

# WRB

*February/March 2002*

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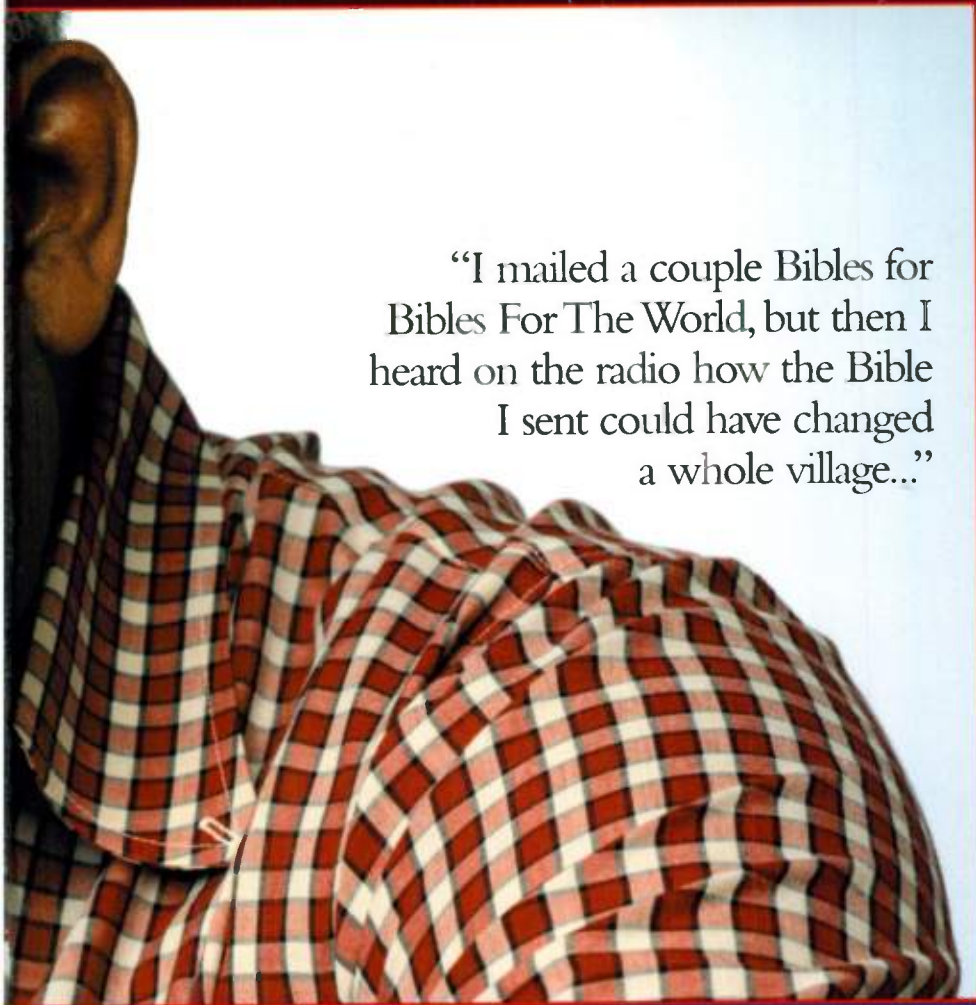


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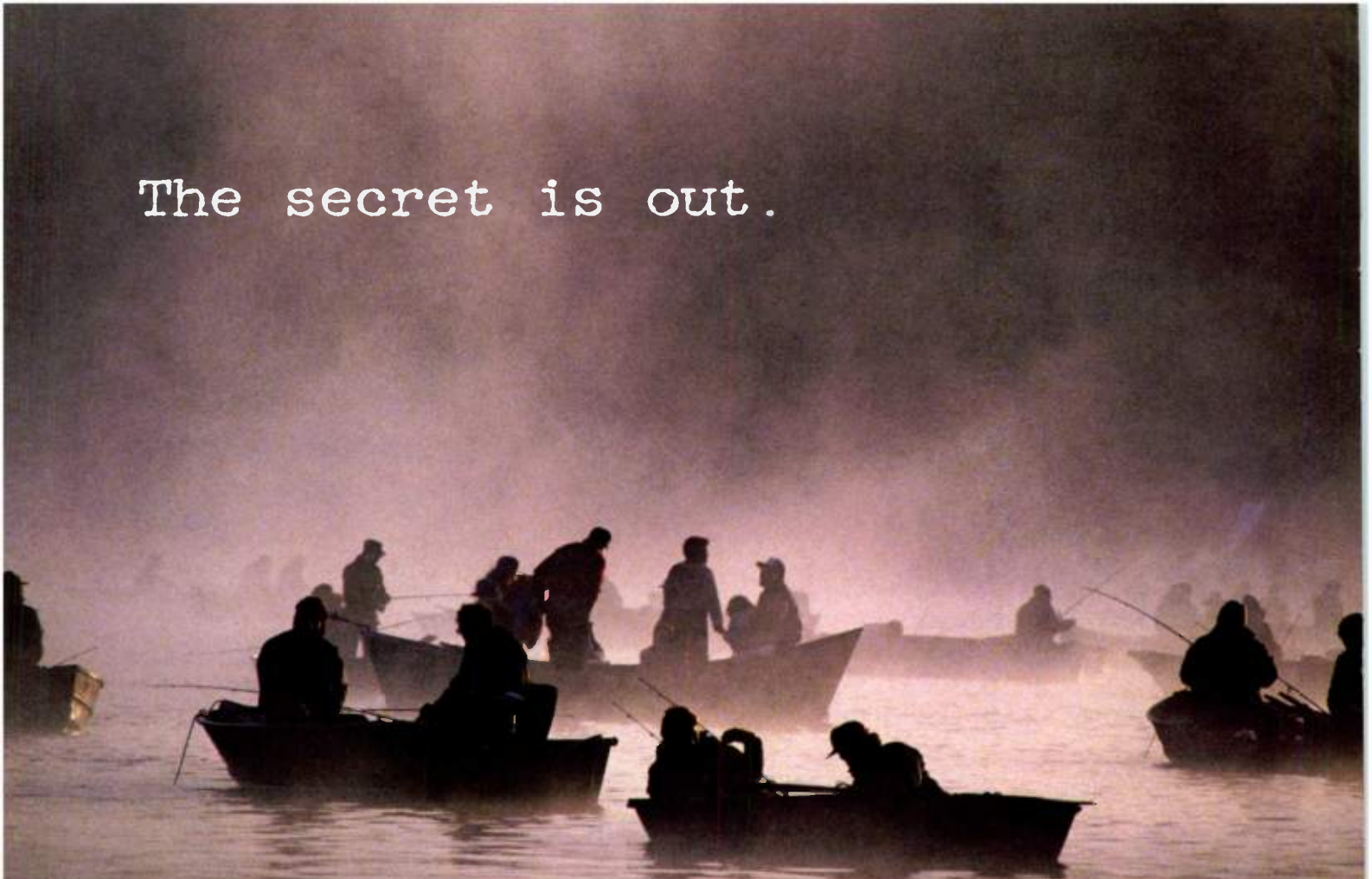


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LET'S SEE, I THINK IT'S AN NRB CONVENTION THIS WEEK. WHY DO YOU ASK?

## Strategic Initiative 1: To Make an Impact on the Church and Culture

Last month in *NRB* magazine, I outlined 13 strategic goals for NRB. We're presenting those initiatives to the NRB Board of Directors and the NRB membership at this year's Convention in Nashville, TN.

In upcoming issues, I'll be exploring, in order of priority, the future direction of NRB as we seek to empower Christian media to communicate Christ to this generation and the next.

In the early stages of becoming NRB president, someone asked me, "What is your no. 1 vision for NRB?" I thought a moment, then responded passionately: "That NRB would lead Christian media to make a strong spiritual impact on the church and culture."

When I say impact the church, I use church with a small "c", the universal fellowship of believers. NRB has a strong commitment to the local church and to the organized church. I'd like to see more media-oriented churches be part of NRB. There are churches with ministries in electronic media, using local radio, cable TV, Internet and video. Many of the applicants for low-power FM are local churches with a commitment to media. Some churches in Los Angeles and New York have powerful ministries to Christians who work in mainstream media.

But Christian media's ministry to the church is broader than that. Christian radio, TV, Internet, film and satellite reach the invisible church, 24/7, with evangelism, teaching, discipleship, information and music. Our goal should be to lead people to Christ and then nurture them through Christ-centered media. Christian media is one of the most influential and widely used means for Christians to be

encouraged and built up spiritually through the course of their week.

However, we can't just talk to the already convinced. We need to impact our culture and the world. Our culture is changed as individual lives are changed. One-third of those who use Christian media have not made a personal decision to follow Christ. And we can win them through innovative, relevant and understandable programming, formatting and marketing. We should never lose sight of the goal to use our ministries to win people to Jesus.

We change society one life at a time. But that's not all. We impact our culture by permeating society with clean talk, wholesome personalities, factual news and uplifting music. As marketplace media become more x-rated, positive Christian media is more needed and appreciated. Recent events in our country have demonstrated how our nation returns to its spiritual anchor in times of need.

Ken Blanchard says that the bottom line of ministry organizations is changed lives. The final indicator of the success of Christian media is not dollars raised, Arbitron ratings, awards, stock prices or headlines. The thing God holds us accountable for is to use the electronic media resources He's given us to make an impact on His church and our culture. Jesus, our leader, has given us the mandate.

That's no. 1 for me — and for NRB.



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



**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.**

## Could Christian Radio Become Extinct?

In last month's article, "Access Is Still the Issue," I began a discussion that I would like to continue in this column. As we consider the immediate future of the Christian broadcasting industry over the next three to five years, a grave concern surfaces.

If satellite radio succeeds in its pursuit of capturing the majority of listeners in North America, we must ask how many channels (of their 100-plus channel lineup) will feature the teaching and preaching ministries throughout our nation who primarily exist for the propagation of the Gospel of Jesus Christ. How many of these new channels will feature Christian talk programs?

Although Black gospel music, contemporary Christian music and general inspirational music will have positions on the programming channel lineup of these new satellite technologies, where will the teaching and the preaching of the Word be found? Unless NRB members and friends put forth a concerted effort to ensure access and carriage of sound doctrinal teaching and preaching, they could become a thing of the past on radio.

One may say, "Plummer, you are being an extremist and alarmist!" Well, 15 years ago, who would have thought that rabbit-ear antennae for television would become a thing of the past? It had existed for well over 50 years. And who would have thought that millions of Americans would pay \$80 to \$90 per month to receive TV programming when they could get it for free? (The average cable bill in Detroit, MI, exceeds \$65 per month).

Being headquartered in Detroit, the automobile capital of the world, I have heard that agreements with the automobile manufacturers already exist to begin offering "satellite radio" in new cars. This will have a profound negative

impact on the radio side of the broadcasting industry. To receive 100 channels with CD quality on my car radio with few commercials actually seems rather appealing to me, particularly if I am driving from Detroit to New Orleans, LA, and the signal is uninterrupted.

For those well-meaning Christian leaders who feel that Christian radio will not be negatively impacted, I believe they are asleep at the switch. As a television broadcaster, I have personally seen the devastating blow Christian television was dealt by the advent and growth of cable TV. Without the hard-fought victory achieved with the so-called "must-carry legislation," Christian television stations in America would be virtually non-existent today.

If we sleep through this next wave of satellite intervention on radio and TV, without ensuring the proper positioning for the Christian communications industry, we will have no one to blame but ourselves. Our aim is to create room for a variety of Christian radio and TV stations and networks — not just one or two.

Therefore, I am calling on the brightest minds (and the rest of us) in, or connected to, the Christian communications industry to make yourselves available to help in this noble cause: greater access for the Gospel on current and new satellites and cable technologies.

Victory will require marketers, researchers, programmers, negotiators, engineers, executives and most importantly, intercessors. This effort must be bathed in prayer.

Let me be clear: unless we mobilize a coalition of Christian communicators to secure greater access for Christian stations and networks on satellite radio, cable television and direct-broadcast satellite TV, we will lose the proper electronic distribution platforms for our children's children to reach their generation with the Gospel. Millions of souls are in the balance.



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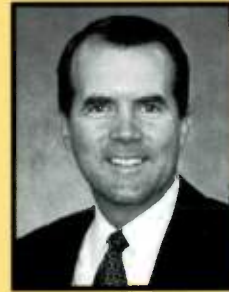
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# CALENDAR

## February 16-19, 2002

59th Annual NRB Convention & Exposition; Opryland Hotel, Nashville, TN. Gina Ebhardt, 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](http://www.christianity.com/cma)

## April 6-11

National Association of Broadcasters NAB 2002; Las Vegas, NV. Melisa Taylor, 202-429-5350 or [www.nab.org](http://www.nab.org)

## April 21-25

Gospel Music Association Annual Convention; Nashville, TN. [www.gospelmusic.org](http://www.gospelmusic.org)

## April 27-May 1

Evangelical Christian Publishers Association, Management Seminar; Greensboro, NC. Barbie Gopperton, [Bgopperton@ecpa.org](mailto:Bgopperton@ecpa.org) or 480-966-3998.

## February 8-11, 2003

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

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**NRB 2002 Wrap-up/Radio**

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## FCC Proposes to Revive Religious Exemption to EEO Rules

The FCC recently released details concerning its proposals to reinstate equal employment opportunity (EEO) obligations for broadcasters. As I mentioned in last month's column, the Commission's tentative plans for the regulatory scheme include reviving an exemption that would permit a "religious broadcaster" — as defined by the FCC — to establish religious belief or affiliation as a job qualification for all station employees.

The language that the agency devotes to the religious broadcaster exemption in its Notice of Proposed Rulemaking (EEO Notice) is quite terse. It simply states that under the FCC's old rules, religious broadcasters were not required to all the "broad outreach" recruitment obligations imposed on other licensees but still were expected to undertake "reasonable, good faith efforts to recruit widely among their co-religionists." The FCC now proposes "to readopt this policy."

The religious broadcaster exemption as it existed in 2000-2001 — before a federal court invalidated the entire EEO regulatory scheme — was more complex than the new EEO Notice may suggest. The exemption applied to one element of the agency's basic nondiscrimination rule, which bars licensees from discriminating against individuals on the basis of race, religion, color, national origin or gender. Winning an exemption from the ban on religious discrimination was a signal achievement for NRB, which pursued that goal with the help of my law firm through years of rulemaking and related litigation.

As it stood last year, the exemption did not track NRB's desires in all particulars. Nevertheless, it did allow many broadcasters to take applicants' religious beliefs into account when filling job vacancies, regardless of the position. (An earlier, more restrictive exemption permitted religious broadcasters to establish faith-based qualifications only for employees who "espoused" religious views on the air.)

For most NRB members today, the key issue involved in the proposed revival of the exemption probably is the FCC's definition of a qualified "religious broadcaster." In 2001, the FCC defined a "religious broadcaster" as one who "is, or is closely affiliated with, a church, synagogue, or other religious entity, including a subsidiary of such an entity." If a question were to arise as to the qualifications of a particular licensee — such as a nondenominational "religious entity" — the agency stated that it would conduct a case-specific review "based on an evaluation of the religious entity's characteristics, including whether the entity operates on a non-profit basis, whether it has a distinct religious history, and whether the entity's articles of incorporation set forth a religious purpose."

The FCC indicated that none of these characteristics would be treated as "a sole determining factor" in any case. In particular, the FCC stated that "a licensee's lack of non-profit status will not automatically disqualify it from claiming religious broadcaster status." In cases involving nondenominational licensees, the agency suggested that it would give significant weight to the entity's religious history and organizational documents such as articles of incorporation. The FCC also stated that it would treat the amount of airtime devoted to "religious programming" as another factor, but it did not identify a specific minimum number of hours that it would consider favorably.

The religious broadcaster exemption was in effect only for about eight months before a court swept away most of the EEO rules. During that time, the FCC had no occasion to formally review any licensee's qualifications for the exemption — and thus it is difficult to predict how the agency might approach a case involving, for example, a for-profit nondenominational religious licensee.

In addition to the lingering qualification questions, the FCC's proposed revival of the religious broadcaster exemption presumably also includes reinstating the related paperwork obligations. When the most recent EEO rules were first established in the spring of 2000, the FCC appeared to exempt qualified religious broadcasters from having to record and report on their "good faith efforts" to recruit among their fellow believers.

However, the agency later changed its stance and imposed a slightly tailored version of the same recruitment documentation requirements applied to all other licensees. By the end of 2000, licensees making use of the religious broadcaster exemption were required to 1) keep records that documented their efforts to recruit "widely" among their co-religionists; 2) devise an annual "EEO Public File Report" to provide that recruitment information to the public; and 3) file regular EEO-related reports with the Commission on the same schedule as other stations in their states. The EEO Notice is silent on revival of these paperwork mandates.

Copies of the 33-page EEO Notice are now available in .pdf format on the FCC's Web site at [hraunfoss.fcc.gov/edocs\\_public/attachmatch/FCC-01-363A1.pdf](http://hraunfoss.fcc.gov/edocs_public/attachmatch/FCC-01-363A1.pdf). Interested parties may submit initial comments on the rulemaking proposals through March 15, 2002, and reply comments through April 15, 2002. I will monitor the proceeding and report on developments in future columns.



*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.*

# NRB

National Religious Broadcasters

February/March 2002

Vol. 34, No. 2

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NRB (ISSN 1521-1754) is published monthly except March and August. To subscribe, send \$24 for one year to NRB, 9510 Technology Drive, Manassas, VA 20110. Canadian orders add \$6 US annually; other international orders add \$24 US per year. Periodicals postage paid at Manassas, VA, and additional offices.

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Indexed in the Christian Periodical Index and available on microfilm and microfiche from University Microfilms International, 300 N. Zeeb Road, Ann Arbor, MI 48103.

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**Billy Graham**

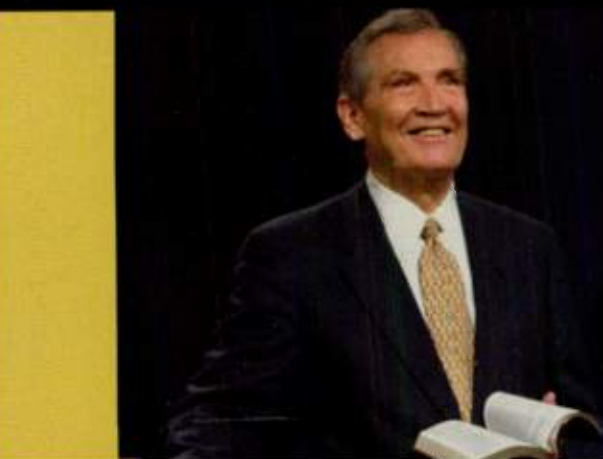
Adrian Rogers is my great friend and beloved brother in Christ. His contribution to the kingdom of God is incalculable.  
**James C. Dobson, Focus On The Family**

In my opinion, Adrian Rogers is one of the truly great preachers in America today and a beloved friend. This is God's man with God's message.  
**Chuck Colson, BreakPoint Ministries**

The two characteristics that stand out in my mind when I think of Adrian Rogers are: faithfulness to the Cross of Christ and obedience to the preaching of His precious Word.  
**Richard P. Bott, Sr., Bott Radio Network**

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**David Clark, Family Net**

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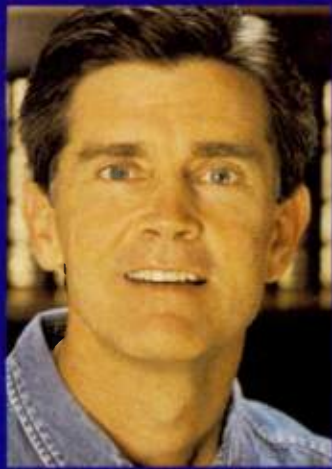
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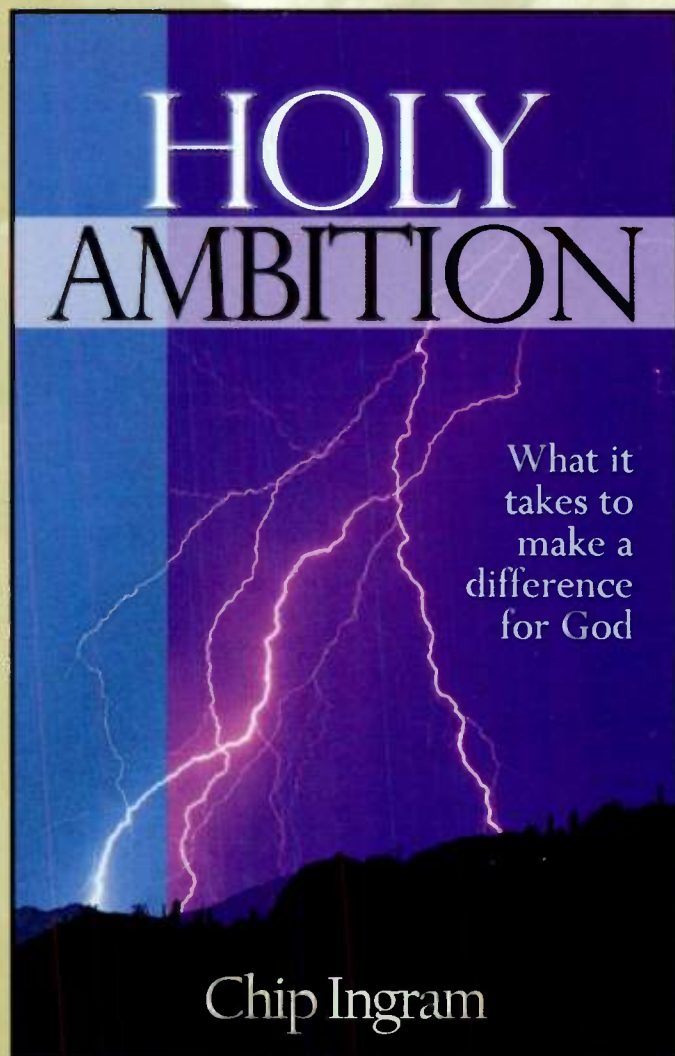
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## AIRWAVE NEWS RADIO

**Naples, FL** – *Classic Christian Gold* is a weekly one-hour radio program featuring 25 years of contemporary Christian music research, artist interviews, testimonies and special features, with 20-year Christian radio veteran Jim Channel as host. A demo CD is available. (Jim Channel, 941-774-0662)

**West Palm Beach, FL** – In late November, WAY-FM teamed up with TruthPowered International Ministries to produce *Operation TroopCover*, a new software application and ministry program that directly connects soldiers in the U.S. Armed Forces with the prayer cover they need. (Andrea Kleid, andrea@wayfm.com)

**Grand Rapids, MI** – His Kids Radio rolled out two new quality programs for children: *PRIMEtime with Pastor Mark* is a 15-minute weekly Bible lesson for kids and families; *Captain Cal's Classical Corner* is a 10-minute weekly music education and appreciation program. The first season of broadcasts are available on CD. Visit [www.kidsradio.org](http://www.kidsradio.org) for a demo in RealAudio. (Dodd Morris, 800-530-9779)



**Woodbridge, VA** – On November 10, WAVA-FM/Arlington, presented "A Night of Hope" with Dr. Charles Stanley. Birthed from the tragedy of September 11, the free event featured CCM artists and offered an opportunity to give financially to the victims' families through the Pentagon Assistance Fund. (Gerald Halstead, 703-807-2266)

**Waco, TX** – *Hymn Hour*, modeled after Norvell Slater's "Hymns We Love" and produced on the Baylor University campus, is now available on CD. (Gayle Avant, Gayle\_Avant@Baylor.edu)

## AIRWAVE ANNIVERSARIES

**Naples, FL** – During the week of December 13, 2001 Sky Angel celebrated its fifth anniversary of airing Christ-centered television and radio programming direct to homes, churches, prisons, nursing homes and more by way of direct broadcast satellite (DBS) technology. Founded by Robert Johnson, Sky Angel satellite service went on the air with six television channels and three radio channels of Christian-based programming. Today, Sky Angel offers 36 Christ-centered TV and radio channels. (Nancy Christopher, 941-403-9130)



Robert Johnson

**Chicago, IL** – WMBI-FM finished its year-long 75th anniversary celebration with a grand finale at Moody Church, featuring Dr. David Jeremiah, Michael Card and Babbie Mason. (Judy Kron, 312-329-4290)

**Nashville, TN** – *For Faith & Family*, distributed by KMA Media Group, celebrates its fourth anniversary this month with a nomination for the NRB Radio Talk Show of the Year award. *For Faith & Family* is hosted by Dr. Richard Land and airs nationally weekdays on more than 590 radio outlets. (info@erlc.com)

**Dallas, TX** – *Point of View*, hosted by Marlin Maddoux, is celebrating 30 years of broadcasting. Originally purchasing 15 minutes of daily airtime on a local Dallas station, the program aired its first satellite broadcast on September 15, 1982. (800-227-1444)

**South Holland, IL** – September 15, 2001 marked the 10th anniversary of the Bible League's ministry in the Dominican Republic. (866-825-4636)

**Dallas, TX** – KCBI-FM, launched in 1976 as an educational ministry of the Criswell Bible Institute, is celebrating 25 years of ministry. (Ron Harris, 817-792-3800)

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# TRADE TALK



## AIRWAVE NEWS RADIO, CONT.



Andy Napier (with mic) and Paul Martin interview a listener and her son during WMHK's Open House.

**Chattanooga, TN** – The renovated and restored historic Palace Theater in Crossville, TN, was the location for Moody Broadcasting Network's WMKW-FM's Live Broadcast/Open House kicking off non-stop Christmas music for the holidays. (Leighton LeBoeuf, leighton.leboeuf@moody.edu)

**Orlando, FL** – *The Spoken Word of God* broadcast will be available on CD effective February 1. Stations currently airing the broadcast may request the 5-minute program on CD format without cost. (Janet Work, 800-232-4253)



Peggy Noonan and Wayne Shepherd

**Chicago, IL** – Peggy Noonan, former special assistant to the President, best-selling author and *Wall Street Journal* columnist, was a guest on Moody Broadcasting Network's (MBN) *Open Line*. Hosted by Wayne Shepherd, the program featured a discussion of Noonan's latest book, *When Character Was King: A Story of Ronald Reagan*. (Robin Jones, robinjones5@home.com)

**St. Louis, MO** – *Cry Justice* and *Christian Connection* recently began airing daily on the Here's Help Radio Network, WCBW-AM. *Cry Justice* also airs weekly on acradio.org. (judy@hereshelpnet.org)

**Dallas, TX** – *Living on the Edge* was nominated for the NRB Radio Program of the Year Award for its 25-minute daily radio broadcast featuring Chip Ingram, pastor of the Santa Cruz (CA) Bible Church. (Melanie Dobson, melanie@dobsonmedia.com)

**Milwaukee, WI** – With the Thanksgiving debut of WFZH-FM, The Fish, the Milwaukee market obtained its first 24/7 contemporary Christian radio station. To introduce itself to the market, the station presented 40 days and 40 nights of continuous, commercial-free music. Bob Emery is the GM of the new station, which is owned by Salem Communications. (Amy Hansen, 800-969-0200)

### Saint Paul, MN –

An anonymous donor made a payment of \$5.12 million to the Northwestern Foundation on behalf of Tom Petters of Eden Prairie. The payment will be distributed among 15 charities. Among those charities receiving \$1 million or more were Northwestern College and Minnesota Teen Challenge. The remaining charities cover a broad range of Christian outreach services. (Wendi Herum, 651-631-5168)



Tom Petters (center) presents a \$1 million check on behalf of an anonymous donor to Joseph Smith (left), president of Northwestern Foundation, and Pastor Rich Scherber.

**Spokane, WA** – Since basketball is the favored winter sport of KMBI-FM's region, the station will provide live play-by-play coverage of Christian high school men's' varsity key games. KMBI's Rich Monteith and Steve Stewart also will interview players, coaches, fans and parents. (Gary Leonard, 508-448-2555)



**Boise, ID – KTSY-FM** listeners raised more than \$17,000



in November to feed people in Calcutta, India, for more than eight days through the Mission of Mercy's Feeding Program. The program has been feeding approximately 20,000 people a day since the 1950s. For the past four years, listeners from sister stations KSLT-FM and KLMP-FM/Spearfish, SD have challenged KTSY-FM listeners to see who can be the first to raise the funds for a day of feeding. (Jerry Woods, [jwoods@ktsy.org](mailto:jwoods@ktsy.org))

**West Palm Beach, FL**

– At WRMB-FM, volunteers are vital to the Moody Broadcasting Network's station, effectively serving its South Florida community. Those volunteers were honored at a luncheon and Joan Hahn received special recognition for donating 485 hours of service since April 2000, the largest amount of time any Moody Bible Institute volunteer has logged. (Karol Cufferi, 561-737-9762)



Volunteer Joan Hahn (front) receives a pin from WRMB's Karol Cufferi and MBN's National Promotions Director/former WRMB Station Manager, Mike Bingham.



**Chicago, IL** – On November 6, The Chicago-Streaming Media Alliance hosted a panel discussion at the Kellogg School of Management on "Streaming Media and Its Impact on the Past, Present and Future of Broadcast, Cable and Radio." The program examined technology and how broadcasters, cable networks and radio stations use the innovations to brand, and also plan for the future. (Debra Hall, 312-433-3838)

**Virginia Beach, VA** – In the wake of the September 11 attacks on America, Christian broadcasters united in an unprecedented effort to reach out to the American people with a two-hour primetime special, *Where is God Now?* This CBN production aired on The Trinity Broadcasting Network, WorldHarvest, WACX Super Channel, Total Christian Television, FamilyNet, The Total Living Network, Cornerstone, Sky Angel and Daystar. (Angell Watts, 757-226-2450)

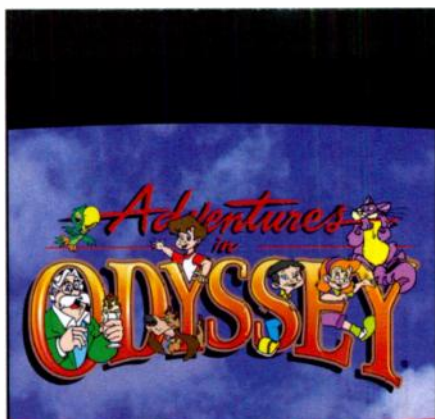
**Columbus, OH – TVU Music Television**



unveiled *Planet Hip Hop*, which airs on Sky Angel. The program is hosted by Gotee Records' artist Knowdaverbs and features music videos from Christian hip hop artists. In other news, TVU Music Television provided nationwide coverage via Sky Angel and online streaming video of Passage 2001, a day-long Promise Keepers event. (John Owens, 614-839-7136)

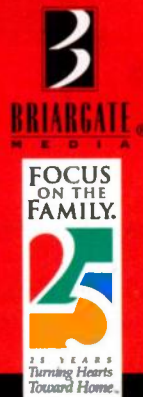


**New York, NY** – In November 2001, WKOB channel 53, an Ortiz Broadcasting Corporation station and affiliate of La Familia Television Network, began broadcasting 24/7 from atop the Empire State Building. (Clark Ortiz, [clarkortiz@aol.com](mailto:clarkortiz@aol.com))



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# TRADE TALK



## AIRWAVE NEWS TELEVISION, CONT.

**Dallas, TX** – Daystar Television Network has outgrown its current building and is planning to purchase the former corporate headquarters for Don Pablos Mexican Restaurants. The new facility is approximately 45,000 square-foot on 8 acres, with city approval for a twin building and a 16,000 square-foot TV studio. The facility also comes fully equipped with more than \$1 million of furniture, fixtures and electronics included in the purchase price of \$4.2 million. (Marcus Lamb, 817-571-1229)



Gregory Frohriep discusses captioning with an employee.

**Farmington Hills, MI** – Communications Works of The Deaf, Inc. (CWD), successfully exhibited its emergency captioning capabilities when it fulfilled the FCC's requests for live captioning through the attacks of September 11. CWD's captioning was seen on WJBK, Detroit's Fox affiliate. CWD is the only deaf-owned, U.S. captioning company to be honored by approval from the U.S. Department of Education and placement on its vendor list. [www.captworks.com](http://www.captworks.com). (Patricia Soma, 248-615-5070)

**Dallas, TX** – Author and Promise Keepers speaker Ronnie W. Floyd, senior pastor of First Baptist Church in Springdale, AR, recently began weekly broadcasts of *Invitation to Life* on the WGN network, in partnership with Affiliated Media Group. (Richelle Payne, 972-980-4898)

**Atlanta, GA** – The Major Broadcasting Cable Network (MBC), an African American-owned and -operated, family-oriented cable network, seeks to revive the family hour in an effort to restore family values and redirect the portrayal of African Americans. MBC Network founders are attorney and philanthropist Willie Gary, former NY Yankees all-star Cecil Fielder, heavyweight champion Evander Holyfield, Marion Jackson of the Jackson Five and broadcast veteran Alvin James. (Era Carroll, 404-350-2509)

**Virginia Beach, VA** – World Wide Pictures, a film ministry of the Billy Graham Evangelistic Association, donated a film collection to Regent University worth \$40,000 to be archived among the special collections held in the school's library. The collection includes 27 VHS films and 29 16-millimeter films. This donation gives Regent one of the largest Christian film collections in the world. (Baxter Ennis, 757-226-4093)

**Niagara Falls, Ontario** – Cloud Ten Pictures announced three new film releases. *Deceived* (release date: March 26, 2002) centers around the search for extraterrestrial life and how seeking it can bring out the worst in people. *Miracle of the Cards* (released November 2001) is based on the true story of Craig Sherbold (Thomas Sangster), an 8-year-old cancer patient who received millions of get-well cards, and the atheist reporter (Kirk Cameron) who covers the story. *Waterproof* (released October 2001) is based on the real town of Waterproof, LA. With topics of love, faith, forgiveness and redemption, *Waterproof* stars Burt Reynolds, April Grace and Orlando Jones. (Melisa Richter, 905-684-5561)





## PEOPLE

**Washington, DC** – NRB general counsel Wiley, Rein & Fielding LLP expanded its practice with the addition of two Employee Retirement Income Security Act (ERISA) attorneys, David Levin and Elizabeth Binder, formerly with Kilpatrick & Stockton LLP. The firm also elected the following new partners: Timothy Brightbill – International Trade and Internet & E-commerce Groups; Dorann Bunkin – Communications and Internet & E-commerce Practices; Jason Cronin – Insurance, Litigation and Election Law Groups; Brook Edinger – Business & Finance Practice; Meredith Fuchs – Litigation, Internet & E-Commerce and Privacy Groups; and Leslie Platt – Insurance and Litigation Practices. The following attorneys were elevated from Of Counsel to Partner: Christopher Kelly – Intellectual Property Law and David Kulik – Intellectual Property Practice and newly created Life Sciences Practice. (Karl Stoll, 202-719-7059)



**Washington, DC** – Pioneer Christian newsman Forrest Boyd, 80, died of a heart attack January 5. With more than 40 years' experience in broadcast journalism, Boyd

was a member of the White House Press Corps and the founder of International Media Service (IMS). His final work was as executive news director of United News & Information. (Dan Wooding, assistcomm@cs.com)

**St. Paul, MN** – Dr. Alan Cureton was named the eighth president of Northwestern College and Radio. Cureton is the former VP for university advancement at John Brown University in Siloam Springs, AR. (Janell Wojtowicz, jbw@nwc.edu)



**Washington, DC** – Roberta Combs, formerly executive VP of the Christian Coalition of America, was elected to succeed founder Pat Robertson as president. The organization's headquarters recently relocated its national headquarters to Washington, DC. (Amanda Peterson, 202-479-6900)

**Chicago, IL** – TLN recently welcomed Leland Carter to its staff as chief engineer. Carter manages TLN's technical facilities/services and supervises the technical/engineering personnel. (Debra Hall, Dhall@tln.com)

**Franklin, TN** – Andrew Tang was named field sales representative for Provident Music Distribution to represent the Southern California, New Mexico, Arizona and Colorado territories. Tang previously worked as the music buyer for Lighthouse Christian Stores. (Brooke Tucker, 615-261-6361)

**Atlanta, GA** – Wayne Hagan is the new program and promotions director for Moody Broadcasting station WAFS-AM. Hagan also hosts the program *New Day Atlanta*. (Rocky Payne, wafs@moody.edu)



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## PEOPLE. CONT.

