network music administrative assistant*

"Wayne has a great sense of humor and has the ability to communicate joy; Wayne definitely did not take himself too seriously; I could always rely on Wayne for an honest answer and he was even willing to truthfully answer 'why' questions." — *Nathan Peterson, Sky2 operations director*

"I was the first person Wayne hired after he became manager of KTIS in 1980. And not only did he hire me then, he hired me a second time after being away from the station for almost a year. Wayne has been a very positive, upbeat leader and I've appreciated all of the opportunities he's given me to work in different areas at Northwestern College Radio." — *Marilyn Ryon, KTIS-AM operations director*

"Wayne Pederson has a calling on his life for religious broadcasting. I've worked with him for over 30 years and have seen his long-term commitment to ministry through media." — *Don Rupp, executive director for network news*

"Wayne and I met in the mid '70s and soon became good friends. He was instrumental in motivating me to get into Christian radio, which I did in '79. We worked together on many radio projects through the years. He is a very gifted man and I hope he can inspire more people like myself to eternal life." — *Mark Allard, SkyLight network engineer*

"It's an old cliché by now, but look up 'servant leader' in the dictionary. Next to it you'll find Wayne Pederson's picture. He has consistently modeled that virtue for all of us who've worked along side him at the Northwestern radio group for several decades." — *air personality, broadcast*

"Executive, broadcast association executive, world traveler, husband, father, grandfather. No one will ever figure out how Wayne continues to cover all those bases at once! But, he's always done it with style, grace, humor and an unflappable spirit. In a word, Wayne is a class act. He's always been God's man in the right place at the right time. He's been a perfect fit here. He'll continue to be a perfect fit at NRB where he'll bring that same inspiring, servant leadership. The Christian broadcasting industry is in good hands!" — *Steve Krumlauf, SkyLight network engineer*

"No! No! No! When I was just an inexperienced kid out of college, a punk at 22, Wayne Pederson believed in me. In spite of the mistakes of inexperience and immaturity, Wayne would encourage me and offer instructive words of direction. I don't know if I've lived up to that belief in me, but I've had a great example to follow. I trust that one day I can just come close to being the communicator and example that Wayne has been through the years." — *Kerry Liebel, director, LifeNet.FM*

"I have worked with Wayne all the years he's been here. I've learned a lot from him. He's a great communicator in front of the mic and behind the podium. I wish him well in his new position at NRB." — *Harv Hendrickson, VP for broadcast support*

"It has been a privilege to know Wayne and his wife Norma for so many years. I wish him God's very best in his new position with NRB. When you work with Wayne, you see leadership-by-example demonstrated every day — spiritually and professionally. Humble leadership creates an atmosphere where creativity and innovation are allowed to flourish. Under his leadership, we've seen what can be accomplished when the vision is cast, the mission is presented, the focus remains clear, and the spiritual foundation is solid." — *Kathy A. Carey, project manager, Northwestern Radio*

"I have had the privilege of working as Wayne's secretary for 15 years. During this time he has never spoken an unkind word to me, has always been affirming and has given wise, godly advice. I have appreciated his vision for Northwestern Radio to reach this generation and the next and am thrilled I was here to see his goals accomplished." — *Jeanne Vaala, executive secretary to executive VP*

"Having worked at Northwestern Radio (KTIS) right out of broadcasting school, I vividly remember Wayne's leadership in those early years of my career. He shared spiritual insights, time management tools and practical advice to us as Christian broadcasters striving for excellence in all things. NRB will be in good hands as Wayne seeks God's will in his life and his new venture and then, in turn, casts the vision for the broadcasting industry to strive for godly excellence in all things." — *Paulette Kutzler, KTIS-FM operations director*

"I remember how impressed I was when I was interviewed by Wayne 15 years ago. I was so nervous, but not for long. Wayne is unintimidating and comfortable to work with. I have appreciated his sincere prayers for us and our families, his willingness to share spiritual insights (and chocolate treats) and his strong desire to spread the Gospel through radio. He truly is an inspiration." — *Mary Althaus, SkyLight administrative assistant*

I remember the evening we were standing under a tree by the lake and we started talking. Norma's a great conversationalist. I thought, "This is a woman I could really spend the rest of my life with." We started dating and married in my senior year at the university. Norma has wonderful one-on-one interpersonal skills. People are attracted to her right away because she's such a good listener and so interested in people. Norma's been my greatest cheerleader and encourager throughout our years in ministry and especially in this transition to NRB. Here's a woman who hates to rearrange furniture in our living room and she's looking at this NRB thing as our next great adventure. I'm very grateful for that.