**Ft. Worth, TX** – Anita Vanetti recently joined the team of experts for *At A Glance:60*, a weekly series from FamilyNet radio. Ten new *At A Glance:60* spots are produced each month and provided to radio stations free as a public service. *At A Glance:60* can be heard weekly on more than 270 radio stations nationwide. (817-570-1400)



**Huntington Beach, CA** – During the 10th annual conference of COICOM (Latin American Congress of Christian Communicators), three evangelists were honored: Carlos Anacondia, Hermano Pablo and Alberto Mottes. (info@albertomottes.org)

**Washington, DC** – The Executive Committee of the National Association of Evangelicals (NAE) nominated Dr. Leith Anderson to serve as interim president. Newly elected members of the NAE include: Commissioner John Busby (National Commander of The Salvation Army), Bishop George McKinney (Pastor, St. Stephens Church of God in Christ), Dr. L. Roy Taylor (Stated Clerk of the General Assembly, Presbyterian Church of America) and Dr. Thomas Trask (General Superintendent, General Council of the Assemblies of God). (202-789-1011)

**Tulsa, OK** – Ben Ferrell was named president of B/M/C Advertising. Ferrell, former VP of client services, replaces agency co-founder, James Kerby. (Ken Scrivner, 918-743-4600)



Ben Ferrell

**Virginia Beach, VA** – Regent University named William J. Heisler as director of the Degree Completion Program. Heisler comes to Regent University from Newport News Shipbuilding, where he spent 20 years in a variety of human resource functions. (Baxter Ennis, 757-226-4093)

**San Diego, CA** – KCBQ-AM/KPRZ-AM GM Mark Larson was recently re-elected to his fifth term as president of the San Diego Radio Broadcasters Association. (858-350-8854)

**Meade, KS** – Don Hughes was recently named president/CEO of Great Plains Christian Radio. In other personnel changes, the following station managers were named: Michael Luskey, KJIL-FM and KJOV-FM; Keith Sanderson, KHYM-FM; and Doug Wedekind, KJRL-FM. (kji@kjil.com)

**Dallas, TX** – At a ceremony on October 19, Dr. Mark Bailey formally accepted the presidency of Dallas Theological Seminary from Dr. Chuck Swindoll, who stepped up to chancellor. (Kathy Wills, 214-874-4460)



Danny Clayton



Jerry Arndt

**Milwaukee, WI** – Danny Clayton, with WKTI-FM for 18 years, signed on as PD of WFZH-FM. In other WFZH news, Jerry Arndt was appointed director of sales for it and also for WRRD-AM. (Amy Hansen, 414-354-0200)

**Louisville, KY** – Jim Lawson was named director of Marketing & Promotions for Salem Radio Group of Louisville: WRVI-FM, WLSY-FM, WFIA-AM and WGTK-AM. (502-423-3143)



Jim Lawson

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**Washington, DC** – Franklin Graham, head of Samaritan's Purse/CEO of the Billy Graham Evangelistic Association, and Joni Eareckson Tada, founder/president of Joni and Friends, recently joined the Presidential Prayer Team as honorary chairmen. (Sally Barton, 520-797-7173)

**Charlotte, NC** – SIM, an interdenominational mission agency serving in 45 countries of Africa South America and Asia, appointed Steve Strauss as director of its U.S. national

sending office. Strauss succeeds Rev. Larry Fehl. (Thelma Kephart, 704-587-1439)

**Florence, KY** – Patrick Marsh, world-renowned art director who designed the Jaws and King Kong attractions at Universal Studios in Florida, accepted a position with the Answers in Genesis Ministry. Marsh will design displays for a 50,000 square-foot Creation Museum and Family Discovery Center in Cincinnati, OH. (Mark Looy, 859-727-2222)



## NEWS

**Denver, CO** – In January, Christian Wires Services (CWS) launched a news distribution service exclusively for Christian organizations, businesses, churches, ministries and non-profit groups. Founded and managed by President Theresa Perry-McNeil, CWS ([www.christianwireservices.org](http://www.christianwireservices.org)) distributes a variety of news items directly to domestic and international media and other key information outlets via customized e-mails. (Theresa Perry-McNeil, 303-791-8081)

**New York, NY** – The Christophers won awards from two major Catholic groups honoring its years of service and inspiration through the media. Unda World and the International Catholic Organization for Cinema, which recently merged to form SIGNUS, honored the Christophers with the Agnellus Andrew Award for excellence in "the service of Church communication and the Gospel values," which is given to only one organization per continent. The award was presented in November at the Unda Assembly in Rome. (Umberto Mignardi, 212-759-4050)



Thomas Kinkadee (second from left) presents a "Lights of Freedom" print to New York City Fire and Police Departments at Ground Zero.

**New York, NY** – In December, "Painter of Light" Thomas Kinkadee presented signed prints of "Light of Freedom" to New York City Fire and Police Departments at Ground Zero as a tribute to the September 11 heroes. Every fire department in New York received the print, which honors their great acts of heroism. Proceeds from the sale of the prints made from Kinkadee's original oil painting will benefit charities affiliated with the September 11 terrorist attacks on America. (Joe Battaglia, [joeb@renn.com](mailto:joeb@renn.com))

**Charlotte, NC** – After more than 50 years of operation in Minneapolis, MN, the Billy Graham Evangelistic Association (BGEA) announced plans to relocate its international headquarters to Charlotte. The new headquarters will be constructed on 63 acres

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## NEWS CONT.

located on Billy Graham Parkway and is likely to take three to five years to complete. (Dan Wooding, assistcomm@cs.com)

**Lititz, PA** – The Pocket Testament League hopes to reach those attending the 2002 Olympic games by mobilizing and equipping Christians in Salt Lake City through the Read, Carry and Share Challenge. By last summer's end, more than 30,000 people had taken the Read, Carry & Share Challenge, becoming mobilized and equipped to share the Word of God and sharing their faith with some 600,000 people using free Gospels of John. (Michael Brickley, 717-626-1919)

**Virginia Beach, VA** – In October, Regent University dedicated its new, state-of-the-art

communications building. The facility features a television studio, 750-seat theatre, two film-screening rooms, a film sound stage, 13 editing suites, a camera acting studio, a computer animation room, a film back-lot, dressing rooms, a make-up room and several new computer labs. The facility will be equipped with the latest digital cameras and non-linear editing system. (Baxter Ennis, 757-226-4093)

The FCC indefinitely cancelled its December 5 FM auction in which it was scheduled to accept short-form auction applications for 352 vacant FM allotments between September 24 and October 5 and proceed to auction them beginning December 5. The delay was a result of a U.S. Court of Appeals

for the D.C. Circuit decision that held that auctions would not be permitted for any applicant group that includes one or more noncommercial (NCE) applicants. (BE Radio, October 2001)

**Norfolk, VA** – Bob Boyd Ministries (BBM), along with ministry partners in Pakistan, reported 15% of the Muslims who prayed to receive Jesus as their Savior during the organizations' Gospel Campaign in Peshawar, Pakistan, were Pashtun, a majority tribe from which the Taliban come. The Campaign, held last summer, took place in four Pakistan cities: Peshawar, Mardan, Raiwind and Lahore. Of the 6000 Muslims in attendance, 987 publicly accepted Jesus. (Donna Strout, 757-685-3985)

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## MUSIC

**Nashville, TN** – tobyMac's solo debut, *Momentum*, was the only Christian album recently mentioned by *USA Today* as a "Notable Debut." (Velvet Rousseau, 615-599-2777)



**Nashville, TN** – In November, Grammy award-winning artist Jars of Clay raised \$10,000 through a benefit concert for the Nashville-based African Leadership organization, a Christian education and development organization that offers biblical training for church leaders and meets physical needs of the poor where leadership training is offered. (Jessica Atteberry, 615-331-3203)

**Nashville, TN** – In December, INO Records announced its partnership with Rick Heil (SONICFLOOD) and his newly formed label, Resonate Records. INO handles the day-to-day operations of marketing, Heil handles the signing and developing of the artists for the new label, and Word is the distributor. (www.inotof.com)

**Nashville, TN** – After 15 years, the nationally recognized male tenor trio Spiritbound is ceasing full-time ministry. Spiritbound resulted in a self-sustained operation employing six full-time staff, secured more than 5000 child sponsors for World Vision, performed in more than 1500 churches, sang at 4000 concerts and recorded 13 projects. June 30 will mark the last official full-time concert date for the group. (Dana Ashley, 800-879-9669)

**Nashville, TN** – EMI CMG's Chordant Distribution Group and Spring House Music Group signed an extension to their exclusive long-term distribution agreement. (Tricia Whitehead, spinhouse@home.com)

**Hendersonville, TN** – The Mark Five Company celebrates its 40th anniversary this year with the reviving of its contemporary subsidiary, Sword Records. The label included groups such as The Rob Cassels Band and The Bridge. (Fran Cagle, fran@markfiveco.com)

**Nashville, TN** – Fervent Records' modern pop/rock artist By The Tree, named one of the best new artists of 2001 by ChristianityToday.com, will spend spring 2002 on the road to some of the nation's top colleges and universities on the After Dark tour with Joe White, co-host of the teen call-in radio show *Life on the Edge Live*. (Melissa Hambrick, 615-662-1241)

**Nashville, TN** – Christian music artist Jaci Velasquez performed the National Anthem for



Kirk Franklin and Jaci Velasquez

President Bush at the White House in October as part of Latin Heritage month, and also taped her television-acting debut with a role on the hit Nickelodeon show, *Taina*. Velasquez was nominated in the Favorite Latin Artist category for the 29 Annual American Music Awards. (Leanne Bush, lbush@wordentertainment.com)



"Life on the Edge Live!" kicks! This teens-only discussion group—where teens think out loud, encourage each other and ask questions about *anything* on their minds—happens every Saturday night all across America. Hosted by Susie Shellenberger and Steve Russo, it's teen talk radio that's never the same show twice. So tune in, dial up and speak out.

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L-R: Willie Norwood, Victor Caldwell, Brandy and Cedric Caldwell



## MUSIC CONT.

**Washington, DC** – Brandy dropped in on dad, Willie Norwood, and his Grammy-winning producers Victor and Cedric Caldwell, as they put the final touches on Willie

Norwood's highly anticipated Atlantic Records urban inspirational CD debut. The CD, *No Limit*, hit stores October 23, 2001.

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## TECHNOLOGY

**Madison, WI** – Former FCC Commissioner Susan Ness and CNN Senior VP of Technology Gordon Castle will present keynote speeches during the fourth annual VidTranS video transport services conference and exhibition, March 3-6. Ness will open the conference with "Congress, Commission and Corporate Chiefs: Will They Craft a Winning Digital Video Strategy?" Castle will provide insight into CNN's Technology Plan, which is guiding CNN to an all-digital, non-linear production environment. (Sunny Branson, sunny@wallstreet.tv)

**New York, NY** – Solid State Logic, introduced its MT Production (MTP) Digital Console at this year's 111th AES Convention at the Jacob Javits Convention Center in New York City. The MTP, based on SSL's latest MT Plus in-line digital console, features comprehensive snapshot reset, flexible subgroup bussing and full multi-format surround sound capabilities. (Michelle J. DiPaolo, 631-659-2315)





**San Juan, PR** – The Asociación de Comunicadores Evangélicos (ACE, Association of Evangelical Communicators) of Puerto Rico, held its first Convention Nov 30- Dec 1. Approximately 70 people attended the opening banquet and workshops on local church and non-profit labor laws and insurance requirements. ACE was formed as a result of the dissolution of the Caribbean Chapter of NRB. At the General Assembly, a new Board of Directors was elected from those who had been members of the NRB Caribbean Chapter. President Jesus Rivera (manager of WERR – Radio Redentor), also will serve on the Hispanic Committee of NRB. (Janet Luttrell, jluttrell@icepr.com)

**SPAIN** – In December, the board of Spain's state TV network (RTVE) decided to double its time allowance per week for the country's three officially recognized non-Catholic religious groups: Jews, Muslims and Protestants. The time increases to 10 minutes each per week. (Pedro Tarquis ptarquis@eresmas.net)

**Timisoara, ROMANIA** – The Alpha Omega Christian TV station in Timisoara, Romania, will provide Romanian schools with video-libraries of Christian programming that promote Christian ethics and moral principles to the young generation. The basic video set consists of 20 videotapes containing 50 programs and will be distributed in cooperation with the district departments of the Romanian government and the Ministry of Education. (Dan Wooding, assistcomm@cg.com)


**Wilmington, NC** – Radio Encounter International, Inc., an organization that exists to provide a "radio encounter" with Jesus Christ for those who live in remote and isolated areas of Latin America and the world, provides fix-tuned, solar-powered portable radios and plants radio stations to

accomplish that mission. The organization recently built a 1-watt station in Haiti that operates on a 12-volt car battery and then boosted it to 20 watts, enabling it to reach into Gonaives, Haiti's second most populated city. (Micheal Escalante, RadioEncounter@ec.rr.com)

**South Bend, IN** – Middle East Television (METV) aired a special edition of *The New Harvest* on November 20, hosted from Jerusalem by Steve and Pete Sumrall and from the U.S. by Stefan Radelich and former Miss America Debra Maffett. METV has been operating in the Middle East since 1980. LeSEA Broadcasting took over operations in July 2001. To view the program, visit [www.thenewharvest.com](http://www.thenewharvest.com). (Dave Tucker, 219-291-8200)


**Nicosia, CYPRUS** – The SAT-7 Board and Partnership meetings were held in October with 115 in attendance. Major decisions included: 1) to further develop the SAT-7 Seminary of the Air; 2) to proceed with The Fellowship, a drama about a house group in North Africa, to encourage the underground church in places where there is no registered church to attend; and 3) to broadcast in Farsi to reach Iran and Farsi-speaking communities, including those in Afghanistan. (mail@sat7.org)

**Kenya, AFRICA** – Trans World Radio's involvement in combating AIDS began with a special on the epidemic through its developmental program, *Africa Challenge*, which links the Gospel to a broad range of humanitarian issues and sets aside one day of the week to broadcast AIDS programs. Trans World Radio-Africa airs AIDS programming in local languages to Zimbabwe, Malawi, Swaziland, Tanzania, Burundi, and most of French West Africa. Plans are underway to produce AIDS programs in another five languages for French West Africa. (Richard Greene, 919-460-3700)




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## INTERNATIONAL NEWS, CONT.

**RUSSIA** – FEBC Russian Ministries Update: \$200 per month is needed for air time in Barnaul Siberia; Vladivostok, the largest Russian city in the far East, is being reached daily by FEBC with one hour of the Gospel; FEBS plans to start one hour of daily broadcasts in St. Petersburg, the second largest city in the country, to reach an estimated 4.5 million people; The FEBC in Moscow continues to be in urgent need of support: \$2000 is needed in Nizhny Novgorod to establish an FEBC operation in the fourth largest city; 15-

minute programs aired on one of the Russian stations can be sponsored for \$15 and a Russian staff member for \$250 per month. (Russia@febc.org)

**HAITI** – As of October 23, 10,000 fix-tuned, solar-powered radios have been distributed in northern Haiti through Operation Saturation (OpSat). The radios are tuned to Radio 4VEH's French-Creole frequency, AM 840. The ministry plans to distribute 250,000 radios by 2004. (Omscap@maf.net)



## PUBLISHING

**Neptune, NJ** – The Boards of Trustees of Loizeaux Brothers, Inc., and Emmaus Bible College plan to merge their publication ministries. The new non-profit ministry, as yet unnamed, will operate out of Emmaus's facilities in Dubuque, IA. Trade publications will appear under the Loizeaux imprint and an expanded line of educational materials will carry the Emmaus name. (888-338-7809)

**Colorado Springs, CO** – Popular fiction writer and featured DoubleDay BookClub author Lauraine Snelling has signed a con-

tract with WaterBrook Press for her next work, *The Healing Quilt*. (Kristen Blomquist, 800-603-7051)

**Wheaton, IL** – In response to the September 11 terrorist attacks, Crossway Books released *A Reason for Hope*. The book offers comfort and encouragement from Christian leaders and includes a foreword by Lisa Beamer, wife of one of the heroes on United Airlines flight #93. (Kathy Jacobs, 630-682-4300)



## INTERNET

**Dallas, TX** – KMA interactive was recently bought by ColeCo, LLC, of Nashville, TN. KMA interactive, a subsidiary of KMA Companies, develops and distributes software including Donor ResponseAbility, Product SaleAbility, Fund AccountAbility and Media ManageAbility. (Melanie Dobson, melanie@dobsonmedia.com)

**Alexandria, VA** – LifeAudio, a privately held company based in Northern Virginia, acquired Christianity.com and OnlineGiving. Terms of the transaction were not disclosed. (Sebastian Traeger, 703-582-8570)

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 Medi-Share [www.tccm.org](http://www.tccm.org)  
 MicahTek [www.micahtek.com](http://www.micahtek.com)  
 Moody [www.mbn.org](http://www.mbn.org)  
 National Right to Life [www.nrlc.org](http://www.nrlc.org)  
 NRB e-Store [www.nrb.org/store.htm](http://www.nrb.org/store.htm)  
 NRB Membership [www.nrb.org/membership.htm](http://www.nrb.org/membership.htm)  
 New Leaf Press & Master Books [www.masterbooks.net](http://www.masterbooks.net)  
 New Testament Light [amg.gospelcom.net/amg](http://amg.gospelcom.net/amg)  
 Newton Media Associates, Inc. [www.newtonmedia.com](http://www.newtonmedia.com)  
 NPR Satellite Services [www.nprss.org](http://www.nprss.org)  
 Oneplace.com [www.oneplace.com](http://www.oneplace.com)  
 Paragon Advertising & Communications  
[www.paragoncomm.com](http://www.paragoncomm.com)  
 People's Network, Inc. [www.chuckharder.com](http://www.chuckharder.com)  
 Point of View [www.pointofview.net](http://www.pointofview.net)  
 Promise Keepers Radio [www.promisekeepers.org](http://www.promisekeepers.org)



From Moscow to Melbourne  
 and San Salvador to Shanghai,  
 Focus on the Family's  
 programs deliver  
 encouragement and  
 advice to millions of  
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 cultures together and  
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 to touch the hearts  
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# Thinking about a career in radio?

How about Christian radio?

Salem Communications Corporation is the leading radio broadcaster focused on religious and family issues programming, and we're in search of talent to add to our winning team of radio pros at locations throughout the nation.

We currently own and operate 81 radio stations, and most of them are grouped in complimentary formats in the top 25 markets: Teaching/Talk, News/Talk and Salem's exciting new "FISH" music format.

Salem is also a content provider to some 1600 affiliates through our Salem Radio Network, which delivers talk, news and music programming. Other synergistic businesses include OnePlace.com, the leading internet provider of Christian radio content; and CCM Communications, which is making inroads in Christian music trade and consumer publications.

When you think about radio careers, think Salem. We're making a difference!

For the latest job postings visit us on the web at [www.Salem.cc](http://www.Salem.cc) and see us at the NRB Convention.



4880 Santa Rosa Road  
Camarillo, CA 93012  
(805) 987-0400 x1089

## TRADE TALK



Proverbs 31 Ministry, Inc. [www.proverbs31.org](http://www.proverbs31.org)

Quiet Hour, The [www.thequiethour.org](http://www.thequiethour.org)

Revival Soy/Physician's Pharmaceuticals, Inc. [www.revivalsoy.com](http://www.revivalsoy.com)

Radio Management Services, Inc. [800-733-5255](tel:800-733-5255)

Right To The Heart Ministries [www.righttotheheart.com](http://www.righttotheheart.com)

Regent University [www.regent.edu](http://www.regent.edu)

Royal & SunAlliance [www.royalsunalliance.com](http://www.royalsunalliance.com)

Salem Communications Corp. [www.salem.cc](http://www.salem.cc)

Salvation Army, The [www.salvationarmy.org](http://www.salvationarmy.org)

SAT-7 North America [www.sat7.org](http://www.sat7.org)

Select Religious Broadcasting Service [www.selectbroadcasting.org](http://www.selectbroadcasting.org)

Sheridan Gospel Network [www.sgnthelight.com](http://www.sgnthelight.com)

SofTrek [www.pledgemaker.com](http://www.pledgemaker.com)

SuperChannel-WACX-TV [www.wvspn.com/wacx](http://www.wvspn.com/wacx)

Time For Hope  
[www.timeforhope.org](http://www.timeforhope.org)

Total Living Network [www.tln.com](http://www.tln.com)

United News And Information [www.uninews.com](http://www.uninews.com)

Walk In The Word [www.walkintheword.com](http://www.walkintheword.com)

Walter Bennett Communications [www.walterbennett.com](http://www.walterbennett.com)

WAY-FM Media Group, Inc. [www.wayfm.com](http://www.wayfm.com)

WFCM-FM [www.wfcm.org](http://www.wfcm.org)

Wondrous Story, The/  
Ranch Hope For Boys & Girls [www.ranchhope.org](http://www.ranchhope.org)

World Vision [www.wvi.org](http://www.wvi.org)

WXHL-FM [www.wxhl.com](http://www.wxhl.com)

Xulon Press [www.xulonpress.com](http://www.xulonpress.com)







## Film & Television Production

This is becoming the most talked about Christian media workshop in the country. Now in its fourth year, we're pulling out all the stops to bring you the experts, information, and techniques you need to break through the barriers you face.

Hosted by writer and director Phil Cooke, and featuring screenwriting expert Barbara Nicolosi of the Act One Screenwriting Workshop in Hollywood, this year's Production Boot Camp is focused on creating entertainment and ministry programs for the secular audience.

It's fresh, new, and filled with the cutting edge information you need to get your TV program or movie produced. If you have a "dream project" you believe God has given you, this Boot Camp will give you the information, advice, and techniques that will help bring that project to reality.

Stop talking about your TV series or movie, and start taking concrete steps to accomplish the goal. In this intensive, all-day workshop, you'll learn techniques like:

- The Secrets of Great Writing
- What Hollywood Understands about Storytelling
- Red Flags that Will Stop Your Screenplay
- How to Pitch Your Ideas Successfully
- How to Get Your Project from Where It Is, to Where You Want It to Be
- Producing Christian Themed Projects for Secular Audiences.
- The Future of Movies in the Digital Age
- And much more...!

What will the 2002 Film and Television Production Boot Camp do for you?

- Learn the latest techniques and information
- Network with your peers in the industry
- Discover tools you'll never find anywhere else
- Discussions with people doing top creative work in Christian media
- Update your perspective on the issues
- Find new motivation and encouragement
- Fire up your Vision
- And much, much more!

## Internet

### ***Is Your Web Site Accomplishing What You Need?***

**MODERATOR:** *Scott Fehrenbacher, President, Crosswalk.com*

The past 12 months have seen quite a shakeup in the "dot.com" world. Many of the early assumptions of the best ways to do business on the Internet have had to be rethought, but the medium itself continues to grow exponentially.

Join us for an intensive look at how to make sure that your ministry or station's Web site is really accomplishing what you need. Sessions will include principles of

strategy, design, marketing and e-commerce as well as case-studies and presentations from various NRB member organizations. There will also be a good amount of time dedicated to interaction with questions from participants in the Boot Camp. There will be material available both for the Internet newcomer and the veteran Web person.

The following specific topics will be covered:

### ***Complimenting Your Mission with the Internet***

**SPEAKER:** *Scott Fehrenbacher, President, Crosswalk.com*

### ***Internet Integration that Makes Dollars and Sense***

**SPEAKER:** *Dave Jaworski, President, Starwire Corp.*

### ***Web Enhancing Your Radio Station***

**SPEAKER:** *Rick Killingsworth, President, OnePlace.com*

### ***Interacting with the Web Audience***

#### ***a. Fund Raising***

**SPEAKER:** *Mark Grote, Chief of Internet Operations, World Vision*

#### ***b. Prayer and Intercession on the Web***

**SPEAKER:** *Rich Shipe, Managing Editor, Crosswalk.com*

### ***Sales Distribution that Works***

**SPEAKER:** *Rita Cavecchio, Christian Book Distributors*

## News

### ***The Place for News in Christian Broadcasting***

**MODERATORS:** *Stan Jeter, Sr. Producer, Christian World News, Virginia Beach, VA; Gordon Govier, News Director, WNWC AM & FM, Madison, WI*

Sponsored by both the NRB Radio and Television committees, this workshop will examine the news practices of leading radio and television stations in Christian broadcasting.

### **RADIO**

**MODERATOR:** *Gordon Govier, News Director, WNWC AM & FM, Madison, WI*

**PANEL:** *Chad Bresson, CDR News, Cedarville OH; L. B. Lyon, KCBI News, Dallas TX; Stan Jeter, Christian News & Information Institute/CBN News, Virginia Beach, VA*

### **Radio News Issues Addressed:**

- Getting Started: The Basics of Christian Radio News
- The Issues of Christian Radio News and How To Cover Them
- Tools for Christian Radio News, Technology and the Internet
- Integrating News and Ministry



## TELEVISION

**MODERATOR:** Stan Jeter, Sr. Producer, Christian World News, Virginia Beach, VA

**PANEL:** Lee Miller, Area Director, Jesus Video Project, Lufkin, TX; Rod Payne, President, Christian Family Network Television, Wichita Falls, TX; Michael Patrick, Executive Producer, CBN News, Virginia Beach, VA

### TV News Issues Addressed:

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

## Stewardship

### Maximizing Ministry Revenue Opportunities

**MODERATOR:** Jeff Nickel, The Domain Group, Atlanta, GA

**PANEL:** Jan Kary, Managing Director, Orr Associates, Washington, DC; Joe Battaglia, President, Renaissance Communications, Wyckoff, NJ; Butch Maltby, President, TouchPoint Solutions, Colorado Springs, CO; David Moberg, Publisher, The W Publishing Group, Nashville, TN

All the revenue you require to fulfill your ministry vision is available — it all belongs to the Lord. And we belong to Him. We're responsible for learning about all the tools and resources available and being faithful to put them into practice. It's His responsibility to provide the actual increase.

The goal for this boot camp is to provide you with an understanding of how you can maximize revenue opportunities that may be completely new to you.

For example, representatives from Christian publishers will explain how to go about producing and publishing materials, books, and other revenue generating materials for your ministry. You will hear from David Moberg, Publisher, The W Publishing Group, and others.

And what about special events? Jan Kary, Managing Director at Orr, Associates, Inc. and Joe Battaglia, President, Renaissance Communications, will talk about what it takes to produce events that provide ministry value, are entertaining, and meet your revenue objectives.

Major donor development and foundations are of great potential growth for many ministries. Butch Maltby, President of TouchPoint Solutions, and his associates will help you understand what it takes to work with major donors and how to get the attention of foundations that have a heart for ministry.

We'll also address issues regarding the latest advances in database technology and how a strategic understanding of donor behavior can unlock revenue opportunities that you never knew existed.

Plan to be inspired and filled-up with take-away value that will directly affect your ministry revenue growth.

## Church Media

### Improving Audio For Video

**SPEAKER:** Kent Morris, Peavey Electronics, Atlanta, GA

### Creative Lighting Techniques for the Worship Center, Special Events, and On Location

**SPEAKER:** Tom Zaleski, Free-Lance Lighting Services, Nashville, TN; Jim Barnwell, Director of Media Production, Bellevue Church, Memphis, TN

### Video Production Techniques

## GREAT MUSIC! GOOD NEWS!



### A Celebration of Hope with Luis Palau

Easter Sunday

March 31

3:00pm Eastern/Pacific  
2:00pm Central/Mountain

on PAX TV

For more information  
or a preview copy,  
contact Doug Steward  
at 503.614.1500, e-mail us  
at [lpea@palau.org](mailto:lpea@palau.org), or visit  
[www.palau.org/TV](http://www.palau.org/TV).

## Church Media Production

- **Enhancing Your Church's Media Ministry Through the Internet**
- **Copyrights and Licensing for Church Media Producers**
- **The Making of a Media Ministry — Firing Up and Reaching Out**
- **Partnership with the Pastor — Techniques for Getting Your Pastor Involved**

## International

- **Open Forum (Part A)**
- **Open Forum (Part B)**

## Internet

- **Getting a Return on Investment From Your Web Site**
- **Legal Issues: The Rules Keep Changing**
- **Principles of Good Station Sites: Where Is the Banana?**
- **Principles of Good Ministry Sites: How to Turn Your Web Site Into a Dynamic Tool for Ministry**
- **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**



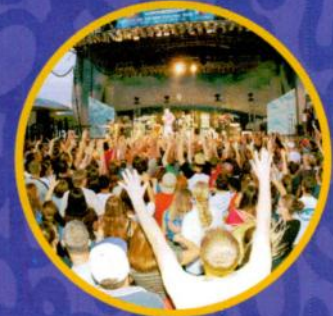
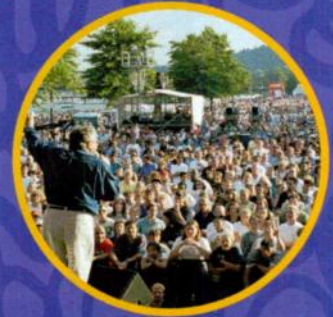
## Stewardship

- **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**

## MORE GOOD NEWS!



### *Pray for 2002 Luis Palau Festivals...*

**Beachfest at Broadway**  
Myrtle Beach, South Carolina  
June 7-8

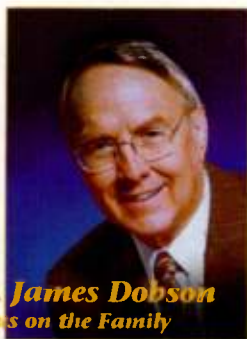
**Syracuse Festival**  
New York • July 12-13

**Puget Sound Festival**  
Seattle, Washington  
August 17-18

Luis Palau Evangelistic Association  
PO Box 1173  
Portland, OR 97207  
e-mail [lpea@palau.org](mailto:lpea@palau.org)  
[www.palau.org/festivals](http://www.palau.org/festivals)



SPECIAL GUESTS



**Dr. James Dobson**  
*Focus on the Family*



**Gaither Vocal Band**  
*Spring Hill Music*



**Natalie Grant**  
*Pamplin Records*



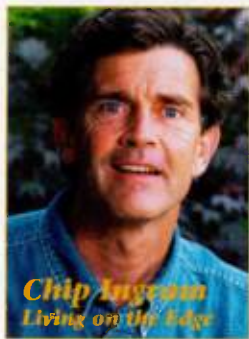
**Jars of Clay**  
*Essential Records*



**The Katinas**  
*Gotee Records*



**Erin O'Donnell**  
*Word Entertainment*



**Chip Ingean**  
*Living on the Edge*

**Peter Dugulescu**  
*Member of the Romanian Parliament*



**Nicole C. Mullen**  
*Word Records*



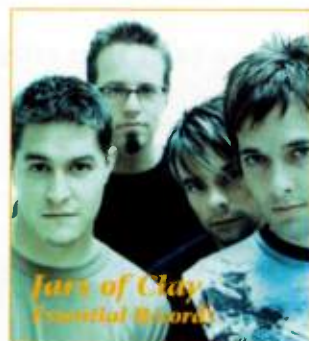
**Leonard Sweet**  
*SpiritVenture Ministries*



**Lisa Whelchel**  
*Multnomah Publishers*



**Thelma Wells**  
*A Woman of God Ministries*



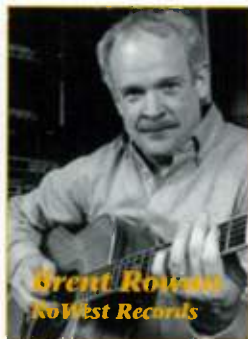
**Jars of Clay**  
*Essential Records*



**Michael W. Smith**  
*Reunion Records*



**LordSong**  
*Daywind*



**Brent Rowan**  
*NoWest Records*

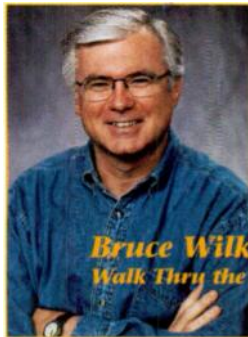


**President George W. Bush (Invited)**

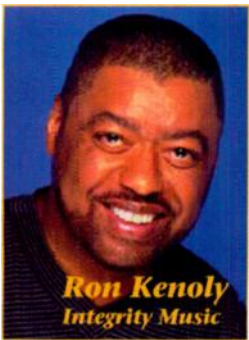




**River**  
In Grace Records



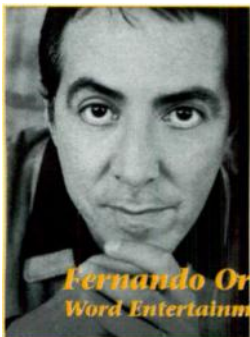
**Bruce Wilkinson**  
Walk Thru the Bible



**Ron Kenoly**  
Integrity Music

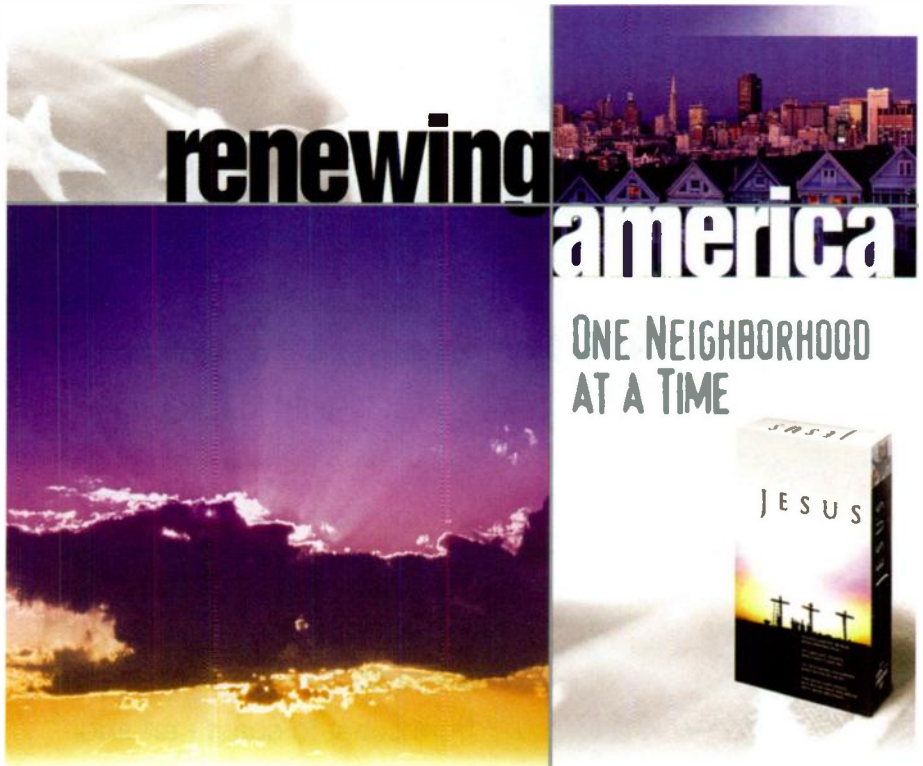


**The Martins**  
Spring Hill Music



**Fernando Ortega**  
Word Entertainment

**THANK YOU** for helping us raise up a spiritual "Special Forces" unit to renew our nation!



**ACROSS AMERICA** a renewal movement gains ground. Individuals, churches, and ministries unite to give the life of Christ on video as a free gift to every home in their community. This is an unprecedented saturation evangelism strategy called JESUS Video Project America.

**THANK YOU** for carrying the JESUS Video Project America PSAs to alert your listeners to this unprecedented evangelistic movement!

For more information, please contact JESUS Video Project America, a ministry of Campus Crusade for Christ.

**Visit us at NRB Booth #1615!**

**JESUS**  
VIDEO PROJECT  
AMERICA

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[www.jesusvideo.org](http://www.jesusvideo.org)  
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[info@jesusvideo.org](mailto:info@jesusvideo.org)

# Your Voice for Life. . .



*. . . from the Nation's Capital*

*pro-life*  
**perspective**

*Pro-Life Perspective* is the official radio program of the National Right to Life Committee, the nation's largest pro-life group. First broadcast from our Washington D.C. studios in 1985, *Pro-Life Perspective* has attracted millions of listeners from coast to coast - an audience that continues to grow.



Wanda Franz, Ph.D.

Hosted by NRLC president, Dr. Wanda Franz, and often featuring prominent pro-life guest speakers, *Pro-Life Perspective* is the best way for pro-lifers across America, including your listeners, to stay informed on current life issues.

 **NATIONAL RIGHT TO LIFE**  
COMMITTEE, INC.  
419 7<sup>th</sup> Street NW, Suite 500, Washington, DC 20004  
www.nrlc.org

For information on broadcasting *Pro-Life Perspective*, on your station, call us at (202) 626-8825.

## Artist/ Speaker SUPPORT

Focus on the Family

Gotee Records

Integrity Music

Multnomah Publishers

Pamplin Records

Reunion Records

Santa Cruz Bible Church

Sparrow Records

SpiritVenture Ministries

Spring Hill Music

Walk in the Word

Walk Thru the Bible

A Woman of God Ministries

Word Records



# Advancing Christian Communications

## NRB moves into permanent headquarters

BY CHRISTINE L. PRYOR AND VALERIE D. FRAEDRICH

**A**fter nearly 60 years of serving Christian communicators, NRB has a permanent headquarters building.


In August 2001, NRB purchased a two-story building at 9510 Technology Drive in Manassas, VA. The 13-year-old, \$1.8 million building features 18,100 square feet of offices and open space. After a few renovations, the staff took occupancy during the last week of November.

In a recent This Week at NRB e-mail, NRB President/COO Wayne Pederson wrote of the building: "We're in and operating, but there is much to be done on the finishing touches. We need to furnish the office and conference rooms. (To save money, we moved our old furniture.) We need to develop the reception area and begin work on the Hall of Fame and Museum as finances allow." Future development plans include a radio studio, a television studio, a library and meeting facilities.

You can be part of this exciting event by using the attached commitment card to send a gift for the NRB Building Fund. As Pederson wrote, "With God's power we will lead NRB to make a spiritual impact on the church and our culture, and to help position NRB to use electronic media to speak to this generation and the next."

Please join us in celebrating this milestone and advancing Christian communications. Also, when you're in the northern Virginia area, call 703-330-7000 to arrange a tour. We look forward to having you on site!

9510



NRB's permanent headquarters, with 18,100 square feet, is located at 9510 Technology Drive in Manassas, VA.

A technician installs NRB's neon sign.

Floors receive treatment from a worker before carpeting is installed.

A painter works on an interior wall.

Christine L. Pryor ([cpryor@nrb.org](mailto:cpryor@nrb.org)) and Valerie D. Fraedrich ([vfraedrich@nrb.org](mailto:vfraedrich@nrb.org)) are managing editor and editorial assistant, respectively, for NRB magazine.





SIDNEY WOOD



LYN SENEGAL



JACKIE CAMPBELL



RICK JOYNER



TWANDA BLACK



JACQUIE HASELRIG  
SGN National Program Director

# Hear The World In a Whole New Light

Gospel's Award Winning Network... delivering the best in Gospel music, inspirational programming, and strategic promotions... **24 hours a day, 7 days a week** on stations coast to coast and now on the world wide web at [www.SGNTheLight.com](http://www.SGNTheLight.com)

**THE MORNING BLEND** on The Light is made special with hosts Sidney Wood and Lyn Senegal, featuring a variety of enlightening features which include: **"The Light on Gospel"** with Teresa Harriston of Gospel Today magazine, **"Health Beat Wednesdays"** with Lee Haney and **"Man to Man Thursdays"** with The Light's own Bill Daniels just to name a few. Plus up to the minute news and sports tailored specifically for the gospel audience from the worldwide, award winning facilities of the Sheridan Broadcasting Network.

**THE GOSPEL EXPRESS** is hosted by the incomparable Jackie Campbell, awarded *2000 NBPC Gospel Air Personality of the Year*. Jackie keeps listeners inspired and encouraged with words that touch the heart which include **"Touch Points," "Fabric of Black America"** and the **"Prayer Corner."**

**THE PRAISE PARTY** features another of The Light's award-winning performers, Rick Joyner. The fun and excitement fills the air with phone calls from **"Mother," "Motivational Vitamins"** and the **"Much Love No Love"**... all designed to keep you uplifted and energized.

**R&R EVENINGS** features the smooth, mellow Ministry of Ms. Twanda Black delivering a wealth of **"Informative Information"** and **"Faith-filled Facts."**

**"MUSIC OF LOVE AND INSPIRATION"** is hosted by SGN National Program Director Jacquie Haselrig who is well known for her many **"Words of Wisdom"** and years of devoted service to the gospel industry.

**WEEKENDS** are just as exciting with an array of industry professionals including Billy Daniels, producer of the *Bobby Jones Countdown Show*, Morgan Dukes and Benjanes Stewart.

## EXPERIENCE MAKES THE DIFFERENCE

Take a listen to America's Favorite Gospel Station... The Light

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

To find out how you can advertise or become part of The Light, call: (770) 416-2205 ext. 406.



SHERIDAN GOSPEL NETWORK  
A Division of Sheridan Broadcasting Corporation



# SGN "The Light" The Team Behind the Scene...

Sheridan Gospel Network "The Light," a division of Sheridan Broadcasting Corporation, is a satellite delivered, 24 hours a day, 7 days a week, nationwide gospel music service reaching listeners from coast to coast. "The Light" delivers gospel industry's greatest inspirational music, programming, and strategic promotions, all designed to keep listeners inspired, uplifted and encouraged. "The Light" has assembled a dedicated team of industry professionals and award winning announcers who are committed to providing the best that gospel music has to offer. The strong affiliation that listeners have for the "The Light" translates into higher time spent listening, which in turn leads to greater cumes, all of which translate into added value for advertisers. Experience the difference and the results that the nation's only African-American owned and operated gospel radio network can achieve for you. Step out of the darkness... and into "The Light."

## EXPERIENCE MAKES THE DIFFERENCE

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

To find out how you can advertise or become part of  
The Light, call: (770) 416-2205 ext. 406.



SHERIDAN GOSPEL NETWORK  
A Division of Sheridan Broadcasting Corporation



**JACQUIE HASELRIG**  
*National Program  
Director*

**LISA  
BURTON**  
*General  
Sales  
Manager*

**VANESSA VAUGHN**  
*National Account  
Manager*

**FRANK AIKENS**  
*Director of Strategic  
Marketing & Promotions*

**KELVIN QUARLES**  
*Director of Atlanta  
Operations*

**RON DAVENPORT, JR.**  
*President*

## AM and FM Radio Growth 1971-2001

- Statistics are based on the annual *Directory of Religious Media*. Years indicated are the actual years statistics were gathered.
- Fluctuations reflect industry trends and survey response.
- Counts include domestic and international stations, but do not include the 20 shortwave stations.

### For Immediate Sale

**WNTF 1580 AM Bithlo/ORLANDO, Florida.** Currently 2.1KW Day with CP accepted by FCC for increase to 10KW 3-tower. (BP 20011228AAL E WNTF ID#14556). 10-acre tower site owned by us. Nights possible. Asking 1.5M \*Or Best Offer

**WGAF 1090 AM Alachua/Gainesville, Florida.** CP 3KW Day. 250W Nights (3 199' towers DA-2) CP Only: \$250K OBO.

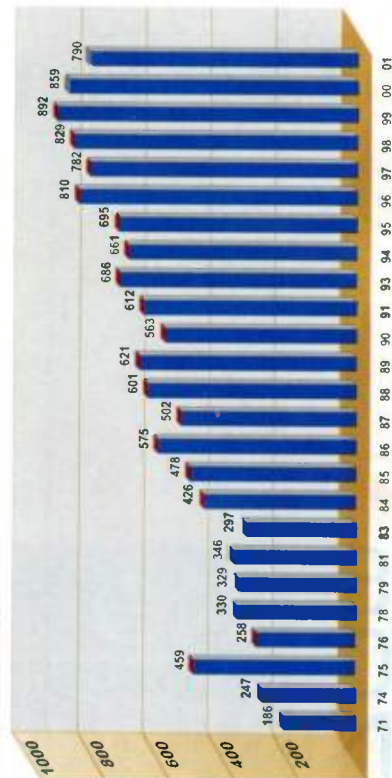
**READY TO LIGHT RADIO NETWORK:** Formerly Peoples Radio Network. C-Band Satellite uplink with horizon-to-horizon license. Control room for talk/music. 2,100' executive home or office building, separate uplink and control buildings. Pool. 1.6 fenced acres on Suwannee River near White Springs, Florida. \$455K for ALL. Uplink configured for multi-channel G-4R. Includes studios and master control – ISDN.etc. \$455K OBO.

**First Mortgage on WFVR 910 AM 5KW Valdosta, GA** with CP for 50KW day, 5KW night. \$255K.

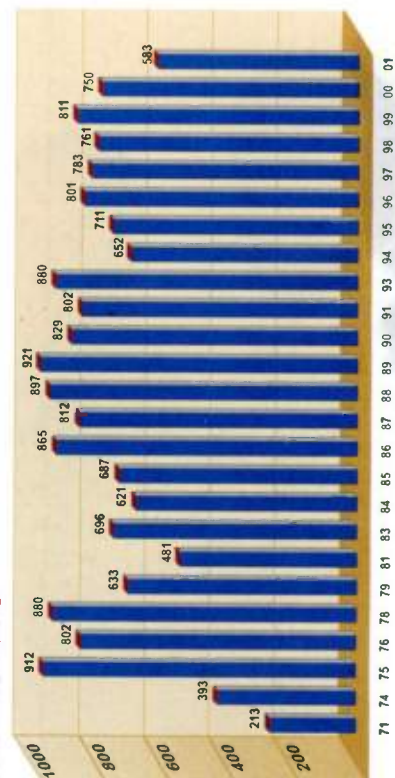
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FM STATIONS



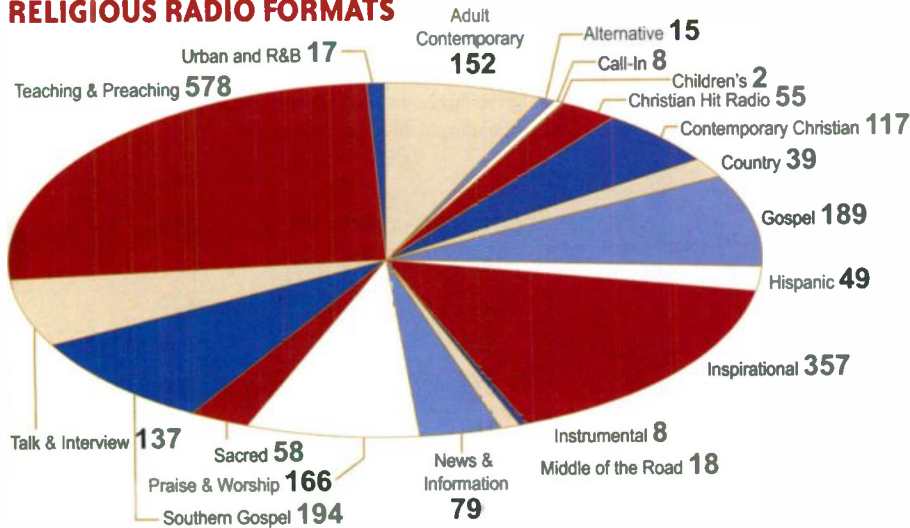
AM STATIONS





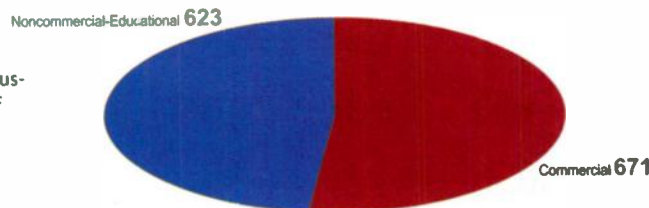
## Radio Station Formats and Types

### RELIGIOUS RADIO FORMATS



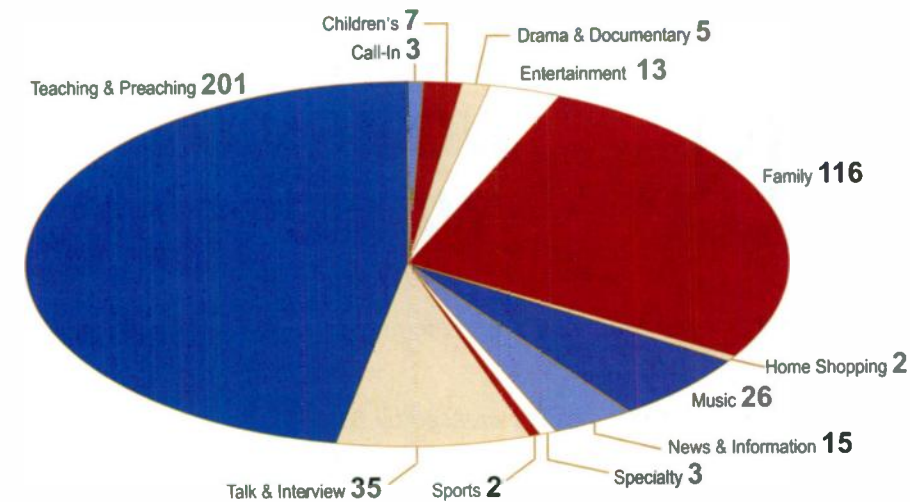
### RADIO STATION TYPES

- Statistics are based on the 2002 Directory of Religious Media.
- Fluctuations reflect both industry trends and the number of organizations responding to directory surveys.
- Some stations choose more than one format and type.

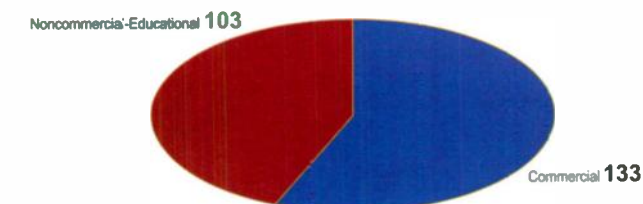


## Television Station Formats and Types

### RELIGIOUS TELEVISION FORMATS



### TELEVISION STATION TYPES



### TV STATION CATEGORY

- UHF: 110
- VHF: 41
- LPTV: 88

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## Program Producer Statistics

1974-2001

- Statistics are based on the annual *Directory of Religious Media*. Years indicated are the actual years statistics were gathered.
- 1995 figures include only those programs produced for airplay on networks, multiple stations, or for release via syndication.
- Yearly fluctuations reflect both industry trends and the number of organizations responding to directory surveys.

YEAR	PRODUCER Radio	PRODUCER TV/Film-Video	TOTAL
1974	214	70	284
1975	370	90	460
1976	418	113	531
1978	480	148	628
1979	592	192	784
1981	541	293	834
1983	592	367	959
1984	522	378	900
1985	559	411	970
1986	597	421	1018
1987	622	447	1069
1988	635	477	1112
1989	634	479	1113
1990	742	478	1220

YEAR	PRODUCER Radio	PRODUCER TV/Film-Video	TOTAL
1991	493	348	841
1993	383	304	687
1994	218	124 (TV only)	342
1995	269	201	470
1996	314	266	580
1997	305	144 (TV) 48 (Film-Video)	497
1998	420	220 (TV) 69 (Film-Video)	709
1999	454	271 (TV) 97 (Film-Video)	822
2000	468	267 (TV) 103 (Film-Video)	838
2001	495	292 (TV) 116 (Film-Video)	903



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## MEMBERSHIP: NRB and Intercristo Kick off New Partnership at NRB 2002 Job Fair

**N**RB and Intercristo, a ministry of CRISTA, will begin a partnership offering special rates and discounts to NRB members seeking or offering employment.

Intercristo's world-renowned employment services include an Executive Search, Resume Posting and a Job Subscription service for individuals and organizations. To take advantage of the discounts, NRB members click on the hyperlink found on the NRB Classified Page at [www.nrb.org](http://www.nrb.org).

### Resume Posting

The Intercristo/NRB page will allow resumes to be posted. Organizations who wish to use the online Resume Service will have access to job hunters in Intercristo's system, which provides matches to the criteria of the job opening. For example, if you are looking for an announcer, you won't be given resumes for individuals looking to work as a cook. As an added benefit, Intercristo will comp the search or posting fee if stations agree to play an Intercristo PSA for six months.

### The 2002 Job Fair

The NRB Job Fair will be held Sunday, February 17, 3-5 p.m. in Nashville, TN. The Job Fair is free to all convention registrants. If you are an employer looking to hire, please stop by the Membership Booth to sign up for reserved interview space. If you are a student or a seasoned communicator looking for a job,

just show up with your resume. People with various degrees of experience find permanent positions at the Job Fair. Last year, numerous companies were looking for employees to fill top executive positions!

The NRB Job Fair — your employment resource.

*NRB VP of Membership Anne W. Tower can be reached at [atower@nrb.org](mailto:atower@nrb.org) or 703-330-7000, ext. 511.*

## Job-hunting in 2002

Finding a job is a lot easier when you already have one. But for many job seekers, that isn't an option. Looking for a job is a full-time job. You get out of your job hunt what you putting into it. And, in a tougher economy, you need to work hard at it.

### • Evaluate your resume

This is usually your initial contact with a potential employer. What does it say about you? Tailor your resume and your cover letter to each opening. Taking the "one-size-fits-all" approach could prove costly.

### • Evaluate your geographical search criteria

Do you have a narrow or broad focus? If you're concentrating on one area and finding nothing, are you willing to branch out?

### • Evaluate your position and salary requirements

It doesn't cost the same to live in Seattle, WA, as it does in Nashville, TN. Do your research and make use of free calculating tools on the Internet. A

good example of a salary calculator is on the Homestore.com Web site: [homestore.com/Moving/Tools/SalaryCalc.asp](http://homestore.com/Moving/Tools/SalaryCalc.asp).

### • Network

Recommendations are a big asset in job searches. Many openings are unadvertised, because the organization doesn't want a flood of resumes. Ask around; maybe a friend knows about a position. Talk to everyone!

### • Pray

Always, always, always ask for God's assistance in your job search. In *If You Want to Walk on Water You've Got to Get Out of the Boat*, John Ortberg writes, "Prayer allows us to wait without worry. We can wait in confidence ... in the real issues of life we're not just waiting around — we're waiting on God. Therefore, we can trust His truth and wisdom."

— Ron Rutherford is executive director of Intercristo.

## NRB 2002 Job Fair — Your Employment Resource

# Have a job opening?

Sign up at the Membership booth for interview space!

Industry veterans, students and everyone in between can bring a resume to the job fair and interview with employers.

# Need a job?

Sunday, February 17 • 3 - 5 p.m. • Delta Lobby



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person who wrote or called thanks God for your station, because your decision to air the *Bible Answer Man* is the link to the spiritual benefit they receive.

"And that's why I'm so thankful for you, too."



## Bible Answer Man

"You need to give your audience only two things:



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Ron Walters, General Manager, KFAX, San Francisco, California



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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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# TOP 20 TIPS *for Successful* **Church Media Ministry**

BY TIM EASON



**J**esus utilized a powerful form of communication in His day — the parable. By relating to people on a level that they understood, He effectively drove home His points. Churches around the world are realizing that they have been neglecting our modern methods of communication.

In recent years, the body of Christ has started to integrate media into churches. There is an obvious movement toward what we call media ministry. Media is a broad term that encompasses many forms of communication. For this article, we define media as video production and multimedia presentations to be viewed on a big screen. Following are what I consider the Top 20 tips for successful media ministry.

### **1. Choose the right equipment and software.**

Determine specifically what you want to achieve with your Media Ministry and buy accordingly. Are you going to broadcast on TV or just use the equipment for in-God's-house viewing? Will you be using the equipment all the time or only occasionally?

When it comes to software I have found that the most popular programs also happen to be the most expensive. Due to being budget-challenged, I have had to use the software that I could afford. As a result, I found that my productions had a flavor of their own. Many budget programs will perform just as well and deliver the quality you are looking for.

### **2. Don't automatically disregard last year's technology.**

Oh, how soon we forget that just yesterday we were working on bulky computers that now can fit into a wristwatch! Technological advances are at a non-stop pace and, let's face it, you will never be able to keep up. There are some advances, particularly in the video field, that you may want to consider upgrading to. For instance, digital video has become very affordable in recent months.

Follow these upgrade tips:

- New products mean that last year's equipment will be cheaper. Take advantage of the savings and put more money into other ministries!
- If there is a new technological advance that will significantly improve your ministry, wait a couple of months before buying, and be sure that you really have the money for it.
- Buy older technology, but not obsolete equipment. Make sure it will be useful for a number of years.

### **3. Comparison shop.**

The video business is highly competitive. Find a dealer that sells in high quantity to get the best prices. However, price is not the only concern. Make sure that the company you deal with has excellent warranty serv-

ice and technical support. Test them to make sure that they know what they are talking about. Do a little research on your own and then ask a few technical questions. The answers you get will give you a good idea about the knowledge ability of the company you are working with.

### **4. Buy used when possible.**

One nice thing about electronics is that it takes a long time or a lot of abuse before a piece of equipment wears out. Don't be afraid of used equipment, even if it has a few scratches on it. It's the inside that counts. The exception to this is equipment with moving parts. VCRs and camcorders do wear out eventually and it's hard to know what you're getting when you buy this type of used gear. Make sure that you are not buying something that is obsolete unless it will do the job for you and it is unbelievably cheap. Find out what the fair market value for a used piece of equipment is before you buy it. There are even "blue books" for most equipment.

### **5. Your media ministry can pay for itself.**

After your initial investment and your media ministry is up and running, there are several ways to make your media ministry help pay for itself.

\* Most churches are reluctant to do this, but consider occasionally renting out your video projector if it is not permanently mounted. With a good contract and some discernment, you can make up to \$400 a rental.

- Videotape sermons and sell them to your congregation.
- Offer videotaping services for weddings at your church.
- If you have a sermon series or class series that you think other churches could benefit from, find a vendor that can package, market and distribute your series nationwide. Some vendors can produce the series for you if you do not yet own the proper equipment.

### **6. Don't be a gear junkie. "My system would be complete if only..."**

Once you have a workable system in place, use it! Researching (read: "dreaming") about what else you need to make your system perfect will only keep you from using it. Looking back, the best productions I've put together were with minimal equipment and at times in my life when I just couldn't afford to be a "gear junkie." Learn to use your equipment to its fullest potential. You will be surprised at what you can accomplish. Work with what you have!

### **7. Create a media ministry team.**

You're thinking, "All we need is another ministry team!" In this case — absolutely! Your media ministry

will be the most visual aspect of your church and you have to stay on top of it. The team should meet monthly to evaluate how the ministry is progressing. They should also keep the church accountable for using media responsibly and not crossing the line between worship and entertainment. The team should also be involved in decision-making regarding purchases.

Your media ministry team should consist of:

1. A technical person
2. A creative person
3. A frugal price shopper
4. A staff member
5. A senior member of the church (this is crucial)

### **8. Utilize volunteers (especially youth).**

A common mistake is the church staff attempting to take on the project by themselves. Many times the music minister is stuck with the job just because his ministry usually takes the most advantage of a media ministry. Don't do it! There are dozens of volunteers who would love to be involved, and who are just waiting to be asked. You come up with the ideas and let them do the rest.

Several reasons exist to use youth to do some of the work:

1. Young people catch on to technology very quickly
2. They have more time on their hands
3. It is good experience and they will feel like an important part of the church
4. You are preparing future media ministers.

### **9. Avoid untrainable volunteers.**

In my many training sessions, there is always at least one person attending with a microchip on his shoulder. This is the guy who thinks the church is wasting its time and money bringing me in for a workshop when he single-handedly could do the entire project. This is an untrainable person. Even with the experience that I have, I still find that I am constantly learning — sometimes from my trainees! A person who values another person's input, even when they already have a handle on things, will go far in the media ministry. Those unwilling to take instruction or work with others only hinder your goals.

### **10. Hire a media minister.**

If you plan to incorporate a great deal of media into your church, you should consider hiring a part-time person to head up the job. If you simply do not have the budget to hire a new person, assign the job to another staff member. Even a church secretary may be good at the job. Either way, your media person should consider the position as a ministerial position.

Some qualifications to look for include:

1. A heart for communicating effectively
2. Technically minded, but willing to share their knowledge with others
3. Patience, patience, patience
4. A creative mind
5. Administrative skills
6. A call into the media ministry.

### **11. Learn from other ministries.**

Visit churches that already have media ministries. Ask a lot of questions and learn from their successes and their mistakes. Seeing other ministries up and running will give you a wealth of knowledge to get started with. They can be inspiring, but also remember that it may have taken years for some churches to get where they are.

Keep in mind, also, that some of these ministries may have a substantial budget for their media ministry. The dollar figures they may give you might make you faint, but take heart! Follow these tips and you will be able to keep your missions budget intact.

### **12. Plan ahead — way ahead.**

Gone are the days of polishing off your sermon on Saturday night. If you want to use media in your church, you will need to hand your sermon notes over to your media minister several days in advance. If it is a major production that you are planning, be sure to give it more time than you think you will need. To avoid making your media minister sleep at the church for a week finishing a project (like I had to do once), follow this rule: Estimate the time that you think a project will take to complete and then double it.

### **13. Integrate your new ministry slowly.**

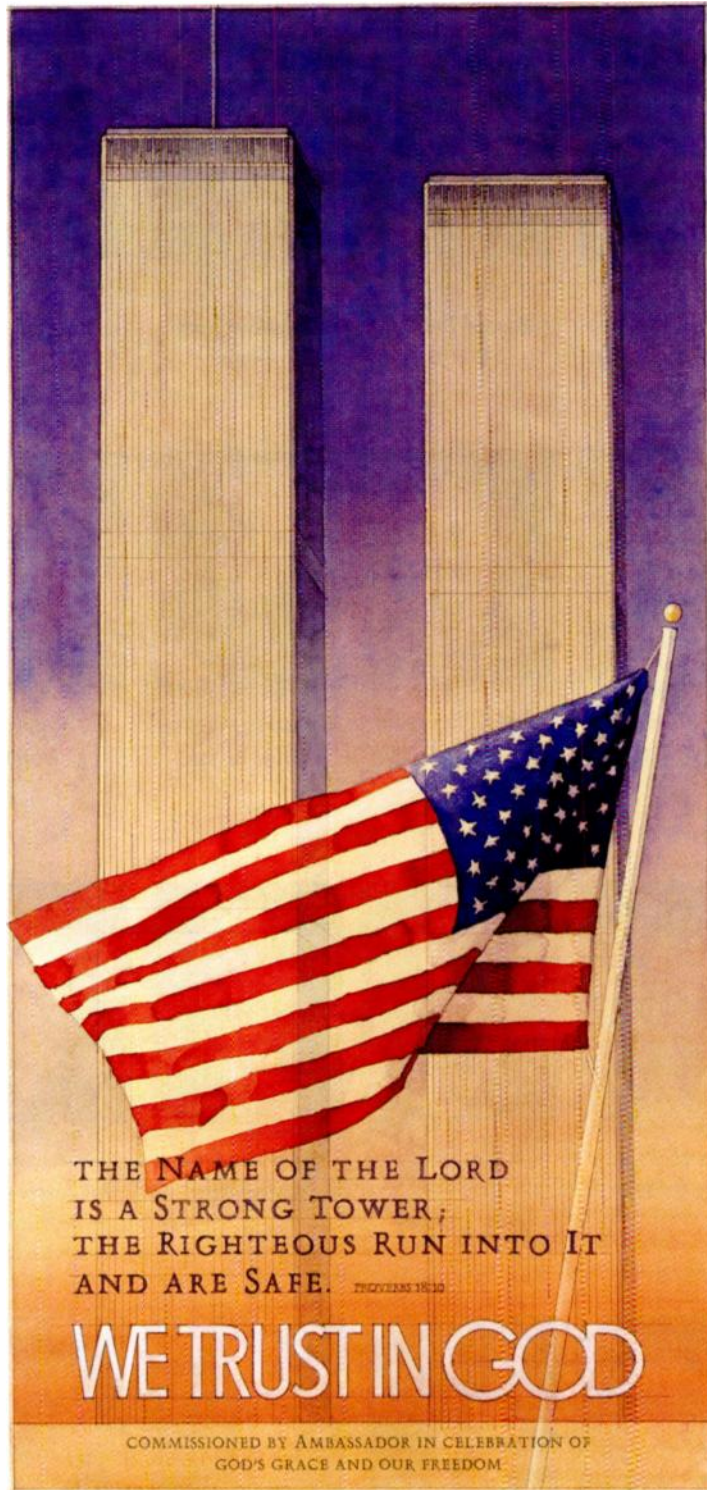
Media in the church can be a scary thing for some people, especially seniors. Start slow and keep them in mind each step of the way. Remember that your elders are very important and should be seen as advisors, not adversaries.

Get them involved. Ask a respected member of your senior congregation to be on the media ministry committee and act as liaison with the seniors in your church. If necessary, you might want to organize a completely separate service just for them without using media at all. I feel strongly that a media ministry should be a part of every church. You may lose a few members by starting one, but if you go slow and make sure that your seniors don't feel left behind, you will find that it will be more painless than if you incorporate change all at once.

### **14. Educate your media staff and volunteers.**

The equipment you purchase will be only as effective as the person operating it. When possible, take advantage of training workshops, videos and CD-ROM training packages. Subscribe to several technology maga-





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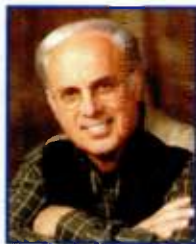
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WHO WILL BE ABLE TO TEACH OTHERS ALSO  
2 TIMOTHY 2:2



KENT HUNTER  
The Church Doctor



ED UNDERWOOD  
Church of the Open  
Door



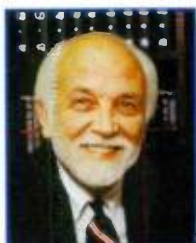
BILLY GRAHAM  
Decision Today



FRANKLIN GRAHAM  
Decision Today



JONI EARECKSON  
TADA  
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STEVE BROWN  
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JERRY JENKINS  
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Series



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Life Issues



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MOMSense



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KAY ARTHUR  
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VONETTE BRIGHT  
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MICHAEL HORTON  
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YouthBuilders

zines, like *VideoMaker* and *Technologies for Worship*. Find out who in your church knows about media topics and ask them to spend some time with your media staff and volunteers. You might host a "video camp" where youth could spend a few hours a day learning how to produce and edit videos. Have them produce a project that could be shown during a service. Include short devotionals each day that would relate to media. Visit [tje.com](http://tje.com) for resources.

### **15. Don't try to compete with Hollywood.**

There are few churches that have the time or the budget to compete with what people are used to seeing all week. If you try to produce up to that standard, you run the risk of disappointing yourself and your congregation. Also, realize that your congregation isn't expecting a Spielberg production from their local church. Many will find the novelty of seeing themselves or other church and staff members in a video enough to make an impact. If your content is of good quality, your media ministry should achieve its goals despite production limitations.

### **16. Outsource if you have to.**

Not all churches can afford equipment that will perform adequately in all situations. For instance, if you would like to produce a quality television commercial and do not have the resources, do not hesitate to hire an outside source to do the job. Remember that you can't compete with Hollywood, but also keep in mind that if you are advertising your church you should represent yourselves as best as you can. There are other situations that may require out-sourcing, but in general you should be able to do most of your productions in-house with good results.

### **17. Know when not to use media.**

After the initial novelty of media in the church wears off, your tools of media can become almost ritualistic if you are not careful. You run the risk of overusing media. You can sometimes make more of an impact by not using media to make your point. Remember sermon notes, props and other visuals. Sometimes you may not use anything at all and still have an impact. The point is to keep changing and evolving your media ministry. Avoid getting stuck in a rut. Also, avoid feeling like you should always use media because of your monetary investment. One more tip: If you use a projector during your sermons, place blackout screens in between points. If there is always something on the screen your congregation will pay less attention to it.

### **18. Watch the line between ministry and entertainment.**

Getting a little theological here, keep worship as worship and entertainment as entertainment. There is definitely a need and a place for both, but be careful when

mixing the two. The line between worship and entertainment varies based on the perception of both individuals and churches in general. When using media in a worship service, here are a couple of basic rules to follow:

- During the song service media only should enhance, not interfere with, the worship experience. Always look for elements that may distract your congregation's focus.
- During the sermon, feel free to use whatever means of media that you think will enhance the learning process. Use caution here, also, making sure that media is used to make a biblical point and not merely for the novelty of using media.
- For promotions, announcements and events, feel free to "cut loose."