We have two married daughters, Christy and Michelle, who both live in Minnesota. Christy lives in Minneapolis, while Michelle lives in Duluth. Both have a 3-year-old son and a 1-year-old daughter. We love our family and are very attached to them. One of the most difficult aspects of this move was the thought of leaving them a thousand miles away. It's a bit of a sacrifice on the family side. Recently, I told Norma, "We've served the Lord for many years and it's never been a sacrifice. With this move to Virginia we're definitely sacrificing something very important to us: the ability to see our kids and grandkids every day."

SC: *You were with Northwestern College Radio Network for about 34 years, attaining the position of executive VP of Radio. How did that career develop from a part-time position at KTIS?*

WP: I was 19 or 20 and a classmate worked for the Erickson stations in Montana that summer. I asked him how to get a job in radio and he answered, "You just go and apply." That afternoon I went to KTIS and talked to Paul Ramseyer. They were desperate one day, so they hired me to do nights and weekends.

After I graduated from seminary, I became network production director and developed a lot of the programming that now comes out of Northwestern and SkyLight. Later, I became the network program director and then KTIS manager — a position I held for 14 years. During that time, we got our FM up on a 1000-foot tower, developed our AM to 25,000 watts and began SkyLight. I felt fortunate to be at the center of a lot of growth and expansion. Then I directed SkyLight for four years and saw it grow from about 60 affiliates to approximately 300. When Paul retired in 1997, I took his place as executive VP of Radio. He is a great spiritual mentor to me. Northwestern was a wonderful place to work, with a great team that is ministry-minded and quality-conscious. I'm grateful for my time there.

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if your heart is empty it can be filled to overflowing



Wayne Pederson in his office at Northwestern College.

SC: Do you consider Ramseyer, a former member of NRB's Executive Committee, to be one of the most influential mentors in your life?

WP: Paul certainly professionally and spiritually has been one of several. He models servant-style leadership, strong commitment to the Lord, commitment to spend time in the Word and prayer, interpersonal skills and caring for people, spiritual motivation. He is mindful of international missions and casts direction with his entrepreneurial vision that I've followed. He is a terrific example, a wonderful encourager and a great prayer warrior.

SC: What drew you to become involved in NRB while you were still at Northwestern? What about NRB clicked with you and caused you to think, "I need to get more involved"?

WP: My first convention was in 1976. I heard great speeches from Chuck Swindoll and James Dobson, enjoyed the music, and went to as many workshops as possible to soak up as much as I could. At that time, the workshops were incredible for showing me the ropes and demonstrating what Christian media is all about. The most important value I saw at NRB was the networking that takes place, the mutual encouragement and contacts that you gain. I don't know of another place you can go to find those kinds of connections.

Relationally, NRB is very important to me; some of my closest friends are NRB people. There is a vast network of people across the country and around the world who are a part of NRB. I like what NRB stands for: it not only defends the rights to broadcast the Gospel, but also stands for integrity and quality. We must continue to uphold those standards. In some ways, Christian broadcasting has an image problem in the eyes of the general public ... and in the eyes of the Church. In the future, I think NRB will be instrumental in creating a positive image for Christian media.

SC: What thoughts went through your mind when the NRB Presidential Search Committee asked you to consider the position?

WP: Nobody's more surprised by this than I am. I'm a runner, and I pray when I

run. When I finished praying after a run, I would see myself in this job. I would literally, in my mind's eye, see myself in this job. But I was still hesitant until a couple of things happened. First, Henry Blackaby spoke at the INSPRO conference last summer. He said, "Don't tell God you'll do anything for Him if you won't." That hit me because I was saying, "I'll do anything for You, but don't make me move."



The Pederson grandchildren (L-R): Justin Becher, Grant Keller, Jenna Keller and Emily Becher

Second, I attended a conference at HCJB in Colorado Springs, CO. Ron Cline shared that when God called him to be president of HCJB Radio, he told the Lord, "I'm just going to withdraw my name." God's word to Ron was, "Let your name stand and let Me make the decision." Ron's advice to me was, "Don't deprive God of the opportunity to lead you in this," which is very wise.

I have never felt the Lord's direction more clearly than during this move to NRB: the still, small voice of the Lord speaking to me; the strong positive affirmation and confirmation from colleagues; the way God's Word spoke plainly to me; and the important confirmation from Norma. Another important confirmation came from Norma's parents, who are very close to their children and like having them near. I was scared to death to tell them, and they said, "Go for it! When you have an opportunity like this, you go for it." Although our daughters are not thrilled about it, there is no question that God is leading. To do other than come to NRB would have been pure and simple disobedience.

SC: Wayne, when a new U.S. president is elected, he shares his top priorities with the nation. Similarly, what are your top three priorities for NRB as you take the presidency?

WP: I have 13 priorities, which are outlined in this issue's "Signing On" column. You're going to see them clearly spelled out in future issues. But the top three are:

1) To make a spiritual impact on the church and the culture. Christian media is in a unique position to make a positive spiritual impact as it works together with the church. Bill Bright said there's no more

important organization in the world than National Religious Broadcasters as it seeks to provide direction and to make an impact. George Barna's research shows that one-third of those who listen to Christian radio are not born again. About 60 million people a week are consumers of religious media, and I'm sure that's even higher after September 11. We're in a unique position to make an impact by changing lives, which ultimately will change our culture.

2) To help Christian media to prepare for the next generation of communications technologies: direct satellite, Internet, digital, new formats, new production techniques, new delivery systems, new Internet approaches and whatever technologies the Lord is bringing to bear.

3) To position NRB for future generations. We must enlarge NRB's tent to include young, emerging communicators. This means imaging, marketing and positioning NRB to attract and nurture young communicators. NRB was effective and important in shaping the current generation of communicators — let's bring along the next generation, too.

SC: Is there anything else that you'd like to share with the readership — something from your heart?

WP: NRB possesses a wonderful heritage and fills an important role. NRB formed in 1944 to protect the right to broadcast the Gospel on radio. The Association experienced huge growth during the '70s, then weathered difficult days during the storm of scandals during the '80s. But through it all, NRB held the mantle and waved a flag for us. During the '90s, Brandt focused on that mantle and flag, bringing stability and credibility back to NRB and turning the Association toward spiritual values. This is a rich heritage.

The verse that keeps coming to me is in Isaiah 43, which records God saying, "See I'm about to do a new thing, don't you see it, it's already beginning?" This is a new day for NRB, not only in terms of beginning my presidency, but also in terms of being positioned for growth. We own a marvelous headquarters building that will serve our members very well. We're building a strong relationship with Washington, D.C., welcomed by a new administration that seems very much in step with what NRB is all about. And we're building shoulder-to-shoulder relationships with Christian communicators around the world. These are exciting days for Christian media!

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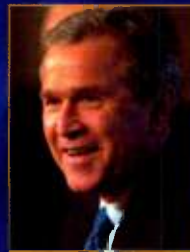
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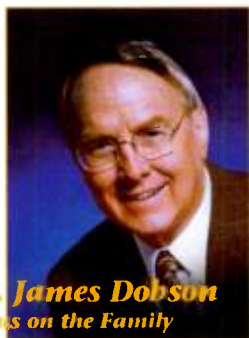
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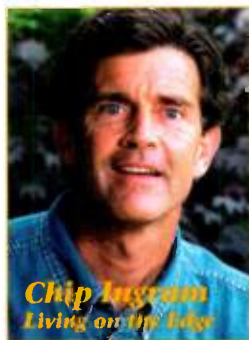
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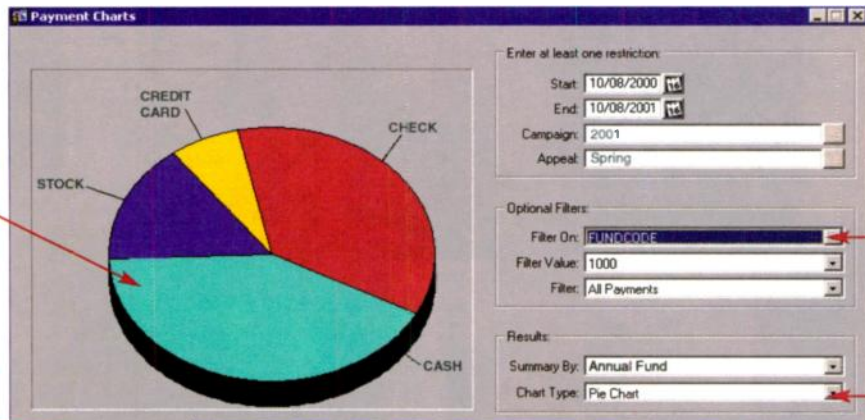
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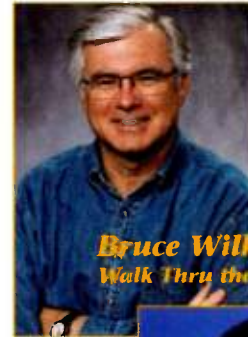




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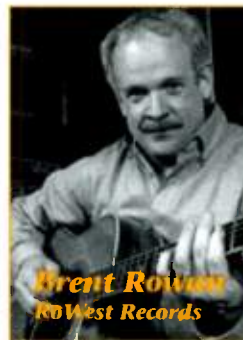
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- **Capitalizing on the Interactive Nature of the Internet**
- **State of the Union: The Internet — Act II**
- **Technology: Broadcasting in the Digital Age: Encoding, Archiving and Delivery**
- **Marketing: So Much E-Mail, Yet No Response!**