### **19. Have a movie night.**

Your media ministry can be a powerful outreach tool. Have a movie night a least once a month and invite your community. Give out free tickets in a mailing or door-to-door. Have a snack bar with some items being free and charge for others. You can raise money for your media ministry or other ministries in your church. Show appropriate films. Feature Films For Families is a good resource. Show the *JESUS* film every once in a while. I highly recommend *VeggieTales* as the feature or as an opener for another video. Check with the video maker for copyright restrictions and permission to publicly show the movie.

Encourage your congregation to invite their friends and use movie nights as an opportunity to introduce unchurched seekers to the church. Don't forget to follow-up!

### **20. Find a consultant.**

Find a consultant that is dedicated to churches, ministries and individuals who would like to use these powerful forms of communication to reach people for Christ and strengthen the church. Church Video Association ([www.churchvideoassociation.com](http://www.churchvideoassociation.com)) and ChurchMedia.net offer resources.

*Tim Eason is president of ChurchMedia.net, an online resource center dedicated to churches using media in ministry. He has an extensive background in audio, video and computer technologies. Known as the "Media Missionary," Eason has a passion for equipping churches to fulfill the Great Commission using modern methods of communication. Contact him at [tim@churchmedia.net](mailto:tim@churchmedia.net) and visit his Web site at [www.churchmedia.net](http://www.churchmedia.net).*





# Powerful PowerPoint Presentations

**Digitizing video and inserting clips pumps up productions**

BY DOUG SHORT

*PowerPoint is an amazingly useful tool. You probably are already using it to display your announcements before service, show song lyrics for praise and worship, and list notes during your sermons. Did you know that you have the capability to display video clips in any PowerPoint page you desire? Any video that's stored on your computer or on a CD can be inserted into your presentation and set to play when you need it.*

For example: your church is involved in constructing a new sanctuary building, and to keep your congregation's hopes alive, you've created a PowerPoint presentation that displays pages of photos taken of the construction. The congregation is thrilled. But just imagine their reaction to actual video clips of the pastor visiting the site and praying over the backhoe.

Once you've had your video converted into a digital computer file you are set to go. Movies (video clips) can't be played in PowerPoint directly from a videotape.



Sorry, that would be too easy. The video has to be turned into a computer file such as QuickTime, MPEG or Video for Windows (also called Movie Clips or AVI). It then can be inserted and presented in a PowerPoint presentation.

### Requirements

There are several off-the-shelf video editing software programs that convert video into compatible formats. They range in price from \$80 programs that can be bought at a computer store to \$1000 for semi-pro software. You may need to soup-up your computer with extra RAM and storage space. As a general guideline, you can store around seven minutes of VHS-quality video per gigabyte and about five minutes of SVHS-quality video per gigabyte.

Another important element your computer will need is some sort of video card installed that has plugs for video and audio inputs and outputs. The newest Macintosh computers come with "firewire" ports for a digital camera. They also come with video-editing software installed.

### Procedures

Now that you've got your VCR or camera hooked to your computer, open your editing software and create a "New Program." This will hold all the information needed for your digitized video clips. There also will be a time-line window and a monitor window. Under the "File" menu is "Movie Capture." This is where the footage is digitized off your VCR. When digitizing video, remember to digitize only the footage you think you will need in order to conserve computer space.

When you're ready to digitize, hit play on your VCR and "start digitizing" in your program, then select "stop digitizing" when the footage is done. The digitized footage will show up in the project window as an icon. You can double-click the icon and watch the video on the computer.

### Inserting clips

There are many things you can do with your digitized footage, but we'll focus on inserting them into PowerPoint. Go to the page in your presentation that you want the video to show. Choose "movies and sounds" from the "insert" menu at the top

of the screen, then choose "movie from file." Open your movie file and it will be inserted on the page and display the first frame. The movie can be resized and positioned the same as any graphic or text.

If you find that you have digitized too much footage at the beginning and end of your clip, edit it out. In your editing software, drag the icon that represents your footage from the project window into the time-line window. From here you can select a new "in point" where you want your footage to start and an "out point" where you want your footage to end. All that's left to do is output your video to one of the previously mentioned video formats and you're done.

### Playing the clip

Your computer must have a movie player program installed for PowerPoint to play the clip. For the QuickTime player, go to [www.apple.com](http://www.apple.com); for a Video for Windows player, go to [www.microsoft.com](http://www.microsoft.com). Both of these programs can be downloaded free, although most computers usually come with one or the other installed.

Select the movie by clicking on it. Under the "slide show" menu choose "action settings." Under this menu you can choose whether to have the movie play with a mouse click or mouse rollover during your presentation. Also under "slide show" select "custom animation." In the "play options" menu you can choose to have the movie rewind when it's over or loop continuously. If no choice is selected, the movie will simply stop at the end.

Remember that all movies (video clips) inserted are linked to the presentation, so if you copy your presentation to another computer, you will have to copy the movie file as well. Blessings as you create great projects!

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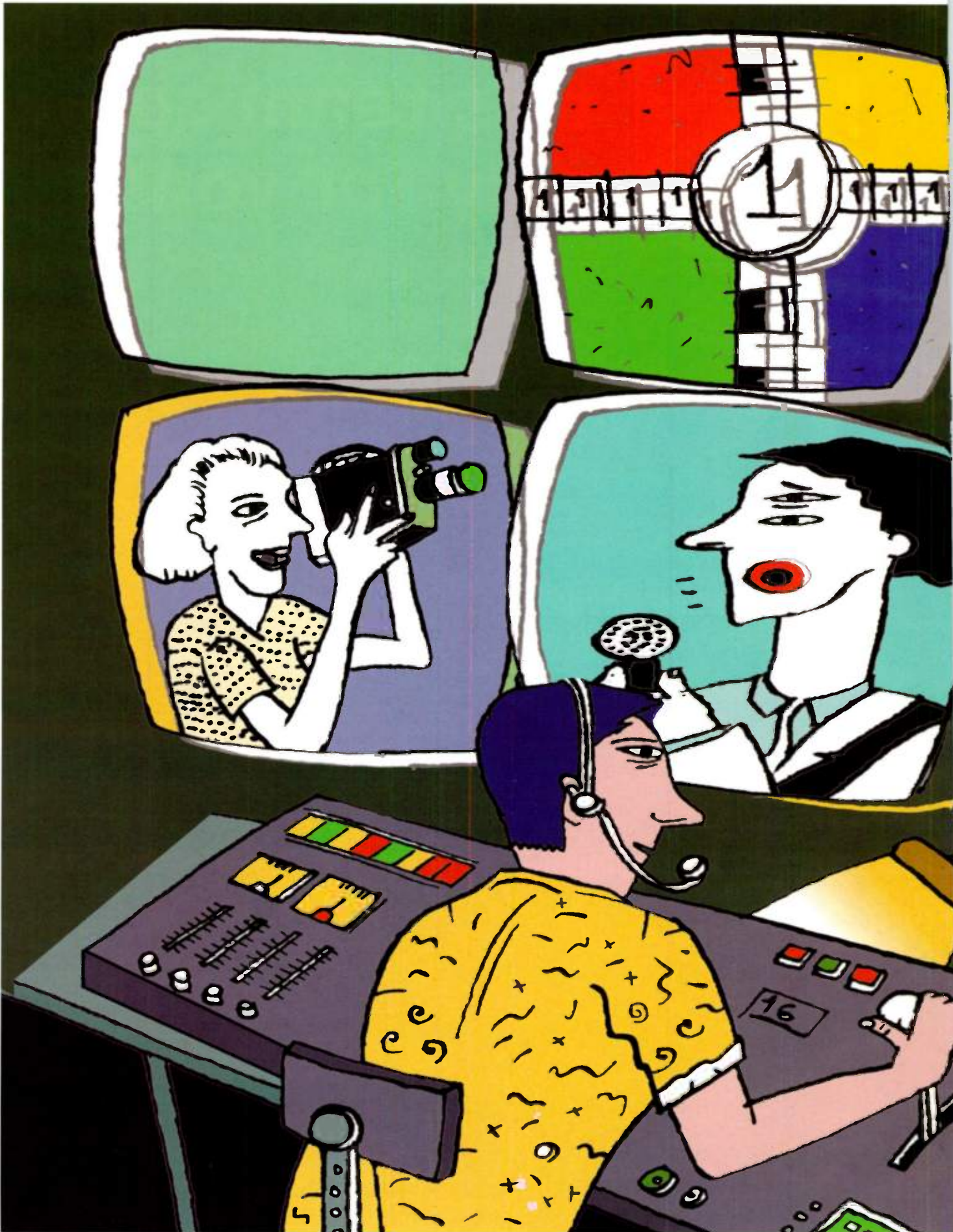


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# So You Want to Start a TV Program?

BY JOE NICHOLSON

Is your ministry ready to start a television program? The first thing that you must do is to evaluate your ministry. What is your primary objective? Is this a ministry that nurtures Christian viewers? Is it evangelistic? Do you want to do both? Try to narrow the focus of the program before you lay the bricks that will make up your broadcast ministry.



Also consider your strengths and weaknesses. What makes you unique and marketable? Those are the very reasons that viewers will be attracted to your program ... or opt to surf right on past it.

### Rundown

Move your program from your head to paper. Make a habit of establishing a program rundown or format that is consistent on a weekly basis. A rundown, or format, is the skeleton of the program that houses each individual segment of the program. A planned rundown ensures that the producer knows, on a weekly basis, what segments of the rundown have to be filled and how long each segment is. (See the proposed format sidebar.)

While reviewing the format it is important to keep in mind that you need to work 4-6 weeks in advance. This will allow you to maximize the pastor's time and schedule as well as give you time to prepare direct-response (DR) initiatives.

Music will need some discussion and prayer. When a pastor has universal appeal, music is an element that can quickly segment the audience before viewers ever have a chance to get to the message. The message is the meat of the programming effort and will be a determining factor in fund-raising efforts. If you lose any segment of the audience with music, you risk making a critical strategic mistake.

Keep in mind that it is the message from the pastor that viewers consider to be of personal benefit. It's what endears them to the ministry and initiates an obligatory response from the viewer.

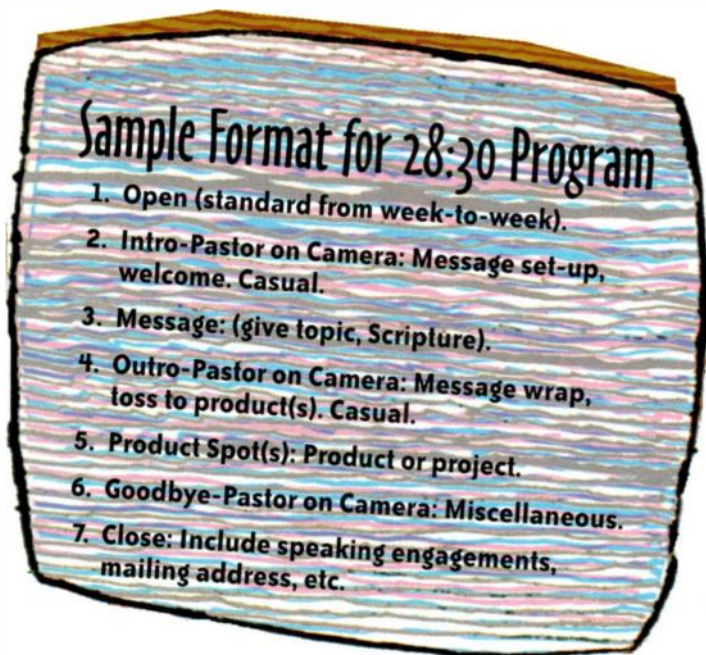
### Pacing

Next to content, pacing is the most critical element of any television program. It is what makes your program drag or move forward. Common pacing problems arise in areas like glues (the pastor's on-camera transitions and pitches), spots (vignettes or short elements that sell value only or enhance value and make an offer — also

can be used as a stand alone) and graphics. Take a critical look at the pacing of your program. If at any point the program drags, you face the likelihood of losing viewers.

Do a little prep work in your glues. I don't suggest the use of a teleprompter because of cost — and unless you have a lot of experience with one they can do more harm than good to your on-camera presence. Hit a few key points with a clear and concise message.

Most television viewers watch pro-



gramming at a 6th-grade comprehension level, meaning that your message when shooting glues has to be easy-to-follow and direct. Don't drag it out by getting wordy and hitting too many topics.

### Open

Produce an open that adequately conveys, markets and positions the pastor and the television ministry. Make a connection with the viewer from the beginning of the program and establish a relationship with that person.

As with many good political campaigns, present the pastor in a way that makes him and his message acceptable to them by giving the viewer a glimpse into what he and the ministry are about. Consider showing him with babies, children, couples and seniors. If the viewer is going to see the pastor behind the pulpit for the next 20 minutes, then show the viewer another side of him.

Place him in various settings that give a strong non-verbal message that he connects with people: counseling, with family and in Bible studies.

### Stand ups/Glues

In these segments you must relate to the viewer. If you accomplish this, then the viewer will listen to your message and do what you ask them to do. (It's easier said than done!) There are keys to watch for.

Maintain eye contact with the

camera/viewer. When you look away from the camera, your non-verbal communication indicates untruthfulness. It sends a strong message. Being on camera isn't easy or everyone would do it, so this will take time, but you have to look at the camera as though you are addressing someone in your office or study. Shifting your eyes makes the viewer uncomfortable ... and makes them question your motives.

Your hands are important because they have so much to do with relating to the viewer when you shoot glues. Don't point or make a fist. Both actions send demeaning and demanding non-verbal messages to the viewer. Show open

palms every so often, which shows the viewer that you are open and accepting. Be careful of "flailing arms" which can be distracting and pull attention away from your message.

Keep your glues focused, direct and to the point so that the viewer follows you as you take them on a journey. Know exactly what you are going to say and how you are going to say it.

### Sermons

In a 28:30 program your sermons will be only a portion of what was originally preached. Put heavy consideration into what you air. There are several ways to present weekly messages. Some ministries take a 40-minute message and cut it in half, producing two programs from one message. Others edit down the 40-minute message into 20 minutes. Evaluate each message on an individual basis to determine



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how best to produce it. Either way puts a great deal of responsibility on the producer's shoulders, so it is imperative that the producer and pastor communicate openly.

Be careful not to super the message as a part of a series at the beginning. It's all right to do this when selling tapes at the end of the broadcast, but doing so at the head risks losing your audience. Television viewers often look for reasons to switch channels. If you indicate that it's part of a series, they may feel that they have either missed too much of the past message to jump in mid-stream or that you're asking them for a commitment to watch because it's early in the series. Evidence of this has been seen on national television with the virtual disappearance of the "mini-series" that dominated television in the '70s and '80s. At the pace our society moves, people don't want to commit to watching anything. They tend to want the whole ball of wax in a self-contained package on a weekly basis.

### Spots

This is the DR (direct response) aspect of your program. The kind of spots you produce and what you sell depend on whether you are concentrating on a local strategy, national strategy or international strategy.

DR spots for ministries work like DR spots for infomercial products. Although the same basic formula is used, you want to focus on emotion-based marketing to your audience. Present your products as providing answers to the problems they or a loved one is facing "right now." When you call them to action (picking up the phone) you want them to do it right now. If a viewer hesitates, you may have lost them for good.

At your program's end it is imperative that you communicate to the viewer that your program is a "viewer supported" program, meaning you welcome prayers and financial contributions to continue to produce and air the program. This is a call to action that should be presented twice at the end of the program: while the pastor is closing on-camera and at the end of the program when you close it out with your close/graphic. The key is to make sure you provide the number and address to the viewer and leave it up long enough for the older members of your audience to write it down or dial it up.

### Direct response (DR)

Like infomercials, your DR objectives should make an appeal to the audience on an emotional level and a value level. We live in a "what's in it for me" society. The viewer looks for value as they make an emotional decision. When an offer contains an emotional tug while being seen as a bargain, making the purchase is hard to resist. The two parts of the DR mechanism offer a "double-edged" trigger for the consumer.

Find people who fit your target demographic group for testimonials to endorse your product. It's one thing to tell the audience that a book or tape will benefit them and an entirely different thing for them to hear it from someone they relate to. Look for the connection between the ministry and your audience.

### Tracking

There are three ways to track the impact of your television program and spots. Your first indicator is by telephone calls generated through the program. You can track this two ways. First you can designate a specific number to the television program so that you know exactly how many calls are coming in. Make sure the people who answer calls ask the necessary questions to find out if the call is generated from television.

The second way to track performance of the program is "white mail" — any mail that is generated by the broadcast. (The term is derived from a regular white envelope that any person has around the house.)

If a local strategy is implemented, you need to be able to track visitors when they visit the church and ask how they heard about you. Because you are going to be putting such a heavy emphasis on building the local congregation, you want to know when the television program or spots are generating visitors.

### Capturing names

Ultimately, establishing a donor base is what builds a ministry into national prominence. Although television is a great way to acquire names and addresses to create a database, it does no good for the future if you don't retain names today. Find a way of building the list and consider procuring software to help manage it.

This list is — and will continue to be — the lifeblood of your ministry's financial support.

Many of your DR initiatives will orbit around generating new names for the donor base. But it is equally as important to qualify those names in terms of who will and will not sow into the ministry. One way to do this is to require a minimal donation with all gift/premium offers. Sift through the viewers and establish from the start that you want only those who are qualified to be there. Stimulate involvement from your viewers by getting them accustomed to reacting to your media efforts and begin building the relationship that will transform your ministry's relationship with the donor from one of "dating" to a "marriage."

### The bottom line

Unfortunately, space doesn't allow all the considerations that have to be present to develop your television ministry. While it is difficult to address all the marketing issues in this article, bear in mind that marketing plays a critical role in your television ministry. You must effectively market your product in order to achieve your goals.

Also, your media outreach must be a concerted effort on all media fronts. Do you have a radio program, an Internet presence and print material? All aspects should complement one another and make your media ministry an effective benefit for the Kingdom!

*Joe Nicholson is VP, director of marketing for Affiliated Media Group in Dallas, TX. An award-winning television producer (15 Telly, one Emmy and 12 Addy awards), he designs custom television and radio broadcasts, oversees production, consultation, direct response, Web development and hosting, marketing, and digital design services. He has more than 19 years of experience, serving as a creative director, VP of broadcasting for an international hunger relief organization, field producer for network news and sports broadcasts, and producer of the nationally syndicated program PM Magazine.*





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# Are You a Modern Day Martha or Mary?



ISSUES

That's what I'm challenging our Total Living Network team to consider as we move into the new year. It's just too easy to be like Martha, who got so wrapped up in accomplishing the things that need to be done, she lost sight of The One she was doing them for. (*Luke 10:38-42*)

As fellow members of the NRB, we're involved in much more than broadcasting. We're involved in reaching the hearts and minds of people with the Gospel. For us, every day is filled with opportunities to have an eternal impact.

Let's all be more like Mary. Let's keep our eyes on Jesus and our focus on ministry. After all, it's not just about doing our jobs; it's about doing His work.

This is an exciting time to be broadcasting in the name of the Lord, and I'm privileged to serve with you all.

Jerry Rose  
President, Total Living Network



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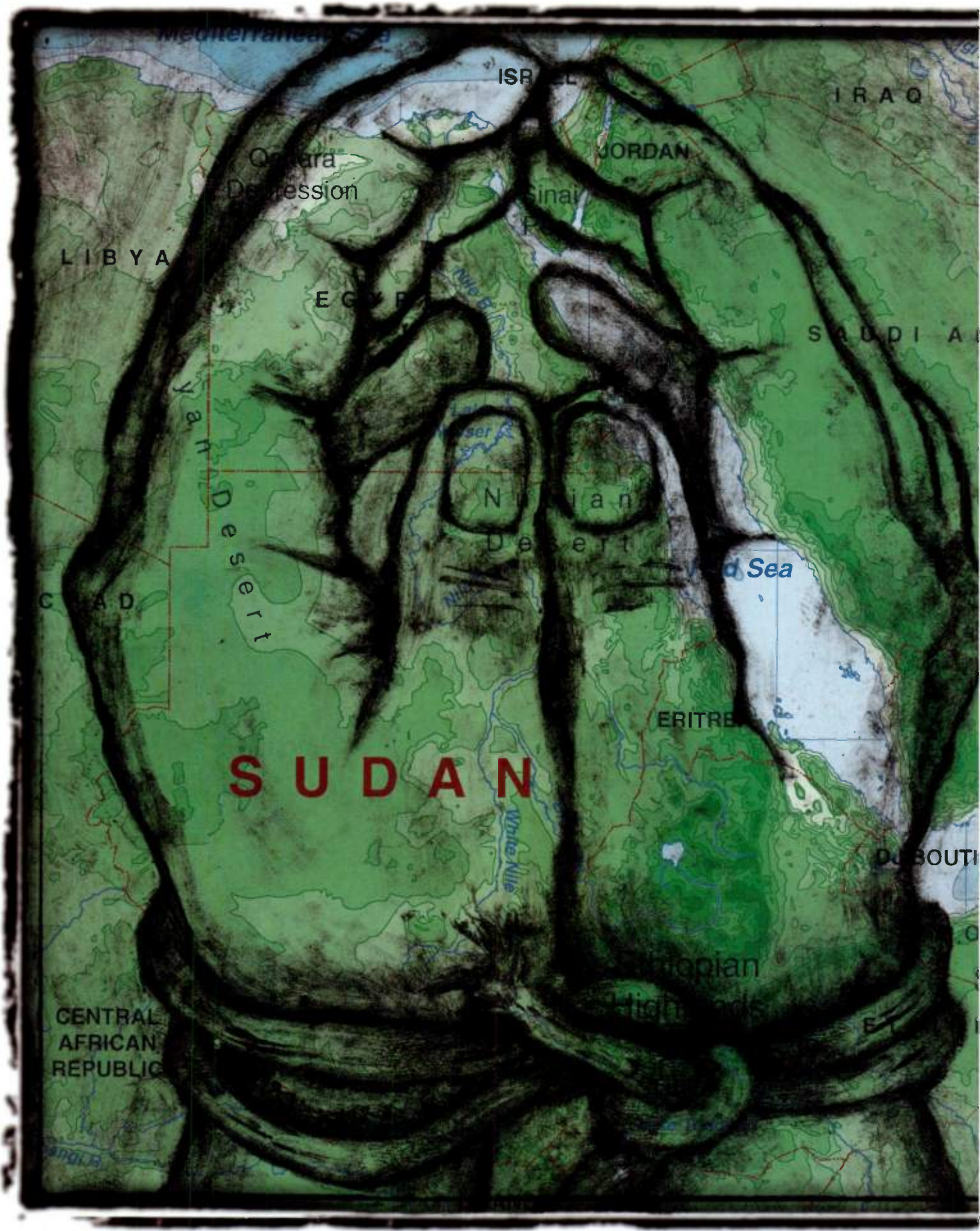


To learn more about these broadcasts, or for further information, please visit Gospel for Asia's booth (#2224) or call 1-800-WIN-ASIA (1-800-946-2742). You can also visit our website at [www.gfa.org](http://www.gfa.org)

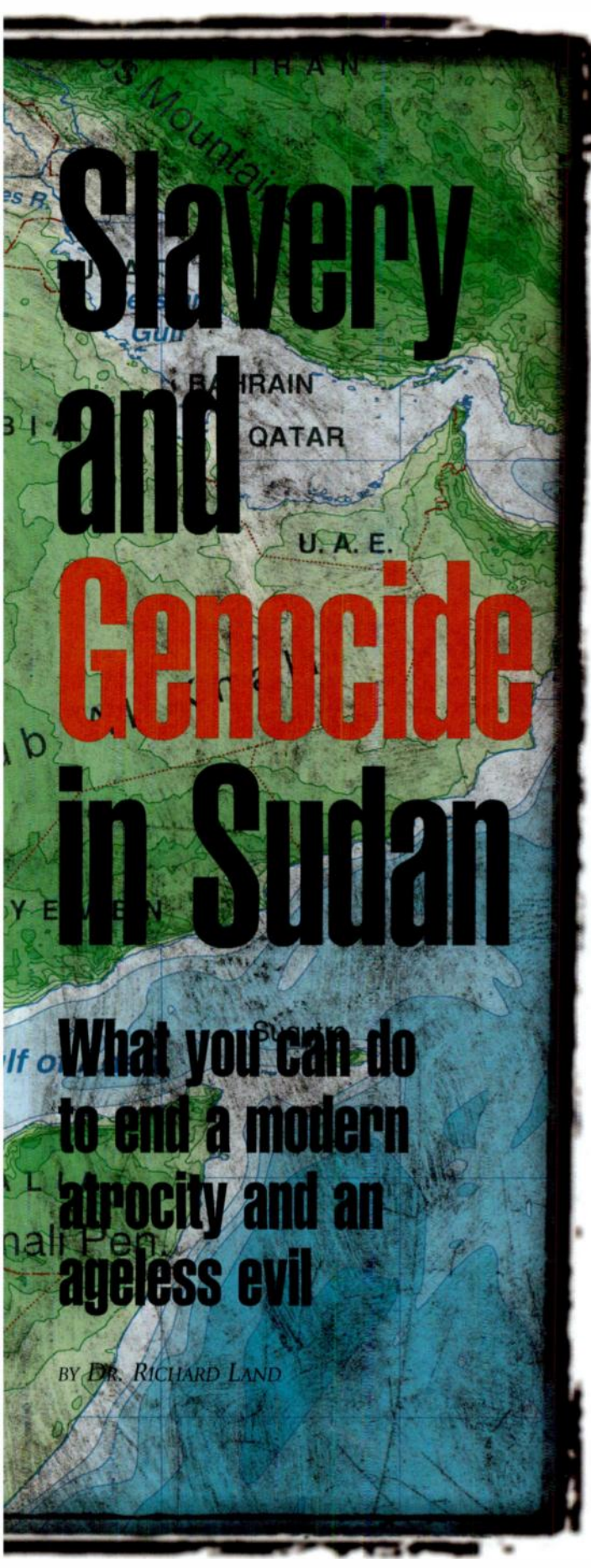


GOSPEL FOR ASIA









# Slavery and Genocide in Sudan

What you can do  
to end a modern  
atrocity and an  
ageless evil

BY DR. RICHARD LAND

**S**ince the mid-1980s, the government of Sudan's militant National Islamic Front regime has waged a brutal war of forced Islamization and Arabization against African Christians and other non-Muslims in the southern regions of the country. Tragically, in recent years, under the increasingly repressive and radical regime of Sudanese President Omer el Bashir, the systematic violence and brutality against Christians and other non-Muslims has descended to the level of attempted annihilation and extinction — genocide.

## Unmasked evil

More than 2 million people already have been killed as a result of these brutal and criminal policies that violate the most basic standards of international law; another 2 million people have been driven as refugees around the world; 2 million more have been displaced into refugee status within their own country, for a total of 6 million human beings whose only crime was refusing to accept Islam.

The use of slavery as a heinous weapon of terror against Christians and other non-Muslims is widespread. The Murahileen, a government militia that conducts raids on a regular basis into southern Sudan, spearheads the slave business. Armed and supplied by the government, Murahileen slave raids are characterized by widespread murder and the enslavement of thousands of children and young women, accompanied by widespread sexual violation of male and female victims.

Last October, Christian Solidarity International (CSI), in cooperation with Southern Sudanese community leaders and Arab retrievers, redeemed 4041 African slaves from their Arab masters. Interviews with the newly freed slaves revealed that approximately 75 percent of the female slaves over 12 years old had been raped repeatedly. More than 80 percent of the slaves reported witnessing the execution of at least one fellow slave and more than 4 out of 5 were forced to convert to Islam. CSI has purchased the freedom of 60,481 Sudanese slaves since 1995. Perhaps 200,000 more African women and children remain enslaved in northern Sudan.

## Pray for God's supernatural protection and intervention on behalf of our fellow believers who are being persecuted and martyred for their faith.

Enslavement of African Christians and non-Muslims in southern Sudan is just part of the phalanx of genocidal atrocities perpetrated by the Sudanese government. Government forces continue to target livestock, food stores and crops as well as schools, churches and health facilities with bombardment from modern bombers and helicopter gunships.

They also have interdicted life-saving humanitarian relief and assistance from the United Nations and other international relief organizations. The Sudan regime has produced famine in southern Sudan and targeted people of particular ethnic and religious groups for slavery, starvation and extinction — genocide.

Is it any wonder that the U.S. Commission on International Religious Freedom described Sudan as “the world’s most violent abuser to the right to freedom of religion and belief” in its first report in 2000?

And yet our Christian brothers and sisters endure.

### A senator's story

Every time I think of Sudan, I am reminded of the moving story shared by former heart-transplant surgeon, Sen. Bill Frist (R-TN), at the 2001 National Prayer Breakfast. He spoke of his medical missions work with Samaritan's Purse in Sudan and his encounter with a Sudanese Christian who had lost his family and part of his arm and leg to the barbarous war being waged against him and his fellow Christians by the Sudanese government.

In the primitive, frequently bombed hospital where Frist and his team provided treatment, the man asked to see the “American” doctor. When Frist asked him why, the man, who managed to smile despite his suffering, replied that he wanted to thank the doctor for coming to share in the spirit of Jesus of Nazareth. As he held up his maimed arm and leg, the man

also told Frist that all his grief and loss would be worthwhile if someday his people could have the liberty and religious freedom we have in America.

Frist then quoted these lines from President George W. Bush's inaugural address: “America's faith in freedom ... is a seed upon the wind, taking rest in many nations ... an ideal we carry, but do not own; a trust we bear and pass along.”

### Acting responsibly

So, what can we do? We must pray! Pray for our Christian brothers and sisters in the midst of their affliction, remembering “them that are in bonds, as bound with them; and them which suffer adversity, as being yourselves also in the body” (Heb. 13:2). Pray for God's supernatural protection and intervention on behalf of our fellow believers who are being persecuted and martyred for their faith. Pray that God will impart an extra measure of strength and wisdom to pastors and church leaders in Sudan.

Pray for God to overthrow the horrifying evils of torture, massacre, slavery and forced mass famine inflicted on Sudanese Christians. Pray for God to awaken Christians around the world and the international community as a whole so that they will rise up in righteous indignation and demand that the monstrous rule of the gangster regime in Khartoum stop its genocide against the people of southern Sudan — and be held accountable before the international bar of justice for these crimes. “The Lord looked and was displeased that there was no justice” (Isaiah 59:15b).

And those of us who live in freedom must add the following to our prayers: faxes, e-mails, letters, phone calls and personal visits to our congressmen, senators and Bush administration officials.

Perhaps the greatest of the manifold tragedies that have engulfed the suffering Christians of Sudan is the fact that it was preventable. In the brutal world of international politics, the Sudanese regime is weak (compared to Communist China or Iraq or Vietnam). If the United States and Western European nations applied economic and diplomatic pressure, the regime would soon collapse, or have a “battlefield” conversion and stop murdering their fellow countrymen.

Instead, the world community has looked on with the often-maligned neglect that provides the ability for a murderous government to slaughter its own inhabitants. When the world, with U.S. leadership, insists that it stops in such marginal countries, it stops — just ask the “Butcher of the Balkans,” Slobodan Milosevic, as he waits in a jail cell to stand trial before a U.N. War Crimes Tribunal in the Hague.

The evidence from within Sudan demonstrates that the Khartoum regime has escalated its attacks on Christians in southern Sudan since the terrorist attacks in the United States on September 11, apparently thinking that America and the international community's attention will be elsewhere.

### Righteous recommendations

Consequently, in November 2001, more than 100 religious and human-rights leaders, including such figures as Leith Anderson, James Dobson, D. James Kennedy and Richard John Neuhaus, sent a letter to President Bush urging him to adopt as policy the four recommendations of the U.S. Commission on International Religious Freedom that have been endorsed by the U.S. Senate. Taken together, they put in place a foundation that will stop the murder and slavery and start the journey to justice and freedom for all Sudanese people.

These recommendations are:

1. To insist that the Khartoum regime honor a comprehensive cease-fire while putting oil revenues in an internationally monitored trust fund (they use the oil money to buy gunships, tanks, etc.)
2. To lift all bans on food relief flights
3. To join the Inter-Governmental Authority on Development (IGAD) peace talks, and
4. To guarantee religious freedom.

If we know what is going on — and we do — then we have the moral responsibility to protest. If we have the power to stop the killing and torture — and again, we do — then we have the moral obligation to act. To Christians and to all others of goodwill, I say, “Let's roll!”

*Dr. Richard Land is executive director of For Faith & Family. Contact him at [rdland@compuserve.com](mailto:rdland@compuserve.com) or 615-782-8417.*





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# 9-11: Unity

BY GINNY MCCABE

Six months post-September 11, our nation, NRB members, Christian broadcasters, ministry organizations and local churches continue their on-going efforts to minister to the needs of those in the affected areas — and to the nation at large — in a time of spiritual awakening.

Many broadcasters, producers and members of the Christian community have had the opportunity to minister to wide-range audiences who are coping with the physical, spiritual and emotional turmoil caused by the terrorist attacks.

Keith Eveland, the daily radio administrator for *Decision Today* (a daily radio ministry of the Billy Graham Evangelistic Association), says that listeners' attitudes have changed since the tragedies. "Even in the Christian community, it seems like people are searching for answers and looking for some Word from God to make this all okay. ... It seems like people's priorities have changed."

Eveland reports that he hasn't seen any major changes in the program's broadcasting efforts as a whole. "For several weeks we talked about the attacks, and the impact that it had on people's lives. However, that is typical of our program. We have that kind of conversation several times a week regarding people in other countries. The largest change for us was this time we were talking about something much closer to home," he explains.

Eveland says the events of September 11 definitely have affected Christian radio and its role in society. "I think it made many of us take our roles in Christian radio more seriously. It sobered the entire country. It made the entire country ask, 'Why?' We have the answer to that why, and we need to take seriously our role of presenting that answer to the nation."

Joe D. Davis is executive VP, Radio for Salem Communications Corporation and oversees day-to-day operation of Salem's 81 owned-and-operated radio stations. He confirms that the majority of broadcasters across the country agree that people are looking for answers.

Photos of Ground Zero and the Pentagon by Nancy Berg, coordinated by Elizabeth Oliver, stringers for NRB magazine.





# A Normal Day That Wasn't

BY JIM LAWSON

The children were napping on Saturday afternoon, 11 days after 9-11-01. My wife was out of town, and it was quiet as I sat down in the living room. I realized I was sad.

The last time I felt like this, I had just turned nine. Live and in color, my President was murdered in front of America. Two days later the violence continued. My brother and I were playing Monopoly and we looked up at the television. Live on national television, Lee Harvey Oswald was shot dead. It was the first time I saw someone die "in person."

On 9-11-01, I saw thousands die, and it was even more personal — it was an affront.

It was, as they say, "like any other day." It was our first big promotion since our new GM arrived. We were going to discuss the "home run" of exposure for the stations. I did the usual things, told a couple of jokes, plugged our four stations, and plugged my church, Southeast Christian (I try to cover all the bases.) Then I looked up at a television in the WGTK studio and said, "What's going on?" "America is under attack," lamented Alan White. Then the second plane hit and I felt my jaw drop. It was surreal, unimaginable ... and then it got worse.

My head swirled. I knew the people above the fire were dying of smoke inhalation, I knew they would be driven to the roof with nowhere to go. I knew the ones on the roof could probably see each other, and the ones waving desperately from windows to office workers in the other building had a sudden odd bond. But it was absolutely hopeless, desperate. I was told some jumped, but I didn't want to see it. Then the first World Trade Center building fell.

I walked into a colleague's office, our eyes met and for a moment we were dumbfounded, speechless. Then I said, "This means we are at war." I thought of my father who was waking up to go to church on Sunday, December 7, 1941, to discover that his country was at war and he would certainly be drafted. He was, along with all of his friends.

Suddenly, I snapped back to the present. The operations director walked in the room and someone said, "We've got to get something on the air about this, but what, how, when?" We brainstormed a few ideas then decided to invite a roundtable of respected ministers up to the stations to have prayer and discussion, a "quad-cast" on all four of our stations at once — a first on a day of many firsts.

We called in Bob Russell, Albert Mohler, and Dr. Walter Malone for a 2 p.m. broadcast.

At 11:55 a.m., while we were scrambling to prepare for the broadcast, our sales manager came in my office and said, "There are people in the reception area saying there is prayer at noon." I walked down the hall and asked some of the announcers, "Did anybody announce on the air there would be prayer up here at noon?" Everybody said no. What was going on? Where were these people coming from? Then someone said, "Jim, please go out in the reception area and pray with these people, it's noon!" I said, "Of course I will, but where did they come from?" Finally, we figured out that office workers in our building made the assumption that the Christian radio stations on the third floor would surely pray at noon. The word spread and the Holy Spirit moved, and they were there from probably every office in our building.

I walked into the lobby, introduced myself, asked everyone to join hands in a circle, took a deep breath and prayed from my heart. I gathered what reserve I had and prayed like I never had before. I knew some of these people may not know the Lord, so I led them straight in that direction. When I looked up there were no dry eyes. Makeup had stained white blouses, and some retreated to sob in the hall. Strangers were hugging strangers. I felt so helpless. And it was unbelievably sad.

Today, in the quiet, alone with my thoughts for the first time, I feel better. I have resolve. I will fly again, even tomorrow if I had to. We will continue with the purchase of our new property. I will hold my head up and boldly go on, knowing that if I don't, the other side wins. While I'm proud to be an American, I'm more at rest knowing the Lord, and recognizing that He is in control. I know I would have been a wreck during this if I didn't know him. God bless this mighty nation, and may this tragedy be the turning point to bring it back to the foot of the Cross.

*Jim Lawson is director of Marketing & Promotions for Salem Radio Group of Louisville. Contact him at 502-423-3143.*



"After the disaster, I attended a meeting of general market broadcasters from some of the largest companies in the United States," Davis says. "I heard them say, 'What we need to offer our listeners now is answers. They need hope and encouragement and love and a sense of community,'" Davis recalls.

Davis, who is connected with stations in the affected areas (in NYC), and had his finger on the pulse of the situation, reports that people in the city are still numb. "People here are still somewhat numb, but they have seemed to discover the quality of kindness. New York shopkeepers, restaurateurs and hotel personnel — not famous for their politeness — are all of a sudden saying 'Please' and 'Thank you.' Handshakes are warmer and hugs seem more frequent. Eye contact is not something to be avoided any more. We will never become accustomed to seeing empty sky where those magnificent towers once stood, and that reality stares at us every day from the New York skyline, reminding us that our treasure must be elsewhere," Davis states.

Regarding the reaction of broadcasters, Davis says the events of September 11 have infused broadcasters, program producers, advertisers and listeners with a greater sensitivity to the fragileness of temporal life and the importance of eternal values. "This is reflected not just in copy and in content, but in decision-making as well. Long-term commitments are not easily entered into and new relationships are not quickly forged. Church and family are more important than business and career," Davis comments.

Mike Listermann of Morningstar Media, a Christian Media rep firm and a full-service advertising agency, agrees that the events have affected him in a personal way. "I realize how much more





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*His name, in that you have ministered to the saints, and do minister.*  
Hebrews 6:10 NKJV





## On a Personal Note

"On the day of the disaster, our staff in New York stood in the conference room of our stations and saw the second plane hit, then watched both towers fall with their own eyes. They will never forget that experience, and the impact it had on each of them. Their first reaction was disbelief. Secondly, they wanted to connect with listeners and interact regarding what was happening. I find myself waiting for the 'other shoe to fall,' so I spend more time in prayer, and have much greater moment-to-moment awareness of family and friends. My son was in the outer ring of the Pentagon when it was hit, so I think more about where my kids are and what they are doing right now."

— Joe D. Davis, executive VP,  
Radio for Salem Communications  
Corporation

important relationships are. (The results of these events) have caused me to make decisions that are more long term, and those with an eternal focus, more than in the here and now," Listermann says. "I have a 14-year-old daughter, and those relationships (with teens) can be challenging and a blessing all at the same time. But it has enabled me to look past some things that would normally get under my skin, and look to the bigger picture," he adds.

Davis says he is particularly sensitive to the New York, NY, and Washington, DC, markets where Salem has stations (WAVA-FM and WABS-AM in Washington, and WMCA-AM and WWDJ-AM in New York), who specifically responded to the tragedies. He explains that the numerous ways these stations have responded are endless, but he gives examples of how they responded: "The first and most tangible response from our stations was prayer.

Local pastors joined our talk show hosts and prayed with listeners. They prayed for the victims and their families, they prayed for military, police, and fire and rescue workers, and they prayed for our nation. They prayed that Christian people would see things in the proper perspective and be able to provide answers to their unbelieving friends.

"By Wednesday (of the week the tragic events took place,) local and national programmers were becoming involved, producing programs that spoke to the situation and God's place in it. Some of these programs generated the largest listener response ever seen by our stations or these ministries."

Some Christian radio stations took a more localized approach. Jerry Croucher, GM of WAKW-FM/Cincinnati, OH, a 50,000 watt Pillar of Fire station, reports that he and his staff also took immediate steps to address the

"First, it's really shown me how fragile life is. And second, it's really clarified in my mind how much we are not citizens of this world, but citizens of Heaven, and in the conflicts of this world, He reigns and rules over all of that, in spite of it."

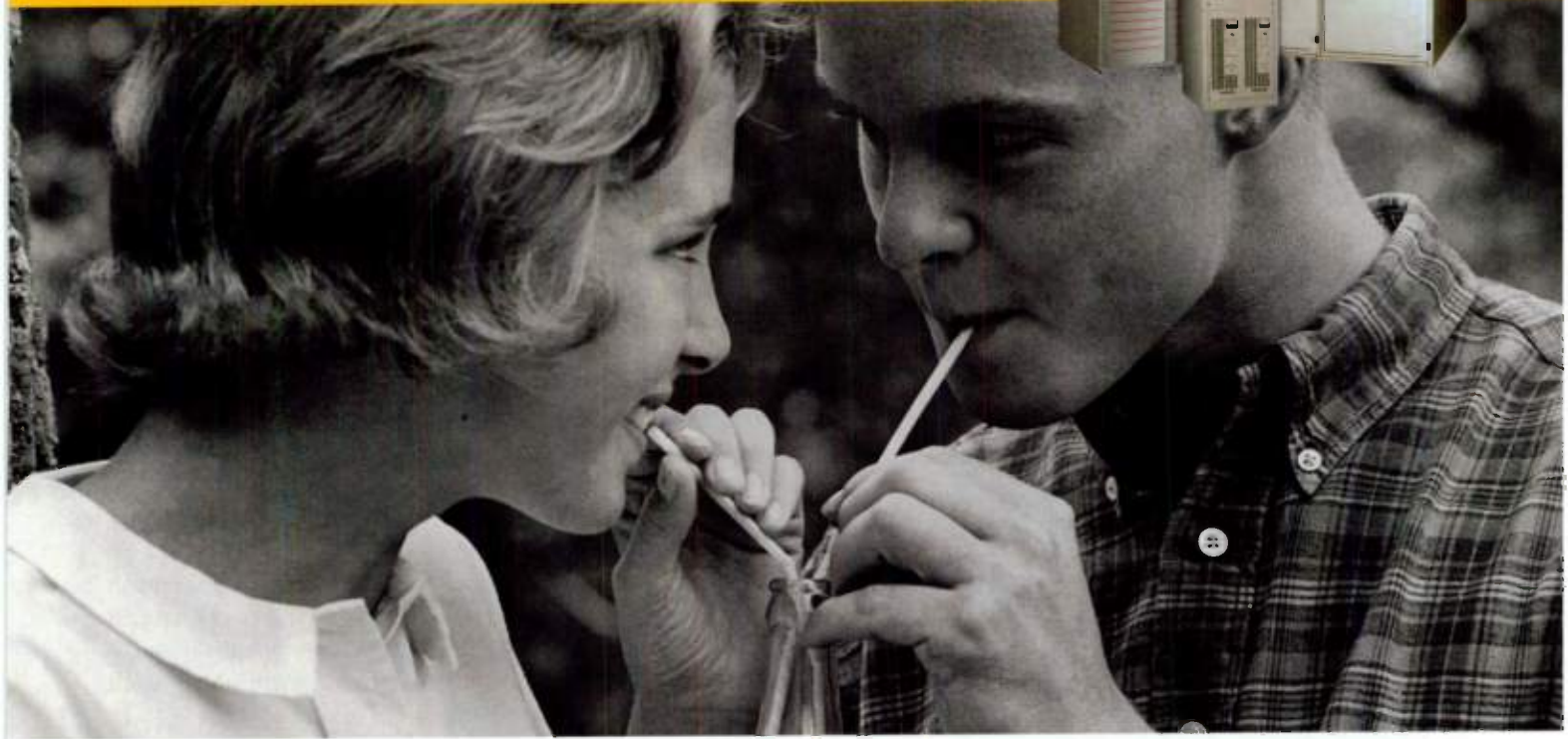
— Jerry Croucher, GM,  
WAKW-FM/Cincinnati, OH

"If anything, I am more confident in God. I rest assured that he will be glorified through all of this."

— Roger Feenstra, president,  
Berean Christian Stores



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"[The events of September 11] have changed my travel quite a bit. I delayed all my travels. I've only made two trips since September 11, and they were both to the White House. If they hadn't been important meetings, I probably would have held off a little while longer. I teach a group of adults, and as a Sunday School Teacher, I had to study more about Islam, because they wanted to learn about it. I have held a study on Islam and how it compares to Christianity, and have taught them what this world religion is about. It has also caused me to work in my industry to help rally us together to do something as an industry, so that we could do something collectively to bring hope into people's lives because there is a lot of anxiety. It's really changed my routine a lot and brought me a lot of extra work and activities that is noticeably different than what it would have been otherwise."

— Frank Breeden, president,  
Gospel Music Association

— GM

needs and concerns of their listeners. "There were general requests for prayer, and people were seeking opportunities to support and to help out in whatever way they could. We redirected people to the Red Cross, because they are the ones who are equipped in dealing with disasters of that magnitude. And rather than load up the truck with something, with no form of distribution, we thought it best to direct people to where the help was actually being delivered to," Croucher says, adding that the station also addressed listeners concerns over the air by preparing a series of messages that would offer comfort and help answer some of the common questions.

Frank Breeden, president of the Gospel Music Association, states that Christian radio stations across the country have reported increased call-in traffic after September 11, specifically for prayer requests, help and counseling, and people expressing patriotism and faith. "Christian radio is much more high-touch than most radio, so it offers a window to the soul to the listenership. I do know that there was an increase of people reaching out for help. We also know that from talking to (Christian) retailers that people were going into the stores, buying Bibles, and were looking for products that would help them strengthen their faith or give them hope."

Roger Feenstra, president of Berean Christian Stores, observes that the Christian retail chain saw a significant increase in sales on Bibles, music, and in books on Islam and related topics, following September 11. "Though the economy has been sluggish over the past months, we are fiscally sound. We did see increased sales, particularly in Bibles and music, after the tragic events. With a 67-year history, Berean has built a strong foundation that will withstand poor economic times."

Breeden echoes Feenstra's comment regarding music sales, stating that it has definitely experienced a significant increase. "There was a noticeable spike in our sales the three or four weeks after September 11. We were having a good year beforehand. We were up 9

percent before September 11. The three weeks after September 11, we saw increases of 26 percent, 23 percent and 20 percent, respectively, compared to the same three weeks the year before, and that was uncharacteristic. So, we did see a spike in sales, but it leveled off. It went back to being another great year for us. We are now up 11 percent, compared to the same time, last year. And, the entire music industry is down almost 6 percent as of this week (Dec. 6). We yet remain an anomaly among the trend that the entire music industry is seeing. We are having a good year, but September 11 helped give us a spike even more so."

Although retail sales were significantly up, Christian radio stations, as well as ministries, have experienced firsthand the effects of an economic downturn.

For example, WAKW, which held its annual Sharathon (a listener supported fund raiser) in October reported that giving was down dramatically. "I found that the amount of change (in giving) varies pretty widely among ministries," Croucher states. "I don't know why that is. If I did, I might have done things a little differently with our Sharathon. We fell significantly short. The goal was \$400,000. When we finished, it was right around the \$200,000 level. Additional gifts that have come in have bumped that up to at least \$220,000. The goal of last year's Sharathon was also \$400,000. At the end of last year's Sharathon, we were just shy of the goal; in the weeks afterward, we went over our goal."

Listermann urges Christian radio, ministries and ministry organizations to remain focused on the bigger picture, and to always look for opportunities to offer the hope we have. "I would encourage the Christian community to take every opportunity to share the best news in life — the Good News, the Gospel of Jesus Christ."

*Ginny McCabe is a freelance writer.*



Up

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—Billy Graham

Decision Today







# Free Indeed: *A Gateway for 300 Million!*

BY K.P. YOHANNAN

**H**ow would it feel to know that your child was forced to sit in the back corner of his classroom at school, separated from all the other students and enduring harsh treatment and humiliation from his teacher?

How would you respond if you were expected to wait at the bus stop until all the other passengers boarded first; and then when you did enter, you had to sit in the back?

What would you think if you learned that because of your family background, you could never have the freedom to decide where in town you wanted to live, work or worship?

It sounds all too familiar, doesn't it, an uncomfortable reminder of a not-too-distant past filled with hundreds of years of prejudice, racism and slavery that we wish weren't written into one nation's history books. But this is more than history.

Although its roots began several millennia ago, it continues today and affects 300 million people in India. "Prejudice" is called untouchability. "Racism" is called the caste system. And the slaves call themselves the Dalits.



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Every hour, two Dalits are assaulted, three Dalit women are raped, two Dalits are murdered and two Dalit houses are burned down.

— Source: Human Rights Education Movement of India

### *The Caste System*

The caste system had its origins more than 3000 years ago, and over the centuries, four distinct classes have emerged. The Dalits (literally, “broken people”) fall beneath these groups, considered by the upper castes to be a polluting influence on human society.

Although caste discrimination is officially forbidden by India’s constitution, it remains firmly in place in Indian social life. Caste affects everything from business transactions and marriage arrangements to meal preparation and personal hygiene. Dalits experience extreme segregation and prejudice on a daily basis. They are denied basic education, access to safe drinking water, the right to worship at local temples and their choice of occupation.

### *A Declaration of Freedom*

For 300 million Dalits, a rally on November 4, 2001, meant the beginning of their exodus from the caste system. For believers worldwide who had been praying to the Lord of the Harvest, it meant the start of a tremendous opportunity for these people to experience the love of Jesus for the first time in their lives.

The rally originated with Ram Raj, a Dalit leader who has worked for years to bring his people out of the bondage of the caste system. Following the example of his predecessor, Dr. B.R. Ambedkar, who converted to Buddhism with tens of thousands of Dalits in 1956, Ram Raj’s initial plan was to conduct a ceremony in which a million Dalits would do the same. But his primary goal was to make a statement to the nation that the Dalit people had the freedom to choose any faith they wanted — Christianity included.

This was not a Christian convention per se. In fact, Ram Raj publicly affirmed his own conversion to Buddhism, along with thousands of others who attended, by means of a special ceremony during the rally. Ram Raj also spoke at length about the love and solidarity he had received for Dalit freedom of choice from the Church in India, and asked for continued support and assistance from the Christian community. He and his leaders had invited the All India Christian Council (AICC) leadership to officially represent the Church; at the rally AICC president Dr. Joseph D’Souza and I addressed the crowd.

I spoke for the body of Christ as a whole and addressed the Dalit



Dr. K.P. Yohannan speaking to Dalits

## *A View From Bibles For The World*

BY DR. ROCHUNGA PUDATTE

### **Castes defined**

The Hindu religion prescribes that all its adherents are divided into 4 castes:

**Brahmins** — *priestly caste at the top of the caste system*

**Kshatriyas** — *below the Brahmins, the warrior caste*

**Vaishyas** — *tradesmen and artisan castes*

**Sudras** — *laboring and servant castes*

Below these castes are the Dalits, the outcastes or untouchables of India’s caste system. As such, they are regarded as sub-human, often treated worse than animals. Dalits are forced to perform only the filthiest types of labor; even their shadows are considered polluting to the upper castes. Under the Hindu system of beliefs, one cannot change castes; one’s lot in life — his karma — must be accepted.

### **Focusing on prayer**

When thinly disguised threats, conflict and controversy arose around the rally, the Bibles For The World (BFW) team took proactive measures. Certain that Christians would become the scapegoats if any violence were to occur, and not wanting to risk the lives of faithful volunteers and ministry partners, BFW withdrew its plans for involvement in the rally program. With many Christians gathered in Delhi and thousands receiving e-mail updates, we turned our focus to prayer: for the safety of Ram Raj in



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his stand for constitutional freedoms, for the safety of the Dalit attendees, and, above all, for the Prince of Peace to prevail.

On October 31, the government officially banned the rally, revoking permission to use the planned site. (A BFW volunteer was turned away at gunpoint when trying to photograph the barricaded property.) Ram Raj, with the constant support of Christians in his fight for freedom of religion, declared that the rally would take place — if not at Ram Lila Ground, then in the train stations, by the side of the road or wherever the people could assemble.

### The rally

The program began around 9:30 a.m. at Ambedkar Bhawan. Ram Raj ceremoniously shaved his head, then led the crowd of a reported 100,000 in reciting 22 vows in renunciation of Hinduism, continuing with a ceremony marking his conversion to Buddhism, and changing his name to Udit Raj. It was a bittersweet moment for Christians in attendance: how wonderful to hear the Dalits freeing themselves from the shackles of Hinduism and the caste system, yet how painful to hear them enslave themselves to another hopeless religion.

I looked around the crowd and saw sad faces and blank expressions. It was almost as if they were thinking, “What shall we do now?” They were used to worshipping the 330 million gods and goddesses of Hinduism; now what would they do? My heart went out to them with a deep compassion because I know that “Man is born to worship.” Worship of the true God brings hope, and man cannot live long without hope.

At 3 p.m., the crowd followed Ram Raj out of the compound into the heavily barricaded street. Serious confrontation occurred as they reached the barricades with hundreds of police officers in riot gear on the other side. Many of the attendees tried to push or climb over the barricades, and many sticks were drawn on both sides.

people as I would my family: “My precious brothers and sisters, I come to you today speaking on behalf of Christ, His love and His mercy for us all. Jesus came to set the captives free. And He Himself said that whoever the Son sets free is free indeed ... we love you with Christ’s love, unconditionally and always.” The crowd responded to my brief message with loud, enthusiastic applause.

“Untouchability is a crime against God and mankind.”

— Mohandas K. Gandhi

### The People Still Came

The days leading up to the rally were filled with much tension. Fearing that this primarily Buddhist ceremony might be only a smokescreen for a Christian conversion event, religious fundamentalists did everything they could to prevent the rally from happening.

Although government permission had been given for the use of a certain stadium for the million-person gathering, that permission was revoked only days prior to the event. Also, in an effort to prevent Dalits from coming, false information was circulated through posters, radio and television, announcing that the rally had been canceled.

Police stopped hundreds of buses coming into Delhi, and there were also reports of large numbers of people being detained at the railway station. But the people still came; and despite tremendous opposition, numerous media sources reported that at least 100,000 Dalits were in attendance at the rally, which was held in a new location.

### Only the Beginning

Months have now passed since the rally. The hundred thousand who attended the rally on that day have long since gone back to their homes. What has been the outcome? Has anything really changed?

Several important messages went out that day, and the international coverage the event received, as well as the large media presence at the rally itself (about 3000 representatives), ensured that those messages went far and wide.

- \* Dalits throughout the nation heard the call from Ram Raj to “quit Hinduism” and embrace a faith that would set them free from slavery.
- \* Because of the opportunity Dr. D’Souza and I had to address the crowd, they also heard the declaration of solidarity from the Church at large, pledging support and acceptance.
- \* The public expression of mass conversion that took place made a statement to the Dalit community and the nation as a whole: Freedom of choice is possible and is happening. “Conversion” is no longer a dirty word that implies coercion; now it means liberty. This is the gateway, and God has done it.
- \* Through the public commitment demonstrated by Christians at the rally, the Church worldwide has received a challenge to be bold for the Kingdom of God.
- \* Christians in India have a fresh mandate: To face and eliminate the casteism that has been deep-rooted within their own walls.

It is obvious that God is doing something huge in India, and in a much greater way than what we originally anticipated. I’m convinced





# Congruity

"I am the vine; you are the branches.

If a man remains in me and I in him, he will bear much fruit;  
apart from me you can do nothing."

JESUS



# Congruity

(kən-grōō'ī-tē, Kŏn-) *n., pl. -ties.*

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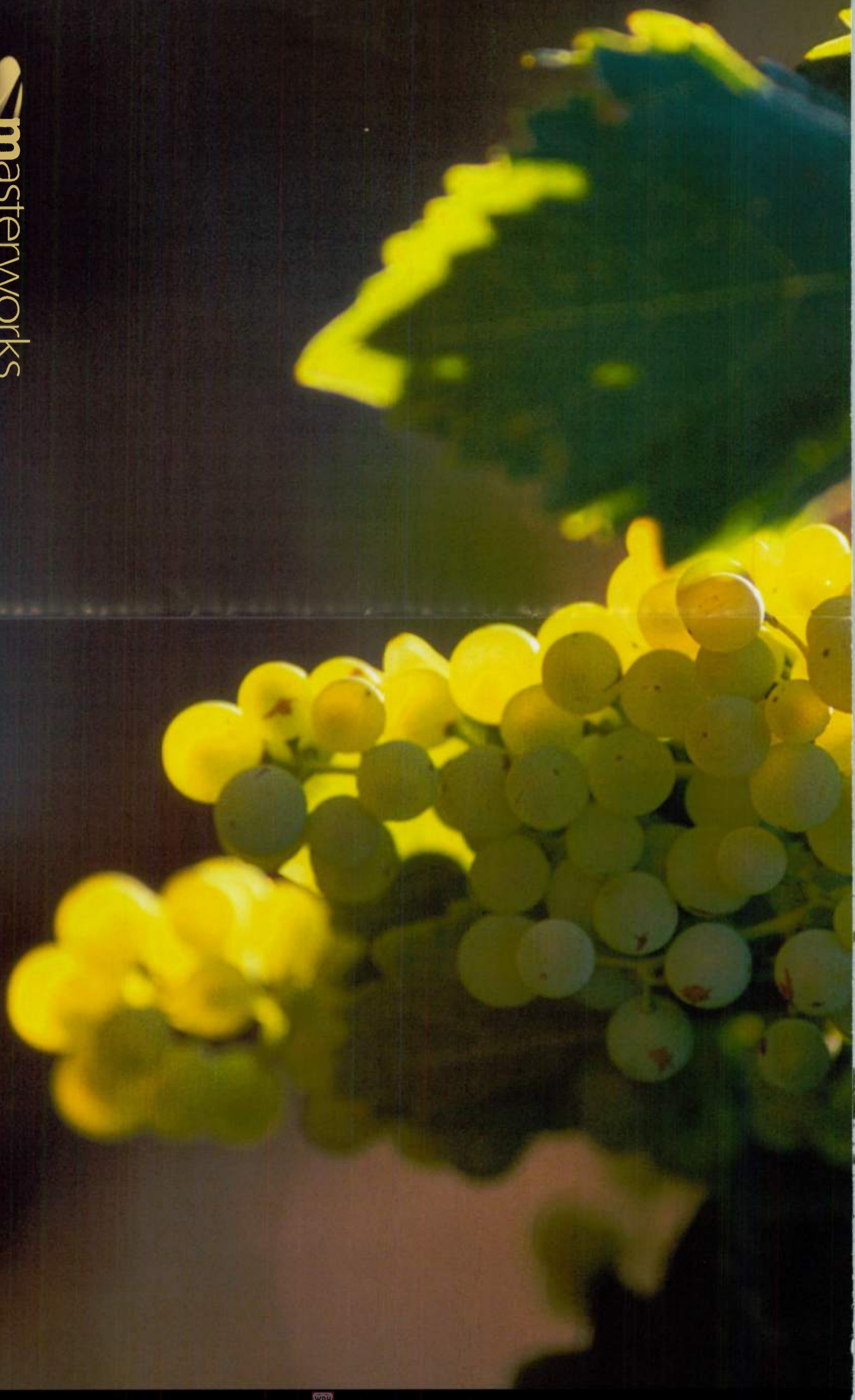
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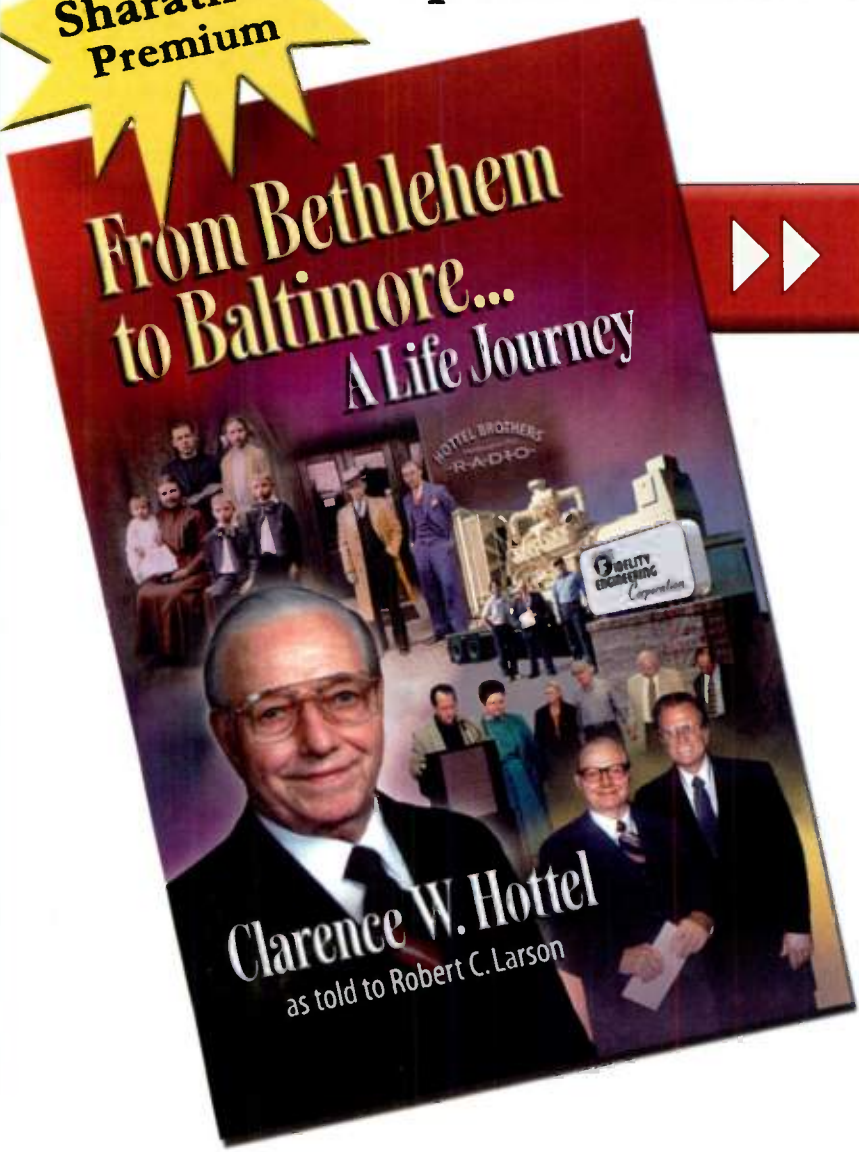




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My son John was shooting pictures at the barricades and praying that a riot would not break out. In front of John, one of the Dalits raised his bamboo pole to strike the police. At the height of his backswing, another snatched the stick from his hand. If that first strike had been made, violence would have erupted and thousands would have been injured ... possibly killed. But the prayers of those around the world prevailed, and there was no violence.

Despite all the opposition, significant ministry was achieved. A volunteer group of 300 Christians quietly came to the rally, serving the Dalit people in Christ's love. They provided cups of tea and distributed more than 8000 lunch packets, all quietly in Christ's name.

To honor the requests of the rally leaders, not a single Gospel was distributed at the rally. By the end of the next day, however, network partners had requested more than 500,000 Gospels and almost 30,000 Jesus videotapes for distribution to Dalits. Requests continue to flood our office for more Gospels, New Testaments and other resources.

## Revolution

Join me in thinking back to Lexington, MA, on an April day in 1775 — when the "shot heard around the world" was fired, marking the beginning of the American Revolution, an 8-year struggle for independence.

Likewise, November 4, 2001, also marks the beginning of a revolution —

one that did not begin in the violent shedding of blood. It marks a revolutionary movement of the Dalits to break free

from the stranglehold of Hinduism; a day when we saw God answer prayers and the Prince of Peace prevail over a potentially violent situation; a day when we saw the results of the combined efforts of so many individuals, radio and TV stations, and Christian organizations.

Udit Raj (Ram Raj) has stated "Buddhism is an adequate philosophy for my people." We know, however, that what Jesus Christ offers the Dalits is something that is more than "adequate." Faith and hope in Jesus Christ that will result in an abundant and everlasting life.

India must hear the truth of the Gospel. "He (God) is not willing that anyone should perish." We must persevere in our commission to "proclaim freedom to the captives, recovery of sight to the blind and liberty to those who are oppressed" (Luke 4:18), as we reach out with the Gospel to the lost in India.

*Dr. Rochunga Pudaitte is founder/president of Bibles For The World (www.biblesfortheworld.org). Contact him at 719-630-7733.*



Dr. Rochunga Pudaitte

that the rally was the beginning of a movement that will continue in the months and years ahead. The Dalit leaders' request for the Body of Christ to help their people is one of the greatest opportunities in history. The prayers of God's people worldwide are needed now more than ever.

For more information on how you can be a part of helping to reach the Dalits of India with the Gospel, visit our Web site at [www.gfa.org](http://www.gfa.org) or call 1-800-WIN-ASIA. Let us work together and trust God that the gateway to share the love of Jesus will remain open until all have heard His name.

"And the Lord added to the church daily such as should be saved" (Acts 2:47).

*Dr. K.P. Yohannan is founder/president of Gospel for Asia (www.gfa.org), a church-planting organization located in the 10/40 Window. He is author of 175 books, including the popular Revolution in World Missions.*

"The world owes a duty to the untouchables as it does to all oppressed people to break their shackles, and to set them free."

— Dr. B.R. Ambedkar

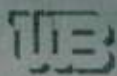


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# September 11

## Our Appointment in History

WE WILL NEVER FORGET



### Christ provides an old assurance for the new normal

BY DR. FRANK WRIGHT

**T**here are times in history when God, in His providence, allows people to see in full view the pivoting of history. Patriots assembling in Philadelphia experienced it on July 4, 1776. Navy sailors looking to the westward skies saw it on December 7, 1941. Families listening to their radios heard it on November 22, 1963. In an instant — the signing of a document, the dropping of a bomb or the firing of a gun — the world suddenly and irreversibly changes.

*Photos of Ground Zero and the Pentagon by Nancy Berg, coordinated by Elizabeth Oliver, stringers for NRB magazine.*



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**In times of peace or terror, prosperity or poverty, God calls us to fix our eyes on the unchanging hope of the Cross, traveling like a journeyman who plods to his destination with steady, consistent steps.**

Yet no event in American history quite compares to the morning of September 11, 2001. Buildings that scraped the floors of heaven crumbled. Planes carrying businessmen, grandmothers and children plummeted. For thousands, life and all its promises and possibilities ended — some in an instant, others while saving strangers, running up stairs or storming cockpits. At the end of the day we were left with a different skyline, smoldering ruins and a fear that gripped our hearts.

When the smoke and dust from the World Trade Center, the Pentagon and the grassy fields of Pennsylvania lifted, America was a different nation. We were shaken, fearful, serious. Along with the crumbling of two national symbols of economic prosperity and military power went our assumptions and assurances of what was and is and is to come. History did more than pivot — it spun.

Now, nearly six months after the worst attack in U.S. history, we look in the rear-view mirror and see a nation still grappling with two realities. First, the shattered visage of an “invincible America.” Second, a nation trying to make sense of the tragedy and the fears that linger like the smoke that rose from Ground Zero.

Both realities have given birth to new sentiments of national faith and virtue, something that should encourage us as Christians. But without true Christianity — repentance, discipleship, and commitment to truth — the pendulum likely will swing back, leaving people a bit more moral, a bit more churched, but without the endur-

ing change that comes from a heart and mind transformed by the Gospel.

### **Past glory**

A decade ago, America was entering an era of unprecedented ease. Peace and prosperity were assumed to be the nation’s new manifest destiny. The 100-hour Gulf War proved American dominance in the world. High-tech college dropouts, armed with laptops and good ideas, were about to revolutionize the world’s economies. On Wall Street, brokers cheered the advancing stock market, and on Capitol Hill, lawmakers were setting the stage for the first budget surpluses in generations. “Help Wanted” signs hung on Main Street stores and Fortune 500 companies offered signing bonuses to college seniors. While revolutions and civil wars ravaged other nations, America was seen as invincible. We were too progressive, too moderate, too feared to concern ourselves with skirmishes over land and religion.

From all accounts, the kinder, gentler America had finally arrived.

While the seas were calm and the winds were fair, America was all sail and no anchor. While social indicators — from teenage pregnancy to poverty rates — were dropping steadily, a troubling cultural malady was festering. It surfaced in much-



publicized stories: a football great charged with murdering his wife, a South Carolina mother drowned her two boys, students opened fire at high schools, the president committed perjury, a doctor ended the lives of suffering patients, homosexuals were allowed to marry in Hawaii, etc.