Legal

- **FCC Radio, Television and Cable Rules and Regulations**
- **Regulation Review by Wiley, Rein & Fielding**

Management

- **Business Basics: Employee Benefits**
- **Insurance ... Eliminate the Mystery!**

Media Strategy

- **The Strategies Behind 21st Century Evangelism**
- **Blending Proven Solutions with New Opportunities**

Radio

- **Documentable Ask**
- **FCC Update**
- **Creative Programming (Part A): Out of the Box Thinking**
- **Creative Programming (Part B): Talk/Personality Programming**
- **The Changing Face of America: Reaching Your Entire Community**
- **Digital: Falling from the Sky**
- **Experiencing God: Joining God in His Work in Your Local Community**
- **Round Table — The Local Station as Gatekeeper**

Stewardship

- **Being About the Father's Business: Operating Your Broadcast Ministry in a Godly Way**
- **Using Your 800# to Strengthen Your Donor Development**
- **Finding and Keeping Friends Whose Ministry Is Giving Through Your Ministry**
- **Three Wild Ideas That Worked (and One That Didn't)!**

TV

- **Producing Short Films: The Next Wave of Entertainment — Building a Strong Message in a Concise World**
- **Creative Writing**
- **The 15 Greatest Mistakes Christians Make in the Media**
- **The Weakest Link: TV Marketing and Promotions That Work**
- **News as an Audience Builder**
- **Producer's Priorities & Pitches — Tips & Techniques for Successful Programs**
- **How Research Serves Ministry**
- **How to Be More Effective on Camera**



Partners in ministry



It's about ministry.

The difference is our values. CRC is not just another financial planning company; we are an international benefits ministry that serves Christian organizations and individuals (ministry professionals) with a biblical stewardship perspective.

CRC offers group benefits, retirement planning and investment counseling worldwide to Christian ministries, camps, conference centers, mission organizations, churches, schools, radio stations, rescue missions, and more.

It's about people.

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Contact Christian Communicators

with the NRB 2002 Directory of Religious Media

NRB's 2002 directory is your key marketing tool to reach Christian communicators. The book contains thousands of listings for radio and TV stations, Webcasters, talk shows and other Christian programs, film and video producers, print and music publishers, agencies, services, suppliers and other industry contacts.

The new edition features comprehensive and accurate contact information with mailing addresses, phone and fax numbers, Web addresses and updated e-mail addresses for top personnel in seven sections:

RADIO STATIONS

RADIO PROGRAMS

TELEVISION STATIONS

TELEVISION PROGRAMS

PRINT & MUSIC

AGENCIES/SERVICES/SUPPLIERS

INDUSTRY INFO/INDEX

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www.nrb.org/store.htm

New Features for 2002

- Revised listings with more useful information
- Direct e-mail addresses to key personnel
- Designation of NRB members

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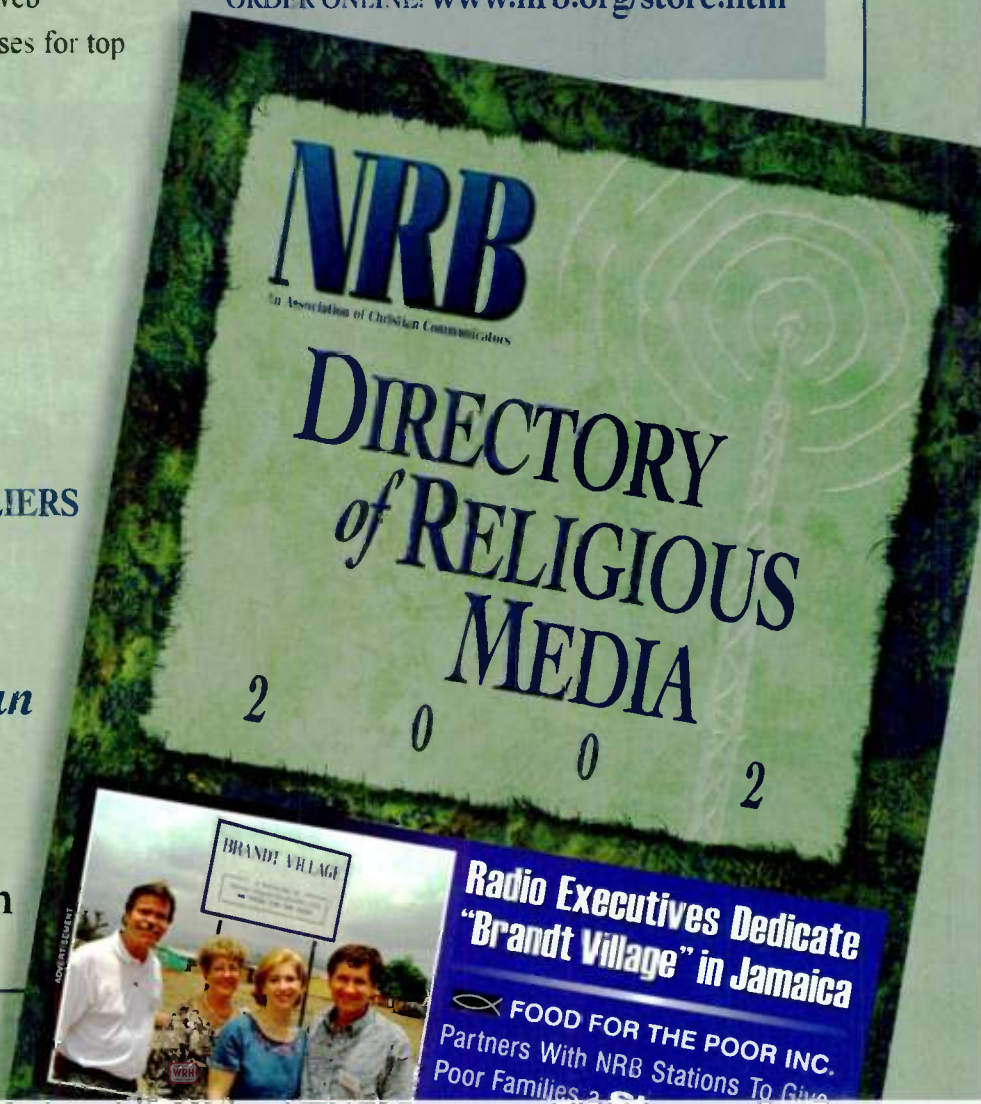
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Poor Families a \$1

Unveiling NRB 2002 Exhibitor Plans

COMPILED BY VALERIE D. FRAEDRICH

NRB sent questionnaires to every exhibitor, asking for their NRB 2002 Exposition plans. The following exhibitors responded.

615 Music

- Releasing its 100th CD.
 - Featuring new digital download of catalogue from www.615musiclibrary.com.
 - Planning to bring a celebrity to the booth.
- Randy Wachter, randy@615music.com



Bee Alive, Inc.

- Introducing new health and nutrition bars.
 - Two raffle baskets, one for ministries and one for regular attendees.
- Diane Masi, dmasi@beelive.com



Christian Captions and Subtitle Services

- Demonstrating captioning.
 - Free drawing for a 13-inch VHS/TV combo.
- Terry Thomas, terry@christiancaptions.com



Christian Jerusalem Post

- Launching a new product with a sneak preview of what to expect.
- Stephen Hastings, 312-321-2809

Duplication Factory

- Introducing large-quantity, high-speed video and CD duplication and print packaging.
 - Showing turnkey fulfillment and mailing of videos and CDs.
 - Distributing free sample videos and CDs.
- Jeff Frick, 800-279-2009



Eagle Bronze, Inc.

- Donating an NRB door prize drawing: a \$1500 bronze sculpture, "Hope," on display at www.hopemonument.com
- Monte and Beverly Paddleford, 307-332-5436



EFT Corporation

- Drawing for a free marketing consultation for a full-service EFT sustained-giving program (\$1500 value).
- Willits H. Sawyer, will@etransfer.com

EZ FX Jibs, Inc.

- Displaying new extension kit and motorized head that doubles the length of its current system.
- Steve Bonin, sales@ezfx.com



Fowler Productions

- Releasing more details on its SmartChurch system, the new Universal Remote for Multimedia, designed to control the multimedia elements used in a worship environment.
- Ken Holsinger 800-729-0163



Gospel for Asia

- Offering samples of a new two-minute daily radio program, *Voice of the Unreached*, as well as CDs of the first 60 programs.
- Taim Cortado, taunc@gfa.org



Grizzly Adams Productions

- Displaying 250 productions from Grizzly Adams Productions and Total Living Network for license domestically and internationally, featuring the PAX-TV series *Encounters with the Unexplained*, (produced by Grizzly Adams) and three series from Total Living Network: *Awesome Bible Adventures*, *Aspiring Women* and *Testify*.
 - Drawing for two series: a 10-volume *Awesome Bible Adventures* and a 13-volume *Encounters with the Unexplained*.
- Denise Lucas/David Balsiger, Grizzlytv1@aol.com



The H.E. Butt Foundation/ TheHighCalling.org

- Unveiling its new Web site, www.TheHighCalling.org.
- Distributing free CDs with one-minute

inspirational radio spots: *The High Calling of our Daily Work*.