Many Americans knew the country was on a moral joy ride, playing fast and loose with the affluence and comfort that blanketed the nation. While people sensed there was a problem — polling showed that moral decline remained America’s biggest challenge — many ignored it like an annoying car alarm in a parking lot. Personal peace and affluence, as theologian Francis Schaeffer called it two decades earlier, was the national pastime.

### **September 11**

A few days before September 11, a troubled young woman perched on the railing of a 160-foot bridge spanning the lakes near Seattle, WA. She peered uneasily at the water below and the line of cars now stopped on the freeway for miles in each direction. The police officers attempted to reason with her as the commuters



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waited impatiently. Three hours later, the waiting was too much to bear. There was dinner to eat, kids to tuck into bed, and ballgames to watch. The frustration finally gave way. It began with a few and grew louder. In their desire to get on with their lives, the drivers yelled at the woman to jump and end hers. And so she let go.

A few days later, on an ordinary Tuesday morning in Washington, DC, members of Congress and staff were arriving for breakfast meetings and commuting on the busy roads inside the Capital Beltway. Congress was preparing for a session of one-minute speeches and debate on a handful of bills. Committees were still hashing out the details of the president's education bill and *The Washington Post* ran an editorial on alleviating the plight of poorer nations.

In New York, the sounds of the city brought a soothing hum to lower Manhattan. The tailored suits holding *The Wall Street Journal* and the cup of Starbucks were making their way to work. Cabs and pedestrians crowded the street.

Then, in the midst of all the sounds — of cars, of construction sites, of street entertainers — people looked up. The familiar roar was unfamiliar in these parts. In an instant came an explosion, then the fall of glass and screams of terror. And in that moment, although we wouldn't know until the second plane hit the second tower, America was under attack.

Minutes later, across the Potomac in Washington, D.C., a low-flying jet turned, clipped a taxicab and a streetlight, and barreled into the Pentagon. The rising turn of the freeway gave thousands stuck in traffic a full view of the explosion. Some turned around. Others just got out of their cars and stared.

On Capitol Hill, police sprinted across the Capitol grounds. Cars and helicopters evacuated members of Congress. People across the city ran from federal buildings — anything that was a symbol of power, anything that represented America. Secret Service ordered White House staff to leave everything behind and run. The once calming rumble of passenger jets turning towards Reagan National Airport was supplanted by the uneasy piercing of F-15 fighters cutting the sky overhead.

On the other side of the country,



Americans were awakening to a world far different than the one they knew the night before. In a collective pause of life, the nation stopped. "The most eerie part of it all was the silence," a woman said in Los Angeles, CA.

### Strength from adversity

Months earlier, America was described by some as more divided than any time since the Civil War. And now the veil had torn. We all wondered what was next and when it would come. On that first of many restless nights, we asked the darkness whether our highest hopes and life-long dreams, our steady relationships, and planned-out futures had the strength to weather the days and weeks and months to come. Yet incredibly, what emerged was strength of spirit and extraordinary unity.

Some found strength in stories of

courage and compassion. The stories of firefighters that ran instinctively toward falling buildings; office mates that carried the injured down 60 flights of stairs; passengers who gave the battle cry, "Let's roll," and took down a plane headed toward another target; a citizenry stirred to give from their hearts and from their wallets.

Some took solace in the gritty resolve and unity of America's leaders. "We are a country awakened to danger and called to defend freedom," President Bush said. "Our grief has turned to anger, and anger to resolution. Whether we bring our enemies to justice, or bring justice to our enemies, justice will be done." Members of Congress came together to sing "God Bless America" on the Capitol steps.

Others found comfort in the embrace of a loved one, the assembly of mourners at candlelight vigils or the appreciation of life's simple gifts. Parents tucked their children into bed. People reunited with old friends and reconciled with old enemies. Couples got engaged and others started planning a family. In Houston, 400 couples that had filed divorce papers decided to give their marriage another shot. Neighbors helped neighbors. Strangers were friendly and veterans were appreciated.

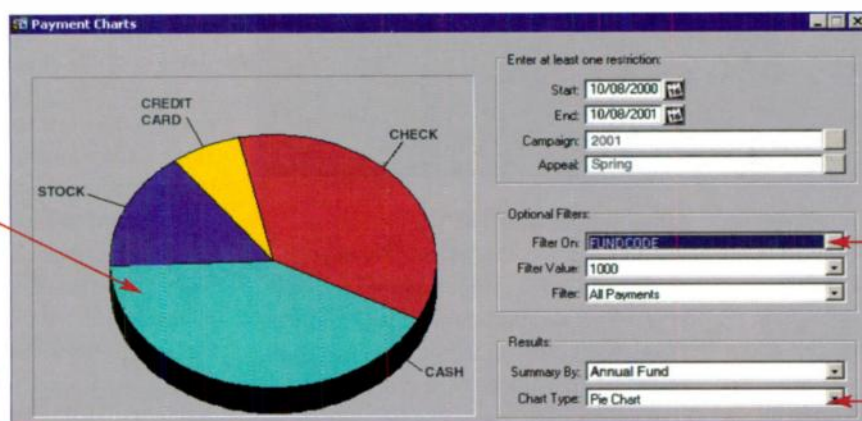
A return to life's "first things" seemed to sweep the nation. In New York, the Norman Rockwell exhibit — once scorned by the art elite — couldn't contain the lines of visitors. In Pittsburgh, PA, an exhibition professional hockey game ended after two periods because fans and players wanted to watch the presidential address on overhead screens. In Hollywood, a well-known producer predicted a break in violent movies for well into the future. Steven Tyler, lead singer of the rock band Aerosmith, said in an interview, "We need to go back to the way it was 30 years ago, when everybody had Grandma and Grandpa, and we were willing to pass moral judgments about right and wrong."

On Sundays, America's places of worship swelled with devout parishioners and first-time seekers. For weeks, public expression of religious belief was found in ballparks, recreation centers and town squares. Upon the walls of separation were hung homemade banners like "Pray for the USA" and elementary school marquees that read "God Bless America." In Nashville, TN, a



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country-western song raced up the charts carrying the simple chorus: "I know Jesus and I talk to God, and I remember this from when I was young. Faith, hope and love are some good things He gave us, and the greatest is love."

There was a revealing admission in all these public expressions of faith: the world, with all its answers, wasn't enough. The years of peace and prosperity couldn't comfort the heartache or calm the fear or even answer the ageless question why. A Washington Post editorial said it best: "These unspeakable crimes have taken thousands of innocent lives, devastated countless families, and made us feel a new and terrible kind of vulnerability. ... Throughout the country, people are having the same conversations: How could this happen?"

In a brief moment on a September morning, all the assumptions that life was good and was here to stay abruptly ended. Unlike other tragedies that come and go in an instant, September 11 remains with us like a shadow, darkening the mind with restless worries that more terror could come around any corner, on any airplane or in any package. In the sounds of sirens and screams that followed, there was no whisper of reassurance that said, "It will be all right." So people search, escape, stay home and cling to whatever can shelter them from the whirlwind of terror that seems to swirl outside their ordered lives.

### Appointment in history

A generation ago, Francis Shaeffer reminded us of a profound biblical question: "How should we then live?" Thomas "Stonewall" Jackson answered it 140 years earlier when asked how he could be so courageous in battle: "My religious belief teaches me to feel as safe in battle as in bed. God has fixed the time for my death. I do not concern myself about that, but to always be ready, no matter when it overtake me." So should it be for us.

For the Christian, the unfolding story of this world has no surprise ending. Christ, on the Cross, proclaimed, "It is finished." Death — that king of terror — was overcome. And so we can live boldly in the marketplaces, churches, halls of government and frontlines of life without the uncertainty of what lies a heartbeat away. It is what has led heroic believers throughout time — from Paul of Tarsus to Todd Beamer of Flight 93 — to stare down death and do the impossible.

In the storms of life and in our cries for help, Christ calms the raging sea and asks us, "Where is your faith?" So we humbly follow, knowing that God calls us in our weakness to be obedient, not necessarily to be comfortable or prosperous. Like the great missionary C.T. Studd said on his way to minister in India, "Some want to live within the sound of church or chapel bell; I want to run a rescue shop within a yard of Hell."

Whether ministering within a yard of Hell or within the halls of Congress, life on this side of September 11 has provided unprecedented opportunities and fearful realities. People in the highest positions of power are asking serious questions about evil, God and the afterlife. We are excited about how God is using the Center for Christian Statesmanship to direct these lawmakers and their staffs to a deeper, richer understanding of Jesus Christ.

That dreadful day has taught all of us on Capitol Hill that in this tenuous world, the powerful can be made powerless, the regal reduced to rubbish and the heavenly rendered hellish. And it can happen without warning and without regard to title or status or political party.

America has changed, but the Gospel remains the same, and so does our mission at the Center for Christian Statesmanship. In times of peace or terror, prosperity or poverty, God calls us to fix our eyes on the unchanging hope of the Cross, traveling like a journeyman who plods to his destination with steady, consistent steps. And we can do this with full faith and joy, knowing that Christ has gone before us and will prepare us for the challenges we face. As He has taught us, the uncertainty of tomorrow does not dissuade us from living out our faith today.

C.S. Lewis, during the darkest hours of World War II, reminded us of our simple duties as believers in the midst of trouble. "The first action to be taken is to pull ourselves together. If we are going to be destroyed by an atomic bomb, let that bomb, when it comes, find us doing sensible and human things — praying, working, teaching, reading, listening to music, bathing the children, playing tennis, chatting to our friends over a pint and a game of darts — not huddled together like frightened sheep and thinking about bombs."

God, in His grace, has appointed us for this moment in history. May we not shrink from the times, but go within a yard of Hell to reach the world for Christ.

*Dr. Frank Wright is executive director of the D. James Kennedy Center for Christian Statesmanship in Washington, DC.*



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Mozambique emergency flood relief. Photo by Dana Palade/World Vision.

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*Chuck Scindell*

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# Keeping the Plates Spinning:



# Spinning:

ASSESSMENT

# Two Management Topics

HIRING





# 6 Steps to Hiring Quality Employees

BY STEVE MARR

Your business will rise or fall according to the quality of individuals you hire. As King Solomon observed, "Like an archer who wounds at random is he who hires a fool or any passerby" (Proverbs 26:10 NIV). Poor hiring decisions will hurt your business, but effective interviewing will screen out weak performers and highlight those most likely to contribute to your success.

## 1. Be prepared

Effective interviewing begins with a clear, written description of the basic job qualifications. Start by determining minimum levels of typing speed, computer expertise, knowledge of machinery or other specialized skills necessary for proficient job performance. Your local office supply store may have standard tests available to help you develop methods for candidates to demonstrate the required skills.

Next, develop a list of essential interview questions, inquiring specifically about each of the candidate's past jobs. Ask for a summary of additional responsibilities that were added in each job to determine whether a solid progression toward more responsibility has been established.

## 2. Look for vision

Ask candidates where they see themselves in six to 12 months. An employee who comes in with unreasonable expectations will soon become restless and quickly move on to the next job. On the other hand, a candidate without short-term

to mid-range goals may also have a lethargic attitude that will spill over into poor performance. Ask about any future educational plans to gain a sense of the person's future direction. As it says in Proverbs 29:18, "Where there is no vision, the people are unrestrained" (NASB). A worker without vision likewise will be ineffective.

## 3. Discover their willingness to learn

Another good question to ask prospective employees is what they learned from each previous job. Follow up by asking, "What type of training was most effective for you?" Seek to hire people who have a demonstrated ability to learn and a positive attitude toward growing on the job.

Past relationships with bosses are an important indicator of future success. Ask candidates what they have learned from their former supervisors. Look for a balanced perspective. If every manager was a jerk, watch out. Likewise, if every past relationship was great, you may not be getting a straight answer. Probe for specific insight. "Incline your ear and hear the words of the wise and apply your mind to my knowledge" (Proverbs 22:19 NASB).

## 4. Probe their interest, flexibility and expectations

Another key question is, "Why are you interested in this job?" Follow-up by asking what the candidate liked most and least about past employers and employment. Ask what type of work is most interesting. If they dislike repetitive tasks and that's the core of the job, you probably have a poor fit. Winnow out those who are merely looking for a paycheck from those who would genuinely fit the position.

Coping with change is an important skill in many businesses, so ask candidates

about the two or three biggest changes they have experienced on the job and how they adapted. Inquiring about their salary history will reveal the types of increases they might expect, as well as what might entice them away from you.

## 5. Be patient

Your questions may be greeted with silence at times, but always wait for an answer. Don't let the candidate off the hook. We all get stumped from time to time, so kindly let prospects know that you will wait for them to formulate an answer.

## 6. Expect honesty

Honesty is critical. If at any point during an interview you determine that a candidate has been less than honest, bring the interview to a close. You will always regret hiring a dishonest individual. "Lying lips are an abomination to the Lord" (Proverbs 12:22 NASB).

Use these questions as a foundation for your hiring process, and add your own questions to customize your approach. Interview thoroughly and listen carefully, and you'll end up building a great team.

*Steve Marr is author of Business Proverbs (Fleming H. Revell, 2001) and host of Business Proverbs Radio, heard on more than 1000 radio outlets worldwide. Marr is president of Business Proverbs Management, a company providing biblical consulting to ministries and business. To learn more, visit the Web site at [www.businessproverbs.org](http://www.businessproverbs.org). Contact him at [Businessproverbs@aol.com](mailto:Businessproverbs@aol.com).*



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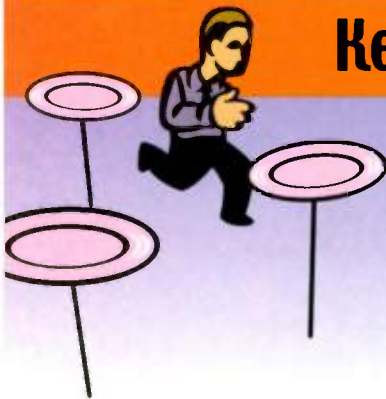
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## Quiz Yourself: Innovative Leadership Assessment

BY GREGORY P. SMITH

**A** leader is a person who inspires you to take a journey to a destination you would not go to by yourself. Today's business challenges revolve around change, innovation, passion and creativity. I developed the *Innovative Leadership Self-Assessment* as a self-evaluation tool for those wanting to know what competencies lead to business success now and in the future.

Use this assessment to rate yourself. You can also give it to others and have them provide you with an honest appraisal of your abilities.

Scoring directions: Rate yourself or your organization from 1 (lowest) to 5 (highest) for each item. Check your results below.

### Process management

Designs and manages processes that are efficient and effective. These processes support the delivery of service or the manufacture of products. Processes move horizontally across organizational boundaries. Add one bonus point if you have identified your critical processes.

### Customer driven

Focuses on the needs and expectations of customers. Do you build and maintain relationships with customers? Do you have metrics in place to measure customer satisfaction and customer loyalty? (Customers can also be employees.) Add two points if you know the needs, expectations and desires of your customers. Deduct two points if there are only select parts of the organization having this information.

### Information management

Thrives on information. There are multiple avenues and many means of expressing the goals, plans and status of the organization to all people working within the enterprise. The enterprise shares success stories and ideas with everyone. How many means are available to improve communication?

For example, meetings, LANs, bulletin boards, E-mail etc. Deduct three points if there is no organized system in place to spread information.

### Change management

Knowledgeable of change, manages change appropriately, and dovetails ongoing programs and management philosophies into the strategic or business planning. Deduct three points if your last change action created anger, resentment and frustration.

### Innovation

Makes focused efforts to initiate new ideas and suggestions. The leader is constantly looking at other industries and trends to see beyond the horizon for new ways to do things. The organization does not maintain status quo. Add one bonus point if people from your organization have taken site visits or benchmarked other organizations during the past six months.

### Continuous improvement

Improves everything the enterprise does. Processes and procedures are constantly being improved. Score two bonus points if you have a continuous improvement program. Deduct one point if it is only a "suggestion box."

### Obstacle removal

Spends time pinpointing and removing barriers and obstacles hindering workflow. Employees feel free to go to anyone in the organization for advice and assistance. Score yourself low if you have not had an employee survey or sensing session during the past year.

### Charts the course

Provides a clear direction toward the future. Are you enthusiastic and inspiring others to take a journey to a particular destination? If there is no clear direction or inspiring vision, mark yourself low. Give yourself one bonus point if people are involved in the goal-setting process.

### Provides motivation

Has a system of reward and recognition. Team-based rewards lead to higher morale. Employees feel that they are contributing to the vitality of the enterprise. Give yourself two bonus points if you have provided recognition to a worker or team during the past five days. Score yourself low if you only recognize length of service.

### Trust builder

Enables people to learn from their mistakes and allows risk-taking. The leader who tolerates risk-taking scores higher in innovation. Bad signs: more than two signatures on any form, too many auditors and inspectors, and time clocks.

### Provides purpose

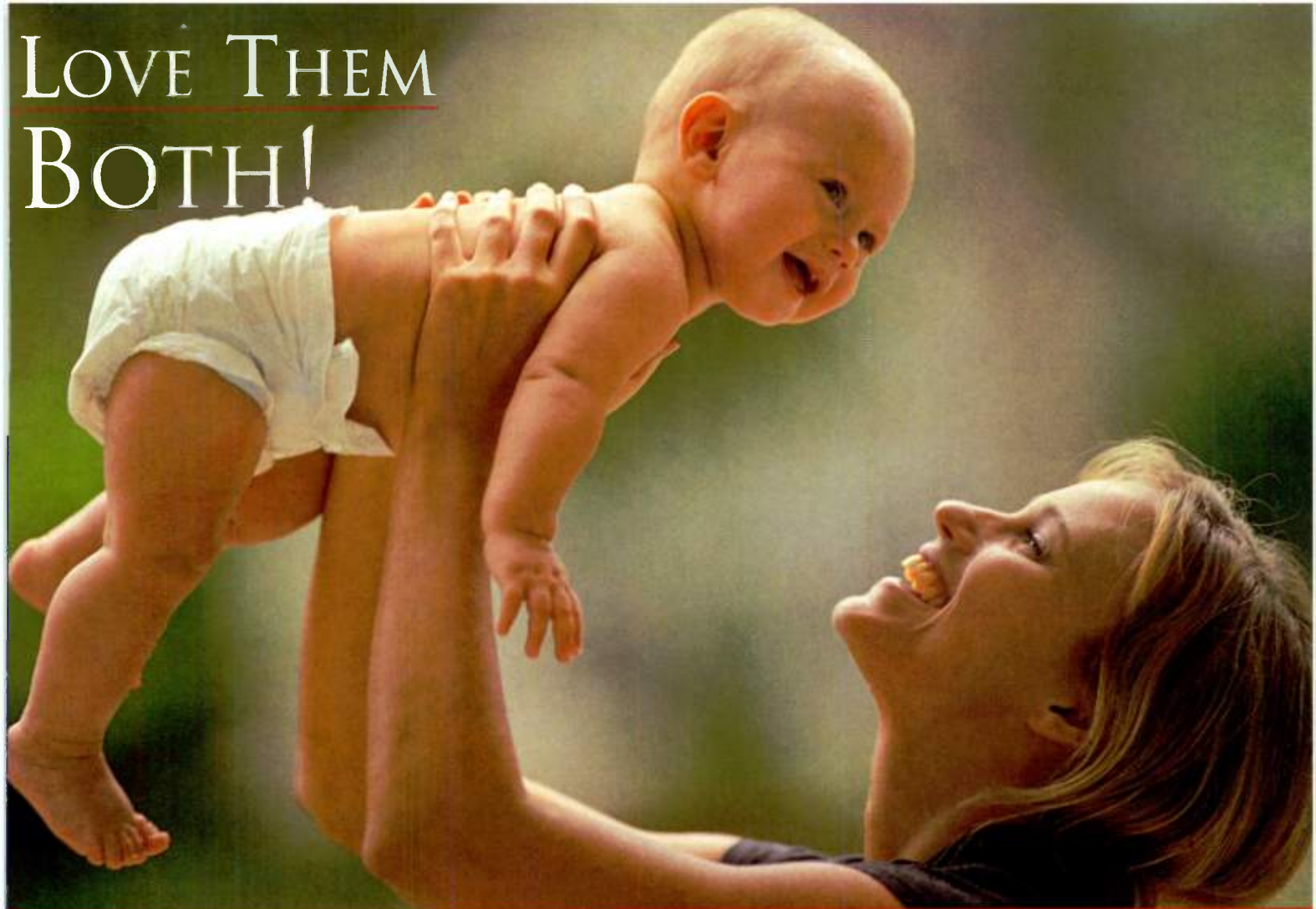
Gives people a reason why they should work for this organization. People relate best to the enterprise when they understand how their actions relate to the big picture. The person who understands how their actions affect the organization is more empowered to take action.

*Copyright by Gregory P. Smith, a motivational and inspirational speaker and author focusing on leadership, employee retention, teambuilding and change management. He is president of Chart Your Course International ([www.chartcourse.com](http://www.chartcourse.com)), located in Atlanta, GA. Contact him at [greg@chartcourse.com](mailto:greg@chartcourse.com) and sign up for his free Navigator Newsletter at [www.chartcourse.com/emailnavnews.htm](http://www.chartcourse.com/emailnavnews.htm) or by faxing your name on letterhead to 770-760-0581.*

### SCORING:

- 50+** — Excellent, start mentoring someone!
- 49-44** — Good, you're on track for excellence.
- 43-33** — Average, keep working on your skills and find a mentor.
- 32-0** — Need improvement, take some classes and align yourself with a great manager to learn what excellence requires.





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# Leadership That Works: Stress Management

BY LEITH ANDERSON

**S**tress will never go away. There is no such thing as a stress-free life. Instead of trying to relieve stress, we must

demand. For me the day of choice was Saturday, because that was the day our children had off from school. Besides, most pastors are exhausted (if not depressed) on Mondays, so I decided to be paid for that day!

In a church where there are too many committees and far too many committee meetings, I suggested that all committees meet at 7 p.m. on the third Monday of every month. I was available to whichever one wanted or needed me. Committees could connect with other committees. Married couples with spouses serving on different committees could fulfill their committee responsibilities at the same time. It worked well for other church leaders and especially well for me because it reduced my evenings out by 75 percent.

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- Deciding what is most important.
- Dealing with interpersonal conflicts.

- 5) Get away to pray; 6) Get with your family; 7) Get away for study; 8) Take care of your body; 9) Resolve interpersonal tensions early; and 10) Get help when needed. Good suggestions from a group

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Employers should know that overwork without rest and renewal will make employees increasingly less effective. Fatigue leads to bad decisions, interpersonal conflicts, resentment and even death (recent research argues that sleepy drivers are causing more traffic accidents and fatalities than drunk drivers). One physician said,

"I discovered in medical school that the more exhausted I was, the more tests I would order. I was too tired to see precisely what was going on with my patients. I could recognize their symptoms and formulate possible diagnoses, but I couldn't hear precisely how it fit together. So I would order tests to give me what I was missing. But when I was rested — if I had an opportunity to get some sleep, or meditate or go for a quiet walk — I could rely on intuition and experience to tell me what was needed. If there was any uncertainty, I would order a specific test to confirm my diagnosis. But when I was rested and could listen and be present, I was almost always right.

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Call them priorities. Call them boundaries. Call them values. Call them strategies. Whatever they are called, blessed is the leader who thinks through them and consciously decides what is most important.

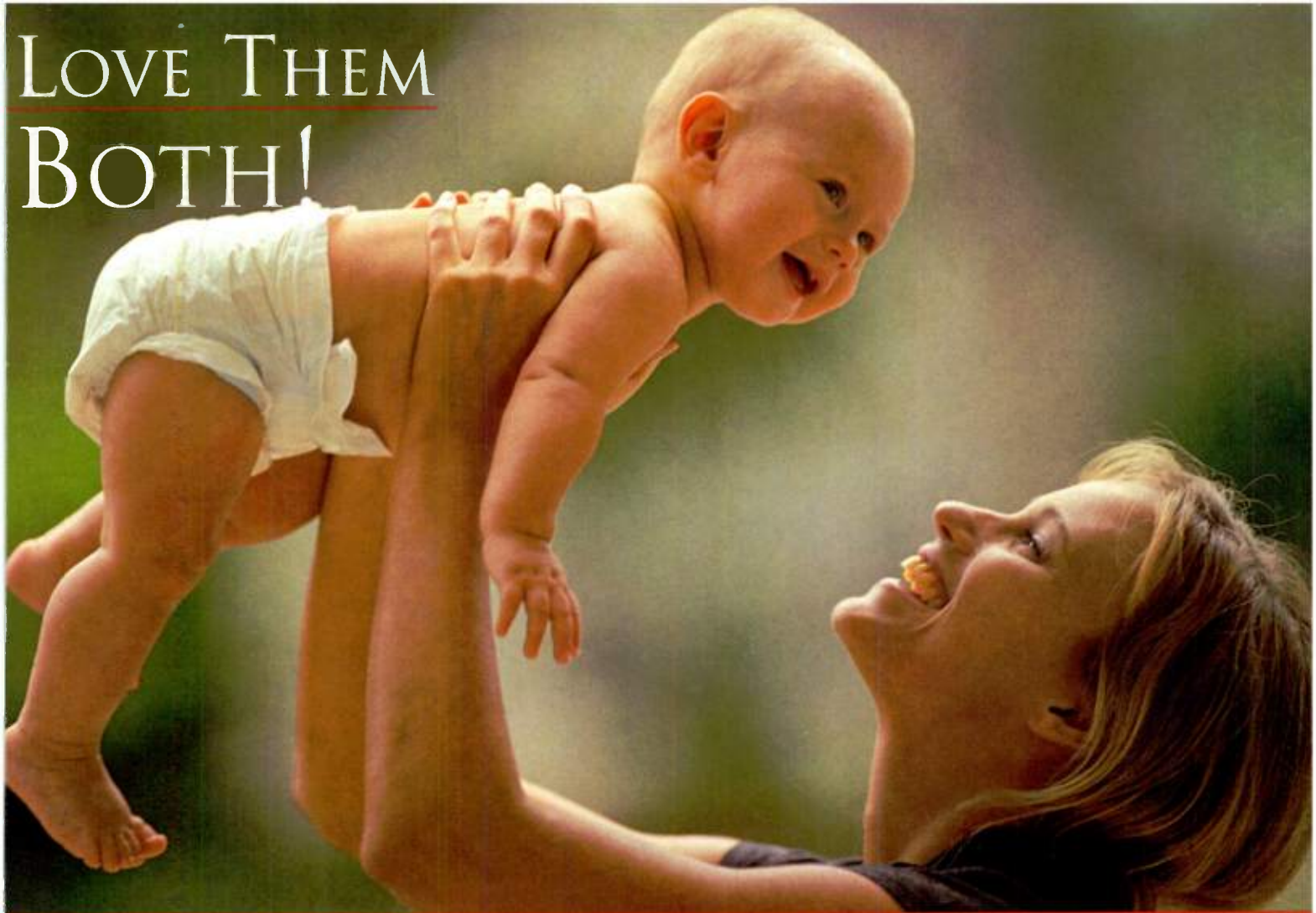
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# Leadership That Works: Stress Management

BY LEITH ANDERSON

Stress will never go away. There is no such thing as a stress-free life. Instead of trying to relieve stress, we must learn to manage it in a healthy manner and thus set an example for those we lead. This will increase our own leadership effectiveness. Instead of letting stress take us down, we can use stress to become more effective.

People respond differently to pressures. Some leaders are seemingly unaffected by the daily problems they face. But others have trouble setting boundaries. They allow stress to overshadow the joys of ministry and service.

Stress often builds when we become dependent on the approval of others. We want nothing more than to please people. We long for affirmation, for acceptance. Any criticism feeds our fear and self-doubt.

Overcoming this compulsion involves changing how we think about ourselves. Be ever mindful of God's calling. It is His ministry, and He will provide. Draw strength by focusing on God's will rather than on what people think about you.

It is also important to guard against the common trap of all helping professions: fixing other people's problems in order to find our own identity. Some of us won't delegate responsibilities because we think failure will reflect negatively on us. Other leaders want to do the work themselves in order to get the glory.

Few people will tell a leader to take it easy, so if you find yourself doing more and more to please others, change. Select and train a team of volunteers and staff to accomplish your plans. Affirm these people every chance you get. Enjoy their successes, for they'll do far more than you can possibly do yourself.

The key to a leader's stress management — and it takes this key to open the lock — is to take personal responsibility. Except in rare cases, the leader cannot expect someone else to address, resolve and manage his or her personal stress. The few exceptions

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usually involve situations requiring outside intervention — when a family member or employer takes control and forces change through required rest, treatment, job change, divorce or termination.

I do not mean to imply that leaders are responsible for all of their own stress; they are, however, responsible for the action they take to deal with that stress. The response is the leader's decision — change the circumstance, choose not to be stressed, fight back, resign, use the situation to accomplish positive results. Blaming others may provide temporary relief from stress, but it will come back and cause even greater stress in the future.

Does this mean that leaders can always fix themselves? Or that they should even try? Of course not. The leader may need to hire an assistant, get professional counseling or quit the leadership position. No one leads in isolation. The very nature of leadership means connection to others. Since others are part of the problem, they should be part of the solution.

One thing we must not lose in stress management is the commitment to personal responsibility. One disabling consequence of leadership stress is the sense of being out of control. When the leader takes responsibility to manage personal stress, there comes a sense of taking control, which may help relieve some of the stress. During a high-stress period in my life, I realized I could not change the behavior of someone whose inappropriate actions were having a serious adverse effect on me. But I knew I had to do something. The "something" wasn't to change the other person but to regularly play racquetball — it was something I could control. Simple? Yes. Silly? Maybe, but it helped!

A group of Christian leaders got together and made a list to "improve health and well-being." Here's what they came up with: 1) Take control of your schedule; 2) Ask for a raise; 3) Invest in friendships; 4) Establish firm boundaries;

5) Get away to pray; 6) Get with your family; 7) Get away for study; 8) Take care of your body; 9) Resolve interpersonal tensions early; and 10) Get help when needed. Good suggestions from a group

of leaders who were averaging 52.7 working hours every week.

Consider the following practical ways to manage leadership stress:

### Take control of your schedule

One young pastor used to say to parishioners who wanted to talk, "Sure, any time, any place." One man answered, "Great. Since I have to be at work around 5:30 tomorrow morning, let's meet for breakfast at 4." I was that pastor and I learned a powerful lesson — you don't love people less if you invite them to fit into your schedule rather than trying to fit yourself into theirs.

I also realized that I studied and created well in the morning hours, but after lunch I too often fell asleep at my desk. Afternoon sleepiness was especially likely after very early morning breakfast meetings following very late evening church committee meetings. I was exhausted and less effective because my schedule was helter-skelter. In order to better serve others, better lead the church, and better care for myself, I needed to take control of my schedule.

The first step was to block off morning hours for office work, because that's when I did office work the best. The next step was to suggest options when someone asked for an appointment. "Which would work better for you, 1:30 Tuesday afternoon or 4 Friday afternoon?" Almost everyone fit into one of the times I suggested. Those who didn't could be scheduled for another time and day. Many were able to take off work or talk on the telephone. Some could come only at night, so I reserved one evening a week for a few appointments. The result? Most of my appointments were scheduled for right after lunch. (I was much more likely to stay awake with someone sitting in front of me talking.)

Taking control of my schedule meant establishing a consistent day off every week. Otherwise, at least one piece of every day would be consumed by someone else's



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- If you chose your priorities well but don't live by them, it is time to develop a plan to practice what you believe. In other words, develop new habits and a system of accountability.

## Deal with interpersonal conflicts

Every leader faces conflicts. Every leader faces disagreement. Every leader faces criticism. Those who are slow to deal with interpersonal conflicts need to remember this rule of thumb: Talk directly to those involved sooner rather than later. For those who are too quick to confront, the rule of thumb is different: Take time to think through (or write down) what needs to be said to whom; then wait 24 to 48 hours before talking to those involved.

These simple rules may help:

- Follow Jesus' guidelines.** "If your brother sins against you, go and show him his fault, just between the two of you. If he listens to you, you have won your brother over. But if he will not listen, take one or two others along, so that 'every matter may be established by the testimony of two or three witnesses.' If he refuses to listen to them, tell it to the church; and if he refuses to listen even to the church, treat him as you would a pagan or a tax collector" (Matthew 18:15-17).

Christian leaders should never be self-appointed, self-righteous judges of others, but they do need to practice and model Jesus's prescription for resolving conflict. One of the reasons there is so little confrontation of sin and resolution of interpersonal conflicts in churches and Christian organizations is because so many leaders fail to follow Jesus' words and do not model healthy conflict resolution.

- De-escalate.** Ninety-nine percent of problems are like sparks; they will burn out if they are not fanned. The early approach of leaders should be to keep conflicts calm. Once a problem intensifies or spreads to others, it is much more difficult to return to calm, reason and peace.

- Use caution when writing.** Whenever you put anything in writing — whether letters, memos or e-mails — consider the potential consequences before mailing it, faxing it or clicking the "send" button. If the content is critical or confrontational, hold it for a few days or a week before sending it. Review and revise after a waiting

period. Have a trusted and neutral friend read it. Accept his or her advice. Too many epistles are written in the heat of the moment and later regretted. Live with a little more stress today in order to have less stress tomorrow. Never send a letter you are not willing to have copied to others or publicly read. As a leader, your words are fair game for all to see, hear and judge.

- Choose your fights wisely.** The manager of a professional boxer turned down an invitation for his man to fight another prize-fighter. On paper the deal looked good, but the manager still said no. "My boxer only has so many fights in him, and this shouldn't be one of them," he explained.

Leaders have only so many fights in them. They can't fight every battle. They can't right every wrong. They can't carry every offense. The realities of life and health require that leaders simply "let go" of a lot of situations. Just forgive and forget. Move on.

When a couple decided to leave the church due to a conflict with another couple, I concluded that I would have quit leadership years ago if I ran away because of every criticism, disappointment and offense.

Some are worth fighting for because they really matter. Most do not. The stress isn't worth it.

- Don't be afraid to ask for help.** One of the worst mistakes leaders make is thinking they can and should solve problems alone. They have idealized and isolated themselves into believing that they must have all the answers and must solve all the problems — including their own.

There is nothing shameful about asking for help — whether from a friend, a colleague or a professional counselor. On the contrary, it is a sign of strength and health to admit weaknesses and an indication of wisdom and courage to get help when needed.

Choose help wisely. Avoid processing problems with all those who surround you. That is a more likely way to compound problems than to solve them. The best person may be a friend or it may be a stranger, but it shouldn't be a crowd. In years of referring people to counselors I have often repeated this simple advice: Develop a short list of possible counselors. Have a brief conversation with your first choice. If you feel comfortable, go deeper. If you conclude this is someone who can't help you, find someone else. Keep doing

this until you connect with the right counselor for you. Just remember that the right counselor may have to tell you hard truths, and you shouldn't run or quit because of that discomfort.