— Keith Mirrer, 830-792-1234

He Intends Victory

- Launching and distributing its new book, *In His Shadow* by Joan Yorba-Gray, a devotional for those affected by HIV.



— Bruce Sonnenberg/ Mike McIntyre
BruceSonn@aol.com

Hearthstone Publishing, Ltd.

- Announcing the company's move to a full-service printing, publishing and direct-mail ministry.
 - Introducing books by Shatzer and Monteith, and *Israel the Blessing or the Curse* by Bill Koenig and John McTernan.
 - Premiering "Ministry Plus" service.
- Clyde Harvey, 405-789-6502

InfoCision Management Corporation

- Announcing the launch of Inbound Teleservices, which uses call-blended technology to provide high-quality inbound services.
- Curtis Stern, 330-668-1400



The JESUS Film Project

- Introducing the JESUS film on CD-ROM, a versatile delivery method that can contain additional information, Internet links, follow-up lessons and international adaptations for specific cultures.
- Tom Axelson, taxelson@ccci.org



Kathrein, Inc., Scala Division

- Releasing K72 31 47 broadband UHF panel antenna and 771 304 omnidirectional UHF super turnstile antenna.
- Michael Wm. Bach, 541-779-6500



Kingdom, Inc.

- Demonstrating the latest in high-speed audio recording on CD and cassette tape.
 - Allowing attendees to make an original recording on CD and see it duplicated and imprinted in color on affordable equipment.
 - Hosting Johnny Berguson, author of *The Comprehensive Guide to Cassette Ministry*, who will be autographing hardcover copies.
- Jean Dewitz, 570-662-7515



Life Inside Out

- Introducing a new TV program, *Life Inside Out*, releasing September 2002.
 - Taping interviews at the booth.
- Dave Harrison, Cathy Ciaramitaro, Marilyn Czachor, 519-972-5977

Max Greiner Jr. Designs

- Introducing new monumental bronze sculpture, "The Coming King," and the original charcoal drawing.
 - Releasing smaller signed-and-numbered editions in bronze, pewter and "bonded bronze" (resin).
 - Featuring the artist, Max Greiner, in the booth.
- Max Greiner Jr., Artist 830-896-7919



Mission Network News



- Announcing a new Web site resource: Short Term Mission Data Base (www.stmdb.org), which is searchable by country, time on the field, type of work, cost of the trip, etc.
- Greg Yoder, 800-284-9361

Moody Press

- Releasing the first books by notable NRB personalities in the first two quarters of 2002: *Holy Ambition* by Chip Ingram of *Living on the Edge*, and *A Savior Worth Having* by E.V. Hill.
 - Giving away special "beanie dogs" in anticipation of *Life Changing Relationships* by James Meeks.
 - Celebrating Dr. Joseph Stowell's *Strength for the Journey* by handing out strength in the form of chocolate bars.
- Rhonda Elfstrand, Rhonda.Elfstrand@moody.edu



The National Christian Choir

- Giving away its new recording, *This Is My Father's World*.
- C. Harry Causey, hcausey@ccaol.com



NavPress

- Announcing that *The Message* entire version will be available July 5, 2002.
 - Releasing new titles.
 - Planning giveaways.
- Candis Pflugger, 719-548-9222



OmniMusic OMNIMUSIC

- Releasing a new broadcast/netcast music library.
- Barbara Ring, 800-828-6664

RF Specialties Group



- Distributing a limited number of "RF is good for you" mugs.
 - Bringing radio equipment manufactures to its booth:
 - Comrex Corporation: displaying its complete line of POTS telephone Codecs and ISDN Codecs.
 - Marti Electronics: Plug and Play 1000, 1 KW solid state FM transmitter, Digital Cellcast remote broadcast unit, FM exciters, low-power transmitters, studio-to-transmitter link equipment and remote pick-up equipment.
 - LPB Communications: analog and digital audio consoles, new Blue 5C that lists at less than \$1300, new Silent Boom studio microphone arm and other studio equipment.
 - Electronics Research, Inc.: enhanced Roto-Filler line of high-, medium- and low-power FM antennas; Lambda antenna support system; high-power FM combiners; IBOC combiners; towers; and lightning-elimination systems.
 - Orban/Circuit Research Labs: 9200 AM digital processor and live display of 8400 FM digital processor, which will allow attendees to hear the result of different processor settings and configurations.
- John Sims, rfno@sky.net

Ross Video, Inc.



- Showing its digital production switchers and analog-to-digital conversion gear.
 - Planning giveaways.
- Burt Young, burtyoung@yahoo.com

ServiceU Corporation

- Releasing TransactU, a complete online transaction processing system.
 - Announcing the names of several large Christian conferences that use the TransactU system to allow conference attendees to register and pay for the conference online.
 - Announcing several new partnerships at the conference.
 - Giving away a roller-board travel suitcase.
- Eddie Churchwell, 901-869-5021



SpaceCom Systems

- Drawing for a Sony MP3 player.
- Ruth Ann Odom, 918-488-4241

The Spoken Word of God Ministries

- Presenting its five-minute Bible broadcasts available on CD, a collection of 433 broadcasts covering the entire New Testament in English.
 - Displaying the New Testament on CD by Alexander Scourby and cassette Bibles available in 20 languages.
 - Drawing for a free complete Bible on cassette and a free New Testament on CD.
- R.B. Turney, 407-290-0121

Walk Thru The Bible

- Distributing free samples of *InDeed*, a devotional magazine debuting this month and designed for adults who long for a deeper walk with God.
- Jim Gabrielsen, jgabrielsen@walkthru.org



Whitaker House

- Distributing special publishing agreement packages to potential authors with a powerful and fresh message for the church and interested writers.
 - Displaying more than 35 new release/frontlist titles by authors such as Myles Munroe, James Richards, Ken Ullmer, Darrell Hines, George Bloomer, Wanda Turner and Millicent Hunter.
 - Offering promotional titles by authors such as Charles Spurgeon, Andrew Murray, R.A. Torrey, Charles Finney and Smith Wigglesworth.
 - Giving "Ministry Premium" discounts on frontlist and promotional titles.
- Jim Rill, Jim@anchordistributors.com



The Word Network

- Giving away premium items, including a trip to the 10th Annual Barbados Gospel Festival, May 23-27.
 - Hosting gospel music celebrities for interviews and autographed pictures.
- Betsy Kellman, betsyk@thewordnetwork.org



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

CLASSIFIEDS

MERGER/ACQUISITION ARRANGEMENT NEEDED. WCVJ-FM, non-commercial educational ministry for north-east Ohio and western Pennsylvania seeks synergistic affiliation. Located on 72 acres, 3 miles from major north-south interstate. Potential for large Christian convention or retreat center. In operation 25 years with strategic planning goals for growth. Very large, international Bible correspondence program. Need professional management to supplement a volunteer and part-time cadre of 40 persons. Ministry appraised at \$1.1 million. Trustees will be represented at NRB 2002 in Nashville for personal interviews. Contact Sam Miceli c/o Fiddler's Inn 615-885-1440. For more information: PO Box 160, Bradenton Beach, FL 34217.

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CALENDAR

February 16-19, 2002



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

March 4-7

Christian Management
Association; Hilton Anaheim
(CA) & Towers. Fax-on-demand
800-765-5817, document 103.
www.christianity.com/cma

April 6-11

National Association of
Broadcasters NAB 2002; Las
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.

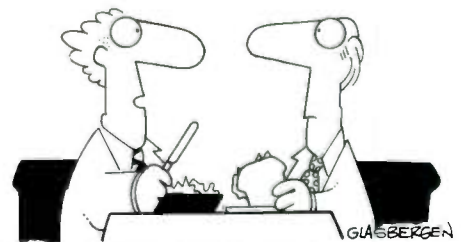
February 8-11, 2003

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

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- Check for special alerts
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"I learned about stress management from my kids. Every night after work, I drink some chocolate milk, eat sugary cereal straight from the box, then run around the house in my underwear squealing like a monkey."

"The best choice"

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

October 9, 2001

Dear BSI,

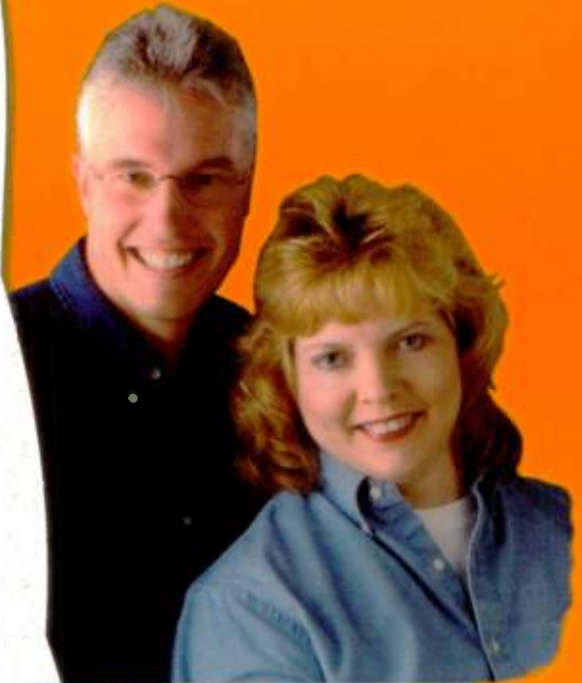
When WRCO Radio made the decision to go digital, our choice was BSI. I was really impressed and still am with your "try it before you buy it" philosophy. I became familiar with the software in the demonstration mode and was convinced it was the best choice for us before I ever wrote the check. After 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.