- Maintain margins.** There is space around the type on this page. It helps you read the words. It leaves space for you to write notes. It looks good and helps you enjoy reading. If the pages were printed edge to edge you would think something was wrong.

We need margins in our lives — extra space, reserves, room for mistakes, order. Dr. Richard Swenson talks about putting margins back into our lives:

Margin is the space between our load and our limits. It has to do with our reserves. If we're overloaded, we are by definition marginless. Margin goes to nourishing our relationships and recharging our batteries. If we live with no margin for error, when something goes wrong, our lives seem to unravel.

Henri Nouwen said, "Discipline means to prevent everything in your life from being filled up. Discipline means that somewhere you are not occupied, and certainly not preoccupied. In the spiritual life, discipline means to create space (margin) in which something can happen that you had not planned or counted on."

God wants us to be effective Christian leaders who depend on Him and use the resources he gives to manage stress in the context of leadership.

"Now to Him who is able to do immeasurably more than all we ask or imagine, according to His power that is at work within us, to Him be glory in the church and in Christ Jesus throughout all generations, forever and ever! Amen" (Ephesians 3:20-21).

*Pastor/author Leith Anderson is interim president of the National Association of Evangelicals. Used with permission from Leadership That Works by Leith Anderson. Copyright 1999 Bethany House Publishers. Order this book by calling (toll-free) 866-241-6733.*



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network; we're broadcasting exclusively on the Web; we're always looking for ways to do more," says Davis. And they've continued to expand without cutting staff.

One of the reasons is that air staff double-up. "On-air personnel know they will probably be doing a shift on, say, KTIS-FM, and one of the networks or on the Web site," Davis says. This helps to keep employee costs down because your benefits costs are less. It also gives organizations the opportunity to offer higher compensation since the employee is doing more.

Shortly after September 11, KTIS held its annual fund raiser. It was unclear how the listeners would respond, competing with the mass appeals from the Red Cross and other relief organizations. Davis reports that KTIS had one of its best sharathons, thanks to a September 11 partnership tie-in: "Ten percent of every gift went directly to the Salvation Army for Ground Zero relief work," says Davis.

### Salem's navigation

David Fitts manages the Salem Communications Corp. stations in the Seattle, WA, market: KGNW-AM, KKOL-AM, KKMO-AM and KLFE-AM. "We're about break-even on our budget," shares Fitts. But revenue hasn't driven this near break-even status; cutting expenses has. Fitts says the group took a hard look at some of the equipment wants for the year and decided it could hold off for now. Cost-cutting also hit in the employment ranks, as positions were restructured. This meant a couple of part-time positions were eliminated.

However, the group continues to see the need for expansion, even in these trying times. "September 11 opened a whole bunch of closed ears in our area," says Fitts. "Now there is a greater receptivity of listeners who want to know the truth. It truly is the best time for Christian radio."

Cultural differences also offered these stations new opportunities. The Seattle area has a significant Hispanic and Asian population. Fitts says two of the stations offer day parts of Hispanic or Asian programming and may be expanding in the not-too-distant future. "These are untapped, or barely tapped areas of growth in our area," adds Fitts. "We've been looking at a slow vertical climb through building a strong sales staff, and strong sales."

### CRISTA's course

Fitts came to the Salem stations after a stint at CRISTA-operated Washington stations KCMS-FM/Edmonds, KCIS-AM/Seattle and KWPZ-FM/Lynden. Tony Bollen, current GM of the stations, is a former regional sales manager for Salem. These stations sell commercial time, but also carry a large spot load of PSAs.

Fourth Quarter is usually a very busy time for stations, and this trend holds true for the CRISTA stations. "It's not slow, but many businesses and agencies are

waiting [until] the last minute to make their buys," says Bollen. "That just plays havoc with the projections you did at the beginning of the fiscal year."

Ironically, the most recent Arbitron ratings were KCMS's best. So how does Bollen balance that great news with the softened economy? "First, you have to reassure your staff that the [economic] situation is only temporary — six months or less," says Bollen. "Second, you need to trim where you can." In Bollen's case, that trimming may include money allocated for marketing, advertising or research. "Do you really need that big direct mail, focus group or bus billboards?" he asks.

Bollen adds that strong, ongoing relationships with your agencies and businesses remain very important. He strongly believes, and Fitts concurs, that Christian radio is a proven advertising resource. Both also agree that rate cards are used only as a guideline, not the bottom line.

The CRISTA stations still have a presence outside of the radio signal. They recently sponsored a pastor's breakfast with Dr. Adrian Rogers at Seattle's Space Needle and are sponsoring or co-sponsoring many events throughout the coming year.

### Explore partnerships

Partnerships are a key to help you to keep doing the same or more with less. Do you have local news on your radio? Could you partner with an area television station to have its newscast simulcast on your radio station? Could you partner to have a reporter or anchor do hourly updates? The cost may prove to be far less than having a person on your staff handling those duties. The same goes for weather. If television isn't an option, try print media.

The overused term "think outside the box" isn't among my favorites. But, to survive and thrive in a slower economy, you must expand your possibilities and opportunities. As Bruce Wilkinson points out in *The Prayer of Jabez*, "Oh, that You would enlarge my territory!" That enlarging could come through partnerships.

Is there a local business(es) you could partner with to help sponsor a concert or holiday celebration (a Family Fourth, a Monumental Memorial Day, an Easter Extravaganza)? You could barter spot time for their financial backing of the event. Many of these are already done, but there may be more opportunities. What about partnering with a fellow Christian radio station?

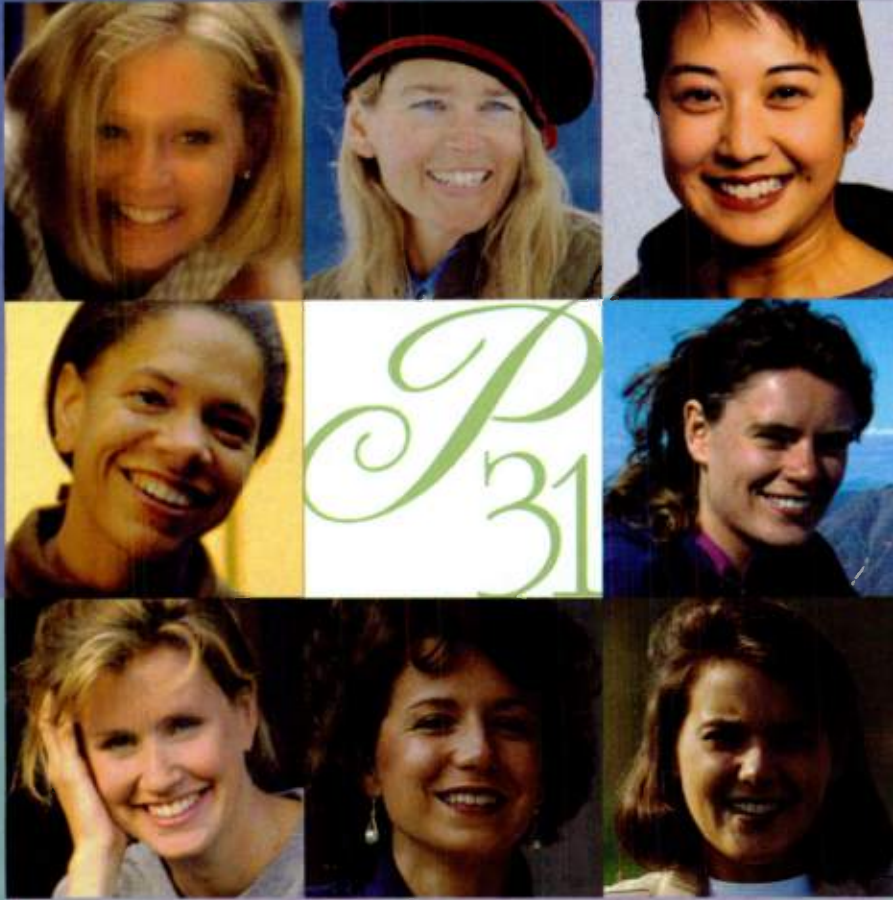
The whole issue revolves around your willingness to think beyond how things used to get done. Be innovative. Discuss your concerns and ideas with trusted colleagues. Communicate with your staff and keep them motivated.

Above all else, guard your integrity. Do not compromise your principles or the core values of your ministry for the dollars. God will always provide for those who are faithful.

*Ron Rutherford is executive director of InterCristo. Contact him at [RLR@crista.org](mailto:RLR@crista.org) or 800-426-1343.*



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# SAILING ROUGH SEAS

*Doing more with less in a storm-tossed economy*

BY RON RUTHERFORD

**A**re you prepared for a 10-percent cut in revenue; a 5-percent hike in operating expenses; a double-digit increase in health-care costs; and no cuts in your airtime? If your answer is yes, then find another article to read in this magazine. (And by the way, you're probably in the minority.) If you're unsure, or you are a definite no, then read on.

For most of the '90s we lived and worked in a prosperous economy. Commercial stations set new records for spot sales and non-commercials saw sharathon pledges reach new heights. Unfortunately, the giant wave of wealth had to crest sometime. Now that wave is not only cresting but also crashing down and some people are looking for someone — anyone — to throw them a life ring.

For many stations, it started when the dot-coms became dot-bombs in the latter part of 2000 and into early 2001. For others, the slow change really accelerated after September 11. In just under 13 months,

we've gone from a nation with its lowest unemployment rate in 30 years to a 6-year high. Today, many stations, ministries and program producers face the new challenges of how to do the same, or more, with less.

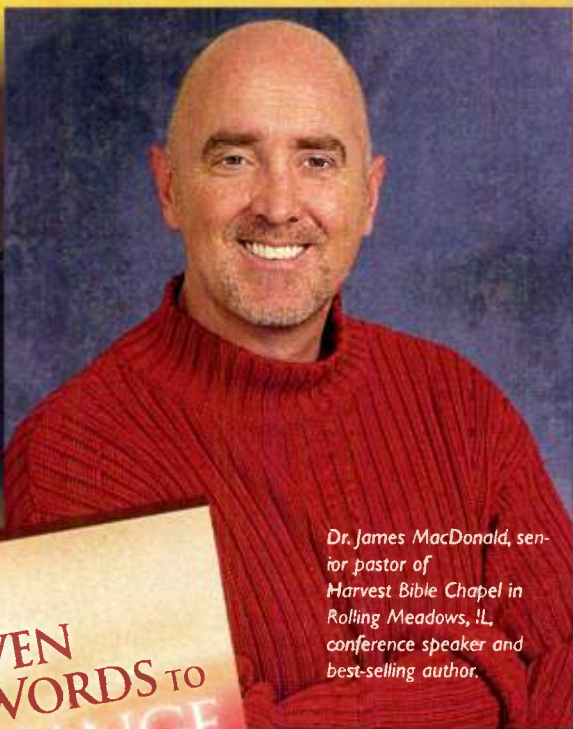
## **SkyLight's compass**

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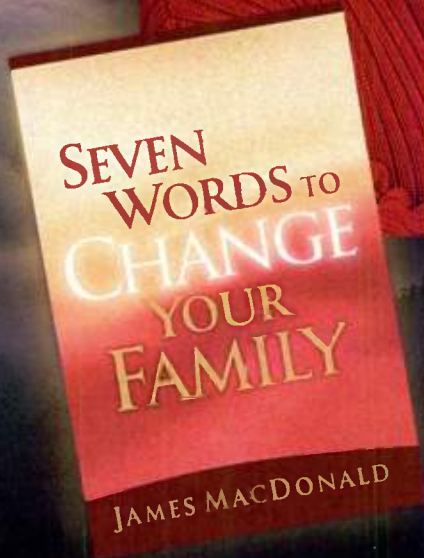
The network's flagship stations are KTIS-AM-FM/St. Paul, MN. "In the past 18 months we've added a second satellite



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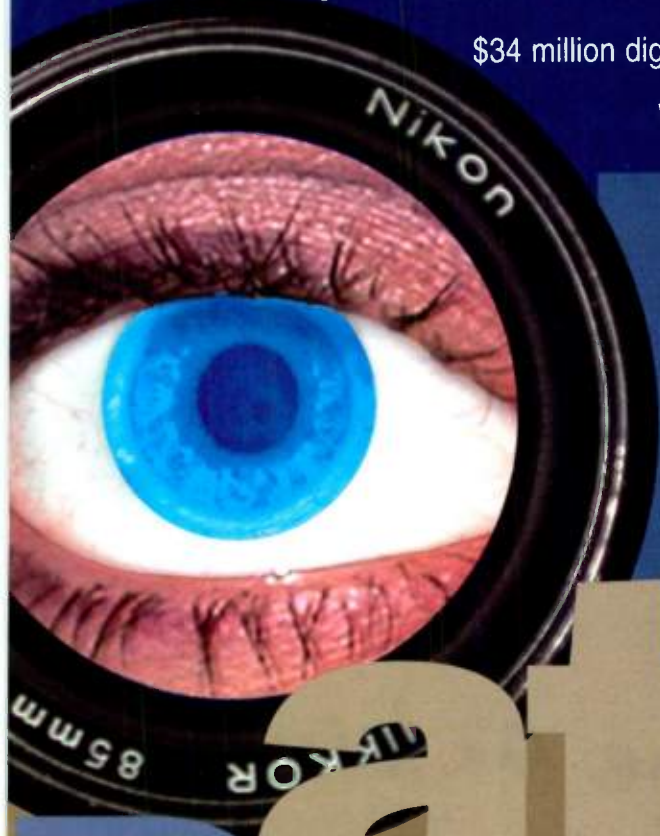
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# THE 100

Here at home...

Firestorm of controversy...





# WORST "GROANERS"

BY ABE ROSENBERG

clash with police...

spectacular fire...

Mastermind...





**A** “groaner” is a hackneyed, overblown, stuffy or just plain silly cliché that turns up time after time in news scripts. Groaners show laziness on the part of writers, disrespect for the folks watching and a general contempt for lively English. Here are some of the worst offenders. You’ll recognize them immediately, so get ready to groan!

**Aftermath** – Print words don’t belong in spoken copy. Do you know anyone who says “aftermath” in normal conversation? When we were kids, aftermath came recess.

**Against the backdrop** – Are you writing copy or painting theater scenery? Leave the backdrops to the carpenters. If you want to explain the facts behind a story, explain them, period. You don’t have to say, “The President’s visit to Bosnia comes against the backdrop of renewed fighting.” Try, “The President is arriving in Bosnia just as new fighting breaks out.”

**Allegations** – “I deny the allegations ... and I deny the alligator!” This bloated substitute for “claims,” “charges” or “accusations” is as bad as “allegedly.” Nobody in real life uses it, unless they’ve been watching too much TV news.

**Allegedly** – Nobody in real life — not even cops and district attorneys — says “allegedly” in regular conversation. Do you tell your neighbor that someone allegedly broke into your house? Do you tell your buddy that the

mayor allegedly took a bribe? Why then, would you say such a thing to your television neighbors?! If you’re worried about legal protections, try these alternatives: “Police say Jones broke into the store.” “Prosecutors are claiming Smith embezzled the money.” “The U.S. Attorney says the Congressman took a bribe.”

**Amid, Amidst** – Print words. Newspapers may get away with them as substitutes for “in the middle of,” but we write for the ear ... and any ear that hears “amidst” will soon be telling the brain to click the remote.

**Area residents** – “Shhh, Tommy, don’t play the drums so loud, you’ll wake the area residents!” Normal people don’t refer to their neighbors this way. Why should we?

**Arraigned** – Yes, it’s a formal court procedure and you don’t want to mess with it. Just one problem: you may know what “arraigned” means, but John Doe thinks it means he needs an umbrella. Courtroom stories are complicated enough. Don’t make things worse with terminology designed by and intended for bureaucrats. Ditch the term. Use the explanation of the term instead. Say the guy appeared in court. Say he faced a judge. Say he was formally charged. Say how he pleaded. Don’t say “arraigned.”

**Authorities say** – see Officials say

**Botched robbery, Robbery gone bad** – Like “unsuccessful suicide,” this is just plain silly. If some punk tries to rip off a 7-Eleven and the cops show up, so he takes hostages, that’s not a “robbery gone bad.” It was bad at the start. We don’t need to feel sorry for the idiot who “botched” his chance to empty the cash register and decided to become a kidnaper. Let’s just say what happened and leave the judgments to the folks watching.

**Campaign trail** – What, exactly, is a campaign trail, anyway? Are there covered wagons? Does Campaign Cookie rustle up Campaign Grub? Do folks munch Campaign Trail Mix as they warble yippie-i-o-ca-yay through the precincts? Why do writers feel a compulsion to use this terrible term? Just say where the candidate is, and get on with it.

**Center stage** – Very theatrical, and about

as bad as its evil twin, “In the spotlight.” Very non-conversational. Insulting, too. When we lob a few Tomahawks at Saddam (“Iraq is center stage tonight”) the story is so important, there’s no need for a cliché to tell us, “Hey, this story is important!” Get into the story quickly, tell the facts and let viewers decide for themselves.

**Chanting slogans** – Ah, those wonderful memories of all those protest marches where we bellowed, “A Stitch in Time Saves Nine!” “Neither a Borrower nor a Lender Be!” “Did Somebody Say McDonalds?” If demonstrators are shouting something important, say what it is.

**Clash with police** – The cops wore blue and the rioters wore purple. A serious faux pas before Labor Day. Stripes and checks clash. Cops and mobs fight, and we should say so.

**Clean bill of health** – (Ever see a dirty one?) This little gem barely qualifies as conversational, even for a trip to the doctor’s office (what’s wrong with “The doctor says he’s fine”?) It sounds flat-out ridiculous for bigger, less specific things, like the state of the economy. So, until you see Anthony Edwards wrapping a blood pressure cuff around Wall Street ...

**Clinging to life** – Narrow escapes, traffic accidents and serious illnesses seem to generate clichés (more groanable examples: “Fighting for His/Her Life”; “Lucky to Be Alive”). Once upon a time, this stuff may have communicated a true sense of urgency. Now it just communicates a sense of bad writing. Use them on a friend and he’ll probably laugh in your face and say, “Who are you, Ted Baxter?”

**Death toll** – A silly way to refer to the number of dead. Does someone ring a heavenly bell every time a person dies? Does a heavenly nickel get dropped in the fare box on some celestial highway? Maybe in heaven, but on earth we speak plain English.

**Details are sketchy** – How many times have you seen this one on a breaking story (or its ugly cousins, “It’s not known,” and “It’s not clear”)? These are highfalutin’, silly terms. And they all mean the same thing. You don’t know everything just yet. What’s wrong with saying that? “We don’t have all the details yet, but ...”? Be honest with people. Frame it in the positive if you wish: “Here’s what we know ...”





**Embroided** – Yum! Get out the barbecue sauce! Someone’s embroidered in a scandal! Put out the fire, stop blowing smoke and explain why the Senator’s in trouble.

**Envoy** – Every time a diplomat travels to some global hotspot to try and cool things off, he becomes a “special envoy.” If it’s his real title, that’s one thing. Usually, though, he’s “Special Assistant to the First Assistant Deputy Undersecretary for Middle Eastern Affairs,” and the newspapers need a shorthand way to refer to him. Typically, they pick the most non-conversational term they can find. What’s wrong with “diplomat” or even “messenger”?

**Estranged** – Yes, this is a convenient little term for not-quite-divorced husbands and wives. Trouble is, no one in real life ever says, “Peg and I can’t take it anymore. We’re estranged.” No one has a “trial estrangement.” If a couple is separated, say so.

**Famed** – “Mommy, Mommy, I just saw somebody famed over there!” When did “famous” become a dirty word?

**Fell to his death** – Can’t you just see the poor guy, toppling out the window, hurtling toward the pavement, looking down and exclaiming “Hey, whaddaya know! There’s my death, right down there!” People fall down and are killed.

**Fighting for his/her life** – see Clinging to life

**Firestorm of controversy** – Whoa! Get out the flame-retardant umbrellas! Non-conversational and bad hyperbole, all rolled into one. Just explain what the controversy is, without the brimstone.

**First leg of** – Whether it’s a mission on the space shuttle or a presidential visit to the Middle East, newswriters can’t seem to resist breaking down the trip into “legs” instead of parts, countries, orbits or what have you. There’s only one place where this phrase belongs: “The first leg of the centipede appears broken.”

**Fled on foot** – Coptalk for “ran away.” No coptalk allowed.

**Flurry of activity** – Not unless you’re the weathercaster and it’s beginning to snow. There are plenty of less stuffy ways to say someone’s busy.

**For the second time in as many days** – Bad enough we bore folks — now we’re making them do math. Ten years ago, someone must have thought this phrase was clever. Overuse has taken care of that. Simplicity and clarity rule today. If there were two earthquakes in two days, say so.



**Fueling, Fueled by** – Are you pulling up to the pump? When we’re talking gasoline, fine. Don’t use this silly device to explain someone’s motivation (“His success is fueled by driving ambition ...” Ech!) or to describe the progress of a story (“Yelstin’s slurred speech is fueling speculation that he’s seriously ill”).

**Hamper and Damper** (not to be confused with Hekyll and Jekyll, who didn’t write too well, either) – Somehow, rescues and investigations are never just difficult. They’re hampered by rough terrain or reluctant witnesses. And you’d be amazed how many drive-by shootings put a damper on block parties. Dump the bloated language and tell folks what’s going on.

**Heating up** – If you’re referring to soup, maybe. Unfortunately, this term seems to show up every time we get within three weeks of an election. Don’t insult people’s intelligence. They understand what a close race means. If it’s not a close race, don’t say it is.

**Held talks** – “The President and the British Prime Minister held talks at the White House.” When you and your co-workers

gather in the conference room, are you “holding talks”? When you call someone into your office, is it to “hold talks”? And when you can’t get in to see the boss, does his secretary say he’s “holding talks”? A meeting is a meeting is a meeting. People meet. Even in the White House.

**Here at home** – A cliché and a bad transition, rolled into one! This is the lazy man’s way of getting from a plane crash in Cairo to a car crash on I-95. Know what? A person hearing this is likely to say, “What do they think I am, an idiot? Like I don’t know my own backyard isn’t in Egypt!?”

**Hospitalized** – Bathrooms get sanitized. Shirts get Martinized. People do not get hospitalized. They’re in the hospital.

**Hostilities** – Bad enough the two countries are shooting at each other. They may even be at war. Do they have to go and get hostile, too?

**Hot seat** – Sounds painful, even with asbestos underwear. Why are folks so reluctant to simply say, “The Senator’s in trouble tonight”?

**In the line of duty** – Coptalk. Noble as it may sound, this is not normal conversational English. What’s wrong with saying the police officer was killed on the job?

**In the spotlight** – see Center stage

**In the wake of** – Boats have wakes. Dead people have wakes. Stories don’t. An event happens after, right after, immediately after another event, not in the wake of it.

**It** – Nit-picking, you say? After all, who could have anything against a sweet, innocent little word like “it”? Trouble is, too many writers abuse this word to begin scripts with artificial hype: “It’s been called the second worst paper cut accident in the past 10 weeks!!” “It’s a parent’s worst nightmare!” (What would a best nightmare be?) “It’s the biggest thing to hit the Southland since Arnold Schwarzenegger bought a Hum-vee!” All that before you tell your viewers what you’re talking about. It’s simply unfair. It’s a cheat. You’re not informing, you’re teasing, keeping your audience waiting when they’ve already suffered through umpteen real teases, waiting to hear the story. Don’t do it.



**It's not known, It's not clear** – see Details are sketchy

**Killing spree** – Webster's says a spree is "a lively frolic." Mass murder is not a "spree." It's mass murder.

**Lay the groundwork** – Doesn't anybody "prepare" anymore? Too many writers cling to these phrases ("Set the Stage" is another example) when talking about politics, foreign policy, war and peace, etc., as if big phrases made a story important. Important facts make a story important. References to theater and construction belong in stories about theater and construction.

**Local** – Ask a New Yorker. "Local" means the subway makes three stops, instead of one, to get to 59th Street. Don't use phrases like, "A local man is in jail tonight" or "He was rushed to a local hospital." If the guy's birthplace or the hospital's street address matters, say so. If not, don't waste viewers' time.

**Lucky to be alive** – see Clinging to life

**Major breakthrough** – Seems some folks can't write a medical story without this little bit of redundancy. By definition, there's no such thing as a minor breakthrough, any more than there's such a thing as a miniature Sumo wrestler.

**Manhunt** – No one thought it was a foxhunt! This is Coptalk Supreme. Non-conversational and sexist to boot. A search is a search.

**Marred** – Unfortunately, some writers can't resist describing that inevitable Christmas car crash that marred the holiday spirit. Never mind that someone was killed, hey, we're depressed now! If you leave a wet glass on the armoire, the furniture gets marred. That's about it.

**Mastermind** – When more than one mugger/bank robber/con artist work together, we reward the guy in charge with this silly title, instead of just saying he planned the crime. Professor Moriarty outwitting Sherlock Holmes ... that's a mastermind. Some creep who sticks a gun in a teller's face? No way.

**Motorists** – Where have all the drivers gone? Don't fall into the DMV Handbook trap.

**The nation's midsection** – As opposed to The Nation's Hind Quarters? The Nation's Solar Plexus? Can you think of a dumber

way to say it's raining in Chicago?

**Officials say** – Don't cheat the audience with this cheap trick, or its tacky counterpart, "Authorities say." Which officials/authorities are saying it? Provide a name, give a title or find another way. This overused piece of news camouflage only tells viewers, "We didn't bother to find out." Is that what you want to say?

**On hand, On the scene** – Silly, outmoded jargon for "there." How many of your friends talk this way? "Hey, Pete! I went to this party, and guess what? Tom Hanks was on hand!"

**Pedestrians** – DMV babble. They were people before they stepped off the curb. They're people after they step off the curb.

**Plagued** – Isn't it funny how politicians aren't troubled by scandals anymore? They're plagued! Pharaoh seeing frogs in his oatmeal is a plague. Anywhere else, dump it.

**Plunge, Plummet** – Ever notice that nobody just falls anymore? Newton's Law applies. No matter what word you use, you hit the ground just as hard, so keep it simple.

**Prompted** – Non-conversational shortcut for saying A led to B ("The arrest prompted a new investigation.") Let's keep the prompters in the studio and the plain talk on the air. Better: "Because of the arrest, the D.A. is taking another look at the case."

**Rank and file** – An old-fashioned print term for union members. Frequently used by union organizers, shop stewards, labor negotiators and managers who tend to think of workers as a large, faceless mass. Ever notice that "rank and file" has nothing human in it? These are hardworking people we're talking about! Say so.

**Recent memory** – "It's the bloodiest massacre in recent memory." Admit it. Why do you say "recent memory"? Because you don't remember! You don't know if it's the worst disaster in 10 years, 15 years or 45 minutes! But you don't want to tell your viewers that, so you fudge. All you're really doing is telling them how bad your research staff is. If you don't know the right number, go find out, or find another way to tell the story.

**Reduced to rubble** – Ever see a storm/hurricane/tornado/riot story without this one?

Sounds like someone turned on a ray gun and suddenly, poof! Rubble! ("Honey I Shrunk the Town?") Tell folks that homes were destroyed, describe what the place looks like. Leave the reducing to Weight Watchers.

**Reportedly** – Do you know anyone, anywhere, who uses "reportedly" in normal conversation? If someone is reporting something, say so. If you're using this tired device to shift blame in case you've made a factual error, shame on you.

**Reeling** – Typical day-after-disaster nonsense. As if whole towns can be seen walking down earthquake, flood or hurricane-ravaged streets, spinning and spiraling as they go. Reels are for fishing poles. Just say what the people are doing.

**Robbery gone bad** – see Botched robbery

**The search is on** – As if saying, "Police are looking for an escaped killer," isn't urgent enough, some writers make it sound like a day at the track, using this ugly cousin to "the race is on." Unnecessary, and just plain silly.

**Seen here** – As in, "Evander Holyfield, seen here on the left with the missing ear ..." Nobody in real life says "seen here" to identify someone. Imagine your Aunt Tillie, show-



ing those vacation slides: "And your Uncle Ed, seen here falling off the pier ..." What's wrong with saying, "That's him on the left"?

**Self-styled** – We say to our friends, "He calls himself an artist," or "He calls himself an expert." That's how we should talk to our TV friends.



**Set the stage** – see Lay the groundwork

**Sexually assaulted** – This is a delicate subject, especially when a child is involved. But we're in the clarity business as much as the truth business, and when someone is raped, molested or whatever, it's wrong to fall back on coptalk for the sake of vagueness. We should say what happened, as carefully, tastefully and conversationally as possible. No one in a real conversation ever says, "My sister was sexually assaulted!"

**Slain** – Dragons are slain. People are killed.

**Slated** – Maybe once upon a time, frequent, regularly scheduled events such as rallies, movie openings and Larry King weddings were written on slates. Not these days. What's wrong with saying, "The protest will take place on Tuesday"?

**Sparked** – Save the pyrotechnics for the Fourth of July. Events, debates or controversies aren't sparked, they're caused. If something's been sparked, it had better be an electrical fire, and even there it sounds a little too cliché.

**Spectacular fire** – "Wow! Look at that spectacular fire! Cool!" No matter how caloused we are, let's never use positive-sounding words to describe negative events. The dictionary equates "spectacular" with "thrilling." Fires don't thrill ... fires kill.

**Staffer** – "What do you do for a living?" "Oh, I'm a staffer for the Governor." This horrible contraction has no place in normal spoken English. Regular folks talk about people who work for the governor, or people on the governor's staff, but not staffers.

**Suffered a heart attack/Sustained minor injuries** – Amazing how many folks out there sustain minor injuries, even though they weren't badly hurt.

**Team coverage** – Stuffy, pretentious and about as non-conversational as you can get. News managers think it conveys a sense of importance. Wrong. Committing the resources to cover the story does that. If your news operation is known for effective coverage of big stories, the hyped language isn't necessary. David Brinkley understood that. His version was short and simple: "We have two reports, beginning with Marvin Kalb in Washington." Beautiful, isn't it?

**That, according to; This, as** – Where have all the verbs gone? Do you talk to your neighbor this way? "Hey Bob, Sam's getting a new car ... that, according to his wife ..." "I hear Marge is going on a diet ... this, as her waistline expands ..."

**Torrential rain** – He ain't heavy, he's torrential! Weather stories have their own overhyped terms, and this is one of the worst. If you can't find a more creative way to describe a storm, you're all wet.

**Unanswered questions** – Once a question is answered, it's not a question anymore! Don't use excess verbiage just to sound rhythmically authoritative. If there are questions, say so. Period.

**Under fire** – In wartime, maybe. It is sheer exaggeration and silliness to refer to a troubled Congressman, indicted businessman or controversial mayor this way. If someone is criticizing a person or his ideas, spell it out. Save the ammo for the revolution.

**Under investigation** – Fires. Crimes. Watergate. Your local member of Congress. This horrible device turns up more often than flea powder at a dog show. Throw it away. Do they know the cause of the fire? No. Is someone investigating? Yes. Has the senator been convicted? He's still young. Say what you mean and jettison the excess.

**Under siege** – When the Israelites surround ancient Jericho, you can call it a siege. But why must writers turn every political, economic or social problem into Custer's Last Stand? When the President is in trouble, let's tell folks what the trouble is and skip the cheap hyperbole.

**Underwent surgery** – Only if they're hospitalized (see above). People have surgery. Doctors operate on them.

**Unrest** – UnCola. Un-Conversational. Unbelievable that people still use this word in news scripts, when they'd never use it anywhere else. Angry hordes of citizens don't run unresting through the streets. They riot.

**Vehicle** – More coptalk. Is it a car? A truck? A tricycle? Say so.

**Vow** – "The President vows to veto the bill." Politicians make promises. Nuns take vows. And politicians are no ... well, never mind.

**Watched in horror** – Folks who happen to see a murder/earthquake/Wes Craven movie don't watch in joy, mirth or indifference (well, maybe the movie) so why state the obvious? And why use such an overdone cliché to make an obvious point?

**White stuff** – Is there some law against saying "snow" twice? If there were, the song would go, "Let it White Stuff, Let it White Stuff, Let it White Stuff!" One enlightened executive producer in Los Angeles wrote a memo forbidding writers to use this term. Bless her heart.

**White supremacist** – Putting aside its obviously non-conversational tone, "white supremacist" sounds too lofty. It's also inherently racist. Somehow, we never use "supremacist" without "white" before it. Violent radicals of different hues tend to be called "separatists," as if no member of any non-white race would dare think in "supreme" terms, no matter how twisted those terms may be. Unfortunately, no perfect alternative to "supremacist" seems to exist. Perhaps "hater." Your suggestions are welcome.

**Wreak havoc** – Bad enough this overblown term shows up in stories about earthquakes and hurricanes, but traffic jams? Do fender-benders really wreak havoc with the morning rush hour? Just tell folks how long they'll be sitting on the Interstate.

*Abe Rosenberg is a working newswriter who lives in Marina Del Rey, CA. His 22-year career in broadcasting includes radio, television, local and network news. He has written for New York City media WNBC-TV, WCBS-TV, WPIX-TV and CNN, and Los Angeles media KTTV and KCAL-TV. He is a local Emmy Award winner. He authors a newswriting column for Communicator (the RTNDA magazine), conducts newswriting seminars, and trains individual reporters, writers and producers.*



# 9 Newsroom Essentials

BY CHAD BRESSON





On September 11, Christians needed the news. As with any other segment of American society, Christians have the basic human instinct to know what is taking place beyond their own direct experience. And it is through Christian radio that listeners were connected to all the drama and emotion at Ground Zero and the Pentagon. A relationship was formed between the listeners and the firefighters, the rescue workers, the families who lost loved ones and the leaders who were forced to make sense of it all and form a response.

If our listeners at CDR Radio Network were a reflection of the way it was in the rest of the country, Christian radio listeners everywhere were glued to their radios as much as their televisions, feeding their interest, filling their prayer list and facilitating a Christian response. What were your listeners doing? Were you helping them stay informed so that they could respond with an informed worldview? Did they hear what they expected to hear from your ministry? Should you have offered more?

There never has been a more opportune time to build a Christian radio newsroom than right now.

Research shows Christian listeners want their stations to give them pertinent information for their lives — information that includes both local and national news. The technology to deliver that news never has been cheaper. Here's the shopping list of the essentials for putting a Christian newsroom together:





## 1. Create a mission statement

The first item will cost you absolutely nothing but a few hours of corporate introspection and reflection. What is the mission statement for your entire ministry? The news operation must proceed from the mission statement or it never will function properly. The mission statement keeps the newsteam focused on its responsibilities and gives competing divisions within your ministry a common goal to work toward together, not separately. This also provides for cohesive programming; the newsroom functions in tandem with the music and the programming, not outside of it.