Ron and Beth Fruit
WRCO AM & FM Radio
Richland Center, Wisconsin



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including technical support and upgrades

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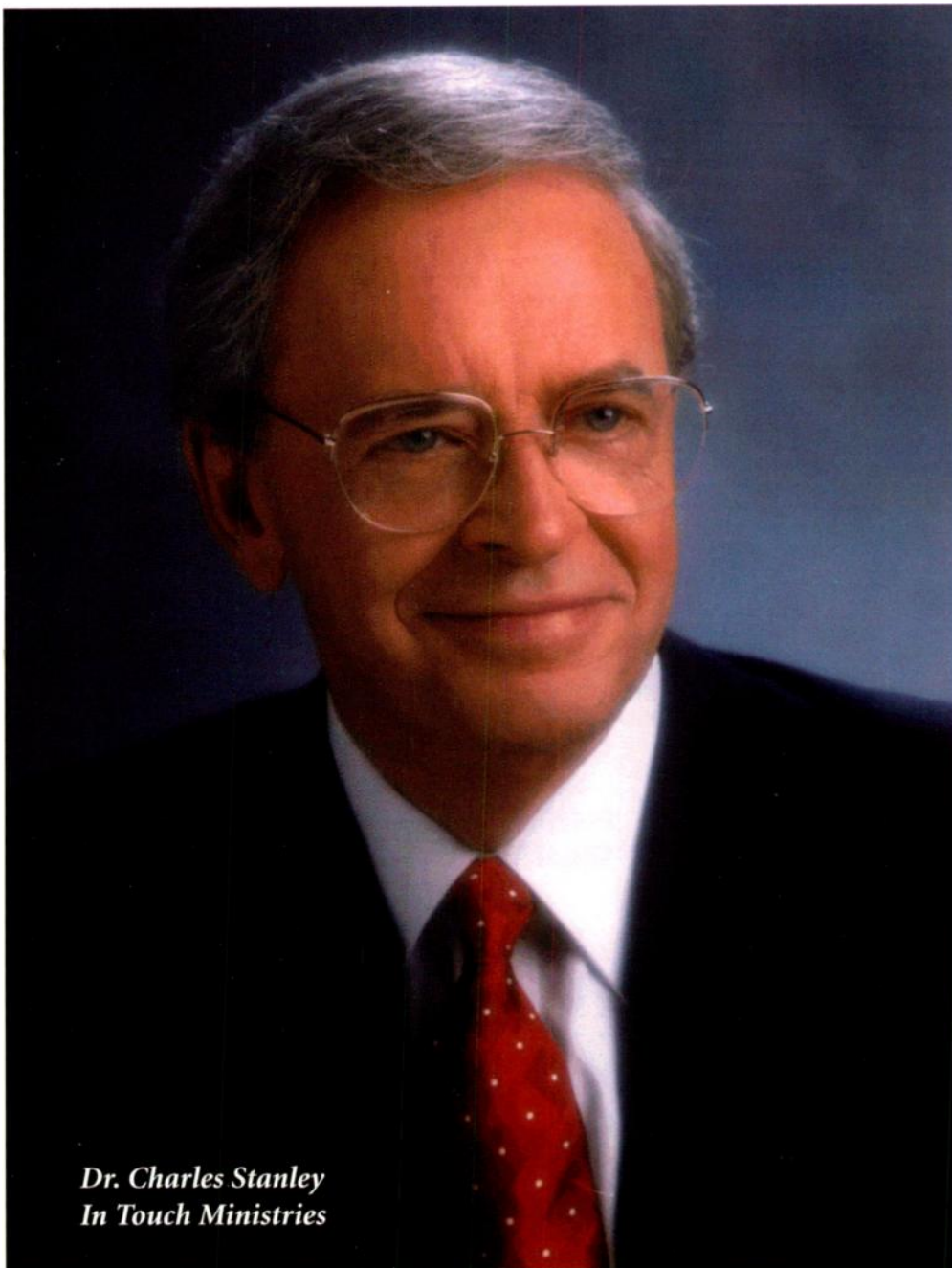


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