## 2. Commit to do it right and do it well.

This commitment should be reflected in a purpose statement for the newsroom. This second item proceeds from the first, and while it may seem as though it costs you nothing, it could cost you everything. It should answer basic questions: How will the newsroom fulfill the mission statement of your organization? Do you know why you want a newsroom? What is the reason for your organization doing journalism? The purpose statement might also reflect Kingdom considerations: How will the news division advance the Kingdom?

This is an elementary exercise, but I believe it is an essential for a newsroom to be successful. Each piece of recording equipment, each software program, each story reported and every sound bite broadcast should conform to the mission and purpose statements of the organization and newsroom. I'm convinced that many attempts at building a credible newsroom in Christian radio failed because the journalism had no sense of purpose and the newscasts did not blend in with the rest of the format. News isn't something you do for the listener. News is something you are to the listener.

God has blessed me with an employer who believes in what we do and backs up that commitment with the support needed to do journalism well. But there are outlets I know where news is an afterthought in the programming and everything about the newsroom smacks of "throw the listener a bone" commitment. News isn't an experiment. It's a commitment that pays dividends in the long run, now and eternally. Are you willing to do what it takes and give it your unwavering support?

## 3. Hire a quality journalist(s).

This person (or people) must buy into your mission statement and make the vision "come alive". The station/network that is committed to doing news well will hire a journalist who loves doing news well and is capable of making it happen. The station that thinks it can get by with the sales manager and afternoon drive guy doing news is kidding itself if it thinks such an arrangement will satisfy the listeners' appetite for news. Credible journalism is done only by credible journalists ... and listeners know the difference between half-hearted attempts at news and true journalism that tells them something important about their lives. This may be the most expensive piece of essential "equipment" in the newsroom, but it's a piece that a station can ill afford to be without. If our experience at the CDR Radio Network holds true elsewhere, journalism done right will pay for itself.

## 4. Choose an audio news source.

Other than choosing a journalist for your newsroom, the second biggest decision in building a newsroom is choosing an audio news source. Your news partner will become part of the identity of the news division. Much could be written about broadcast news organizations and the pros and cons of choosing one that will be your partner. And it's not without controversy. The key question again is which broadcast news organization fits best with the mission and purpose statements that guide the decision making in the newsroom. There are many to choose from: USA Radio News ([www.usaradio.com](http://www.usaradio.com)), SRN News ([www.smonline.com/srnnews.shtml](http://www.smonline.com/srnnews.shtml)), AFR News ([www.afr.net/newafr/afnews.asp](http://www.afr.net/newafr/afnews.asp)), IRN News ([www.irmnews.com](http://www.irmnews.com)), ABC News Radio ([www.abcradio.com/radio/newsradio](http://www.abcradio.com/radio/newsradio)), CBS Radio News, Fox News Radio, NBC Radio News, and CNN Radio which are affiliated with Westwood One ([www.cbsradio.com/news.htm](http://www.cbsradio.com/news.htm)). Our primary news service is CNN Radio, a vital partner in helping our





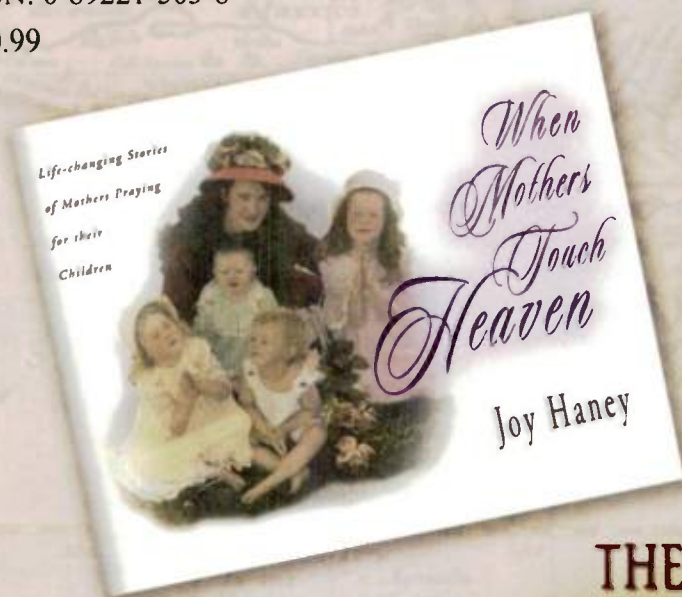
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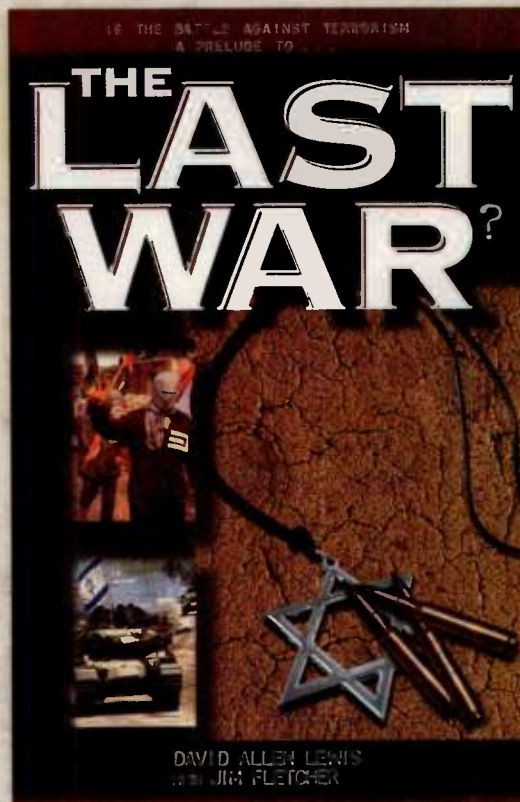
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listeners have an informed worldview. We also subscribe to the SkyLight Network ([www.nwc.edu/radio/skylight1/](http://www.nwc.edu/radio/skylight1/)) through which we also have access to AP Radio News ([www.apbroadcast.com/AP+Broadcast/Radio/default.htm](http://www.apbroadcast.com/AP+Broadcast/Radio/default.htm)) and SkyLight's "Religion Desk." Listeners are kept up-to-speed on missions news with Mission Network News and learn about cultural issues with Family News in Focus.

## 5. Select a news wire.

After the audio news service is chosen, the next important step is choosing a news wire that keeps the newsroom informed about breaking news. The Associated Press ([www.apbroadcast.com](http://www.apbroadcast.com)) is the standard because it's the most comprehensive, holding a virtual monopoly on radio news. When it comes to breaking news that can be critical to the perceived legitimacy of the news operation, there's only one other major wire source: Reuters ([about.reuters.com/media/off-newswires.asp](http://about.reuters.com/media/off-newswires.asp)), although this news organization specializes in financial news and international news.

There are many other sources that provide news that is useful to the Christian radio listener, albeit not as a breaking news wire. Some are subscription based: Agape Press, Evangelical Press ([www.gospel.com.net/epa](http://www.gospel.com.net/epa)) and Compass Direct are news services we use. Others include Ecumenical News International and the Religion News Service.

To list all of the sources that we use in our IMPACT NEWS room would be beyond the scope of this particular article. Besides the general news wires ([www.cwgh.com/pages/links/newswire.html](http://www.cwgh.com/pages/links/newswire.html)) here are just a few of the news sources we use: CNS News, WorldNet Daily, Religion Today, Christian Observer, Christianity Today, ASSIST News Service, Charisma News, World Magazine, NewsMax, Pro-Life InfoNet, LAM News, Pro-life E-news, EWTN, Christian Citizen, Minnesota Christian Chronicle, Bioethics Daily News, Crosswalk.com and World Faith News;

there's also the denominational news outlets: Baptist Press, ELCA News, United Methodist News Service, PCA News, PCUSA News, Episcopal News Service, Anglican News Service, American Baptist News, etc.

There are, of course, hardware and software considerations for both the audio news service and broadcast news wire. We capture CNN from Westwood One via satellite using a Starguide II receiver ([www.starguidedigital.com/ie2/internal/products.htm](http://www.starguidedigital.com/ie2/internal/products.htm)). SkyLight Network is channeled to the newsroom via satellite through a Wegener Unity 4000 receiver ([www.wegener.com/products/digitalvideo/u4000.html](http://www.wegener.com/products/digitalvideo/u4000.html)). The Associated Press installs and services its own equipment with a broadcast news-wire subscription.

Between the audio news service and the wire services, a foundation is laid on which the journalist can build with the in-house news operation. These news sources complement the local news operation established by the news team.

## 6. Choose good hardware and software.

There are some hardware and software essentials the journalist needs to help him do his job right. The first is a good mixing board, preferably in a separate room from the main board. The board should have enough inputs for the journalist's other tools: mic, computer, phone, recording equipment and various other sources for audio news. One important board consideration that helps in times of crisis/emergency is the ability to go "live" from the news board.

We're currently "under construction" at CDR Radio, and our board will be a LPB Blue5C ([www.blue5c.com](http://www.blue5c.com)). We're currently using a Radio Systems board ([www.radiosystems.com/Products/consols.html](http://www.radiosystems.com/Products/consols.html)) which also works quite well. Additional inputs can be created using standard patching equipment; we use the Zercom Broadcast Patch Switch. The mic is an Electro-Voice RE20 ([www.electrovoice.com/index.htm](http://www.electrovoice.com/index.htm)). One other hardware necessity on the board is a telephone interface that connects the phone with the mixing board. This is a must for interviews that are recorded over the phone. We use the Gentner Communications Tele-Hybrid ([www.gentner.com/products/bti/#TELEHYBRID](http://www.gentner.com/products/bti/#TELEHYBRID)).

## 7. Determine news software for the satellite receiver.

How will the news team read the news wire off the satellite receiver? News software is a must, and as the technology has developed and the Internet has matured, there are some excellent news software packages that make the actual production of a newscast the easiest it has ever been. Many of the latest news software programs are tailored to integrate with Web site considerations, allowing journalists to publish stories right to the organization's Web site





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from the program. AP NewsDesk ([www.enps.com/products/newsdesk](http://www.enps.com/products/newsdesk)) is free with a news wire subscription. (AP also has an advanced version of the NewsDesk offered at a higher subscription rate). We currently are using NewsReady ([www.wireready.com/products/WireReady32/NewsSystems.htm](http://www.wireready.com/products/WireReady32/NewsSystems.htm)). There's also NewsBoss ([www.news-boss.com](http://www.news-boss.com)), and Dalet's News Acquisition: ([www.dalet.com/index.html](http://www.dalet.com/index.html)) available, depending on the needs and tasks of the newsroom.

We also use Scott Studios' AXS radio automation software ([www.scottstudios.com/axs.html](http://www.scottstudios.com/axs.html)) to "capture" and hold audio news files from CNN, Skylight, and Mission Network News. These files can be edited at the convenience of the journalist, rather than having to manually capture the newscasts as they occur in real time.

## 8. Use a good computer.

An assumption with all of the above is that the journalist has a good computer to work with in the newsroom. Such a computer needs to be fast, reliable, and able to hold the substantial memory required in editing and broadcasting audio files. Our newsroom has been paperless for the past two years, meaning the computer is an input on the news board so that all of the newscasts can be read and broadcast from the computer itself.

Cool Edit 2000 ([www.syntrillium.com/cooledit/](http://www.syntrillium.com/cooledit/)) serves as our audio editor and conveniently integrates with our NewsReady software. Digital editing has revolutionized how news is produced in the newsroom, requiring a shadow of the time necessary from the days when splicing and editing reel-to-reels and recording carts were standard newsroom operations. In fact, CNN Radio and Mission Network News have all of their newsfeeds available on the Web. These MP3 files can be saved into a file shared by Cool Edit 2000 and immediately edited, eliminating "real time" completely from the capturing process.

The computer must have online access. Many of the news sources have e-mail newsletters on a daily, even breaking-news basis. Other news sources, such as Mission Network News and CNN Radio mentioned above, provide audio via the Web. There are hundreds of news organizations now online that provide background and research materials for news gathering. Lexis-Nexis ([www.lexis-nexis.com/default.asp](http://www.lexis-nexis.com/default.asp)) is the world's largest resource for background information (available on a subscription basis) and most govern-

ment agencies and offices now provide their data and public information online.

## 9. Operate in the field.

The audio news service and the news wires serve as a foundation for the news operation. But the real reporting and the news gathering that gives the news operation its credibility, in the community and with the listener, is done in the field. A news team that operates in the field is the difference between radio ministries that are feeding the listeners a bone with news and those who are serious about affecting Christian worldviews. An effective journalist must have reliable tools for newsgathering in the field. The basics: a good mini-disc machine. I swear by the Sony MZ-R70 ([www.minidisc.org/r70/](http://www.minidisc.org/r70/)), but Sharp also has a good product: ([www.sharp-usa.com/products/TypeLanding/0,1056,75,00.html](http://www.sharp-usa.com/products/TypeLanding/0,1056,75,00.html)).

Obviously, a good field mic is important. I use the Shure VP64AL ([www.shure.com/vp64.html](http://www.shure.com/vp64.html)), the most widely used field microphone in journalism. It is rugged (not all news events are quiet offices with plushy carpet), weather tolerant and omni-directional, which is important for events where good mic positioning isn't feasible. And finally, a cell phone, which is a valuable tool for live reporting from the field.

Those are the necessities for building a viable newsroom in the 21st century. Certainly, there are other non-essentials that serve to enhance the capabilities of the journalist that we use at IMPACT NEWS. Among them: Lap-top with Cool Edit 2000 software; adapters and cords for any "sound" scenario that might crop up in covering an event; cable television subscription to monitor CNN-TV, Fox News, MSNBC, and C-SPAN; bank of televisions in the newsroom to monitor those cable news outlets; station vehicle dedicated to news purposes; cassette recorder; VCR; ISDN line; and a Vector Comrex unit for "live" events.

All of these "toys" are mere tools that are used by the journalist not only to inform the listeners and enhance their worldviews, but also to advance the mission of the Christian organization and in doing so, to help accomplish the agenda of the King whom we serve. Christian radio listeners appreciate good news operations. Our "CNN Radio plus IMPACT NEWS" coverage in the aftermath of the September 11 attacks may be one reason why the CDR Radio Network was blessed with a record "Ingathering" a few weeks ago. Our listeners have come to expect us to give them information they aren't getting anywhere else. We like to think having a quality newsroom built on a mission helped us to deliver on those expectations.

*Chad Bresson is news director for IMPACT NEWS. Reach him at [bresson@cdradio.com](mailto:bresson@cdradio.com) or 800-333-0601.*







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# NEWS RELEASES: 7 Deadly Sins and 8 Bonehead Mistakes

BY JOAN STEWART

**W**hatever you're announcing, a news release often is your only chance to make a great first impression. Media outlets receive them by the truckload. That means sloppy, inaccurate, pointless releases are the first to hit the newsroom wastebasket. To make sure yours isn't one of them, avoid these 7 deadly sins and 8 bonehead mistakes.

## 7 Deadly Sins

1. Providing insufficient or wrong information. Particularly telephone numbers. Releases must be complete, accurate and specific.
2. Writing too long. They should be no longer than two pages.
3. Sending it too late. Mail or fax it at least two weeks before an event, preferably three or four. Many magazines work four to six months ahead of time.
4. Sending a release with no news value. News is what happens that is different. If it isn't different, it isn't news.
5. Using blatant commercialism. Avoid hackneyed words and phrases such as spectacular, incredible, the only one of its kind, breakthrough, cutting-edge, unique and state-of-the-art.
6. Omitting a contact name and phone number. At the top of the first page in

the left corner, let editors know who they can call if they have questions.

7. Calling after you send a release. Questions like "Did you get my news release?" or "Do you know when it will be printed?" will brand you as a pest. Don't follow-up with a phone call to see if the media got your release, unless you are absolutely sure that someone will check for you. Most reporters and editors don't have time.

## 8 Bonehead Mistakes

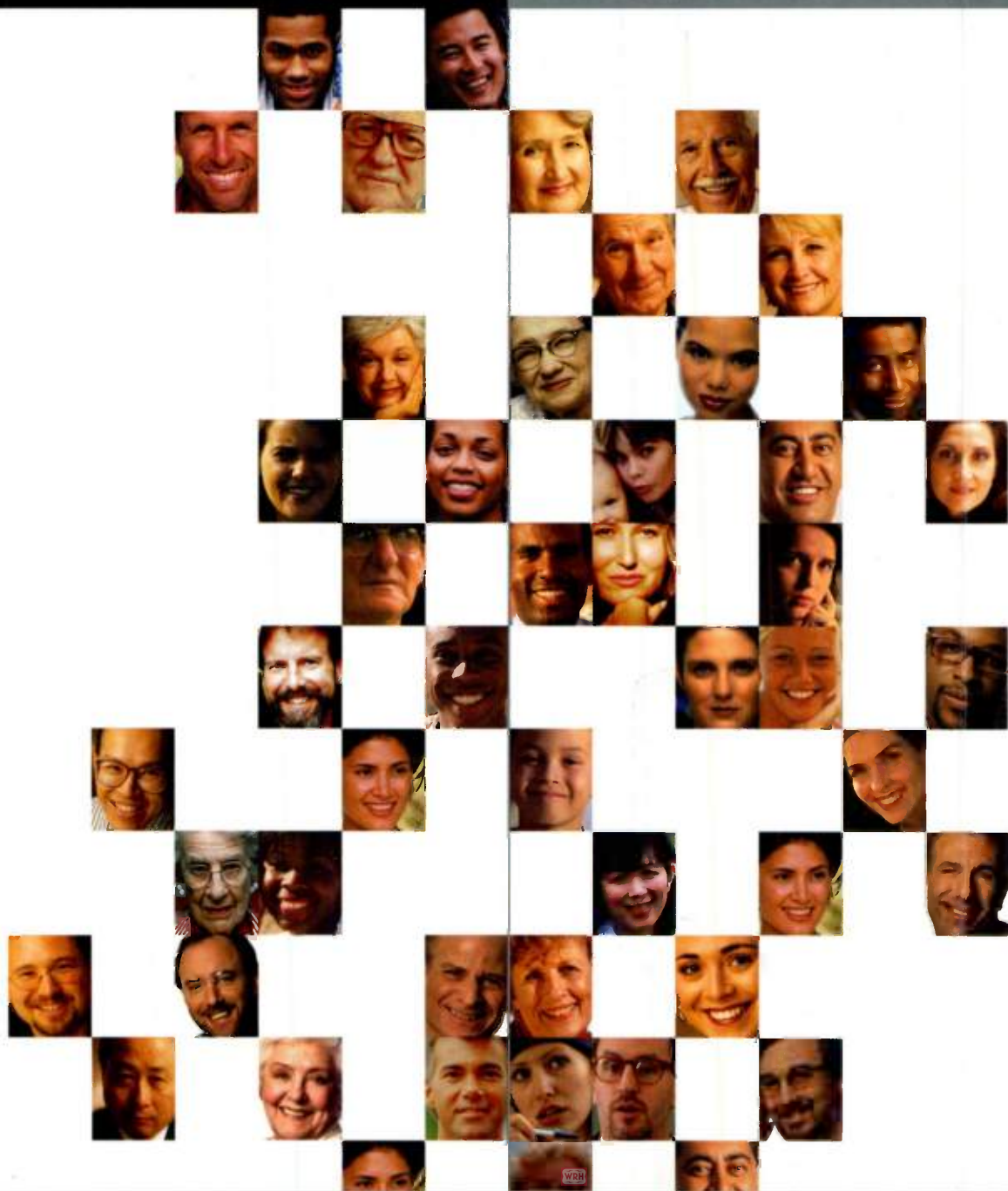
1. Using outdated media reference books. Double-check to see if the person to whom you are sending the news release still works there and that the address is the same. A news release sent to an editor who died 10 years ago eventually will be routed to the right person, but they'll think you don't care about the paper or who works there.
2. Sending the same release to more than one department at the same media outlet without attaching a note that tells the editors you are doing so. I worked at a newspaper that unknowingly printed the same news release three times in different sections of the paper, on the same day.

3. Sending a photo that lacks identification. The back of each photo should have a sticker that includes the person's name, title, company and telephone number.
4. Forgetting to give the booth number if you're writing about a new product that is being featured at a trade show.
5. Sending the news release in the wrong format. Know what method your recipient prefers: fax, e-mail or snail-mail.
6. Failing to specify what the news release is about in the subject line. Don't just type "news release."
7. Sending news releases as an attachment. Opening attachments is time-consuming, and many companies these days are wary of attachments because of viruses.
8. Sending news releases as a zipped file that must be downloaded, unzipped and read into a word processor.

*Joan Stewart, a media relations consultant and professional speaker, publishes The Publicity Hound's Tips of the Week, a free weekly e-zine on how to get free publicity and work with the media. Subscribe at her Web site, [www.PublicityHound.com](http://www.PublicityHound.com), and receive free by autoresponder the handy list, "89 Reasons to Send a News Release." Contact her at [jstewart@PublicityHound.com](mailto:jstewart@PublicityHound.com) or at 262-284-7451.*



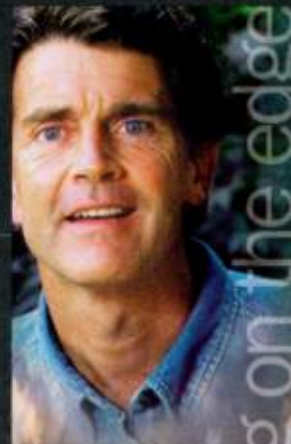
growing an audience requires . . .







World Missionary  
Evangelism



Chip Ingram



Alliance Defense Fund

growing ministries . . .



Dr. Tony Evans



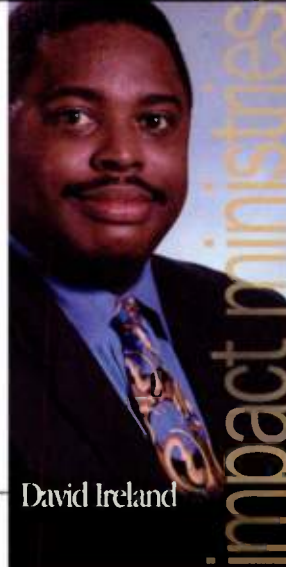
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Family Research Council



Stephen Sumrall



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Premier Christian Radio



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Adrian Rogers

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- Fundraising
- Media Services



Chuck Swindoll

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Hank Hanegraaff

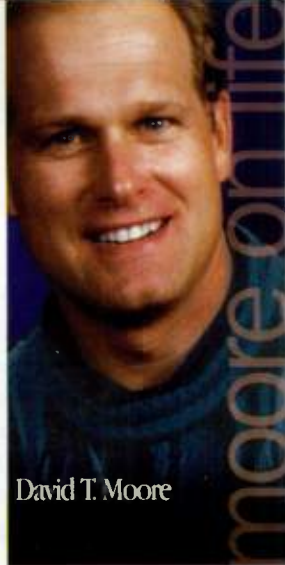
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Open Doors

Dr. Richard Land



David T. Moore



The background of the page is a complex, textured composition. It features a grid of light-colored lines overlaid on a darker, mottled background. A figure in a dark suit is visible, appearing to be in motion or falling, with a bright, circular light effect around their head. The overall aesthetic is abstract and somewhat surreal.

# How to Make Your Fund-raising More Productive

Recent months have been tough on broadcast ministries.

Even before last year's terrorist attacks on America, many ministries were struggling to meet their goals as the faltering stock market and the resulting economic uncertainty negatively impacted donor giving.

The terrorist attacks only compounded the difficulties. And today, six months later, many ministries are still struggling to cope with the new realities of fund raising in an uncertain and often volatile environment.

Some ministries have fared far better

than others. I'm not referring to those that might have had a direct part in post-September 11 relief and recovery efforts.

A number of KMA clients have come through the recent crisis in solid shape and, in fact, finished 2001 ahead of projections. More than one ministry has even recorded double-digit percentage increases in income raised in 2001 compared to 2000.

Why did these ministries succeed when so many others have struggled just to keep their heads above water?

There's an old adage applied to govern-

ments and their leaders that says, "In time of peace, prepare for war. In time of war, prepare for peace." Ministry leaders should heed the same advice. When times are good, fine-tune your fund-raising philosophy and strategies to better cope when the inevitable challenges come — war, stock market plunges or other crises. During down times, rely on those strategies to carry you through.

It's like the sailor who wisely takes the time on calm, sunny days in port to repair rigging, to patch leaks and to make sure





# Efforts in Tough Times

BY TOM MCCABE

his electronic gear is shipshape. He knows he will inevitably hit heavy seas when everything needs to be working properly to sail through the gale.

This is one thing organizations that have been the most productive during the recent tough days have done. They were ready before the crisis hit and therefore have fared better in it. I have observed that these ministries share some common characteristics, against which you may want to measure your own organization's plans and strategies.

## **Diversify**

First, ministries with diversified fund-raising efforts do better in tough times. In my experience, too many ministries put all or most of their eggs in one basket, such as direct mail fund raising. Of course, I'm a big advocate of direct mail. But relying on direct mail alone is like trying to sit on a three-legged stool with one leg removed. It can be done, but not with a high degree of confidence.

The wiser approach is to cultivate multiple sources of funding from foundations, churches, wills and bequests, return receipt income,

and large current gifts from major donors who are cultivated through one-on-one contact. By strengthening each of these areas while developing other emerging avenues, such as Internet fund raising, you will be better positioned to weather a downturn.

For example, I know of one ministry that saw a \$2 million drop in gifts from major donors in 2001. Strong performance from other fund-raising efforts more than offset the decline, and the ministry actually finished the year ahead of projections.

This past fall, another ministry with



which I am familiar received two mid-six-figure contributions — one in response to a regular direct mail fund-raising letter and the other in response to a receipt thank-you letter.

Not surprisingly, both of these gifts came from donors with whom a ministry representative had meticulously cultivated a relationship over the course of many months through personal visits, letters and phone calls. Nobody expected these donors to send such large gifts in response to a mail request or receipt. But one thing is nearly certain: without the intensive personal cultivation, those gifts wouldn't have come in through any means. This leads us to another important guiding principle.

## **Praeto Principle**

Second, to be productive during tough times, spend more time relating to your donors. Take the time to make frequent personal contact with your best donors. The Praeto principle is an axiom that should always guide us: 80 percent of income comes from 20 percent of donors.

Therefore, it is wise, whether times are good or tough, to focus a great deal of energy on letting these people know that you appreciate their partnership.

But there's more to it than that. Spend time with these donors to learn exactly what areas of your ministry interest them the most and then thoughtfully present funding needs — and results — in those specific areas. Donors appreciate this because it helps meet a need of theirs to contribute in a deliberate and planned manner to your ministry in ways that have specific and quantifiable impact.

Many donors at this level also appreciate direct, personal, spiritual ministry from your organization to them. Make it a point to offer to pray for these donors, to share Scripture with them and to talk about what God is doing in your life and in the life of your ministry. Communicate authentically, as you would with a true friend, because that is what these donors are. They are people — Christians — first, and donors second.

Even though the majority of your donors will never ascend to major donor status, each one deserves to be treated with

the utmost respect. That's what Jesus commands. It's a Kingdom value. In God's economy, the widow's mite — a sacrificial gift that is given out of poverty, not abundance — has greater significance than a substantial contribution given out of abundance. Identify those most committed donors and return the compliment of their involvement by sharing more deeply with them.

## **Relationships**

Third, you will fare better in tough times if you build strong, respectful relationships with your entire base of supporters.

Despite overwhelming evidence that high-pressure direct mail fund-raising tactics turn off and burnout donors, many ministries still do it. Too much fund raising is driven by technique and the need for immediate gains rather than by a desire to cultivate a lasting relationship with people who believe in supporting your ministry's mission.

For instance, I have found that Bible-teaching broadcast ministries have tremendous success in direct mail fund raising when they first focus on ministering to the donor through letters. Sharing biblical insights and exhorting and encouraging the donor in a warm and authentic way is far more productive over the long term than hammering away month in, month out, pleading and begging for gifts to solve some financial emergency.

This does not mean that direct mail letters soft-pedal needs. It simply means that the donor's needs for spiritual encouragement and nurture are given priority. By meeting those needs — by continually giving to the donor — the ministry has better standing to ask for financial help and is more likely to receive it.

Then, when an authentic crisis hits your ministry, an emergency-type appeal will be far more effective because you have built a deep reservoir of goodwill with donors who will rise to the occasion to support your ministry.

## **Positioning**

Finally, you'll fare better in tough times if you continually build and reinforce your

position in the marketplace. People give to your ministry because they perceive you do something unique that no other ministry does in quite the same way. Make the most of this. Find out what makes your ministry stand out in your donors' minds and stay focused on articulating your uniqueness.

In other words, be who you are and what your donors expect you to be. Clearly show how you are delivering on that uniqueness. Perceived sudden shifts in ministry focus confuse and upset your supporters. Demonstrate that you are keeping a steady hand on the wheel and your donors will follow along with you. If it is perceived that you suddenly change course, you'll leave some, and perhaps many, behind.

For instance, I observed one Christian media ministry jump into the November 2000 election controversy, promising donors that their gift would help ensure a correct outcome. The only problem was that this ministry did not have a track record of being involved in any way in electoral politics. Therefore, the effort seemed exploitative and inauthentic and certainly confused many donors. My advice for you is to stay the course: identify what you do well and what your donors appreciate, and stick to it.

The most important point I can make to you is this: don't wait until tough times hit to make radical adjustments to your fund-raising strategies. If you have done the fundamentals — diversified your sources of funding, cultivated strong relationships with all your donors, communicated with them authentically and with ministry foremost in mind — all while continually reinforcing your position in the marketplace, you will be well-situated to be more productive in tough times.

Take stock now. No one knows when or if even tougher times will hit or when the good times will roll again. Adhere to the right principles of stewardship now and trust that God will meet your ministry's needs.

*Tom McCabe is chairman of KMA Companies. Contact him at [tmccabe@kma.com](mailto:tmccabe@kma.com) or 972-244-1900*



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# Benchmarks Matter

## Behind the benefits of internal assessment

### Executive Summary

- Internal evaluations are beneficial to organizations.
- A complete evaluation includes organization strategy, organization design and organization culture.
- Assessing subjective issues requires evaluating behaviors and practices more than specific results.
- Assessment can turn deficiencies into strengths.

BY CURT SWINDOLI

Say the word "assessment" and eyes begin to glaze over! But some non-profit organizations are beginning to realize the significant benefits that come from conducting an internal evaluation. In fact, the value of an organization assessment is so strong that we believe they should be conducted at least as often as a financial audit, and that no major change effort should ever begin without first performing a comprehensive review. Some of the benefits to conducting internal evaluations include:

- Assessments provide an objective benchmark against which future progress can be measured, even if what is being evaluated is subjective in nature.
- Assessments ensure that "top priorities" are indeed "top priorities."
- Assessments provide a context for understanding why change is important, and even necessary.
- Assessments create a sense of ownership of the current situation and the need for improvement.
- Assessments encourage open communication between non-management staff and leadership, a quality to successful change initiatives.



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## - Main Menu -



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1 packet of Vanilla Pleasure  
6 ice cubes or 1 cup crushed ice  
1 1/2 cups skim milk or chilled water  
1/2 medium to large fresh  
or frozen banana

#### 2. VANILLA STRAWBERRY FRUIT BURST

1 packet of Vanilla Pleasure  
6 ice cubes or 1 cup crushed ice  
1 1/2 cups skim milk or chilled water  
1/2 cup fresh or frozen strawberries

#### 3. VANILLA FRAPPACHINO

1 packet of Vanilla Pleasure  
12 ice cubes or 2 cups crushed ice  
1/2 cup skim milk or chilled water  
1 to 2 Tbs. naturally decaffeinated  
instant coffee crystals



### Chocolate

#### 1. CHOCOLATE BANANA FRUIT BURST

1 packet of Chocolate Daydream  
6 ice cubes or 1 cup crushed ice  
1 1/2 cups skim milk or chilled water  
1/2 medium to large fresh  
or frozen banana

#### 2. CHOCOLATE STRAWBERRY FRUIT BURST

1 packet of Chocolate Daydream  
6 ice cubes or 1 cup crushed ice  
1 1/2 cups skim milk or chilled water  
1/2 cup fresh or frozen strawberries

#### 3. CHOCOLATE FRAPPACHINO

1 packet of Chocolate Daydream  
12 ice cubes or 2 cups crushed ice  
1/2 cup skim milk or chilled water  
1 to 2 Tbs. naturally decaffeinated  
instant coffee crystals

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## Who benefits?

Everyone who has a vested interest in seeing your ministry work effectively and efficiently will benefit from conducting an organizational evaluation. To be sure, the results of an evaluation are not for external use. Your donors and key supporters will be able to distinguish between those organizations that take the time to identify their top priorities — and then build action plans around those priorities — versus those that do not.

The goal is betterment, not perfection. Wise donors respect organizations that honestly recognize and address internal constraints, and balance the goal of internal improvement against the pursuit of new ministry programs.

## What does it include?

Tools that clarify the culture of an organization and portray the unique personalities of colleagues have been around for a long time. These personality “inventories,” as they are often called, do a good job of defining individual strengths and improving the way people relate to each other. But understanding individual strengths is only a small part of an organization’s condition. A complete evaluation is one that assesses an organization in three major areas:

1. **Organization Strategy.** Includes the behaviors vital to envisioning a future, creating something of value in the eyes of customers, and then building and sustaining a unique position in the marketplace.
2. **Organization Design.** Includes the internal structures and systems of the organization, including your staff structure, the condition and use of information, and the organization’s unique skills and abilities.
3. **Organization Culture.** Includes the behaviors necessary for building and sustaining a strong staff and competent leadership.

## How is it accomplished?

Assessing subjective, qualitative matters is usually more difficult than evaluating their objective, quantitative counterparts. For example, most people have no problem reviewing actual versus budgeted

financial results (although many organizations fail to do even that) and drawing conclusions, but find the challenge of evaluating, say, fund-raising systems to be much more difficult. Obviously, determining the condition of such systems requires a different approach.

Assessing subjective issues requires evaluating behaviors and practices more than specific results. In 1 Timothy, Paul depicts this principle when he directs the church to evaluate its leaders by looking at the fruit and condition of their personal lives. To do this, however, requires that we first understand the behaviors, practices and results common to world-class organizations.

For example, evaluating the human resource systems in an organization means knowing that selective recruiting practices, employee orientation programs, performance management processes, staff development and continuous learning systems, and reward programs all are vital elements to cultivating a healthy staff. Once those elements have been identified, they can then be further broken down to specific behaviors and practices that are necessary for a healthy human resource system.

Having a broad understanding of the breadth of issues important to a healthy organization is difficult without becoming a serious student of organizational practices. Many ministries hire a consultant to assist them with this process.

Minus a consultant, an internal survey is needed. It would be used to obtain input from staff, much as you might survey your donors for their interests in your ministry and their satisfaction in their relationship with you. Results are then synthesized into a handful of conclusions.

An assessment instrument will reduce the amount of consulting time and cost typically needed to deliver a comprehensive report. The results may be so compelling that donors, board members or even foundations will be interested in underwriting a portion of the engagement fee.

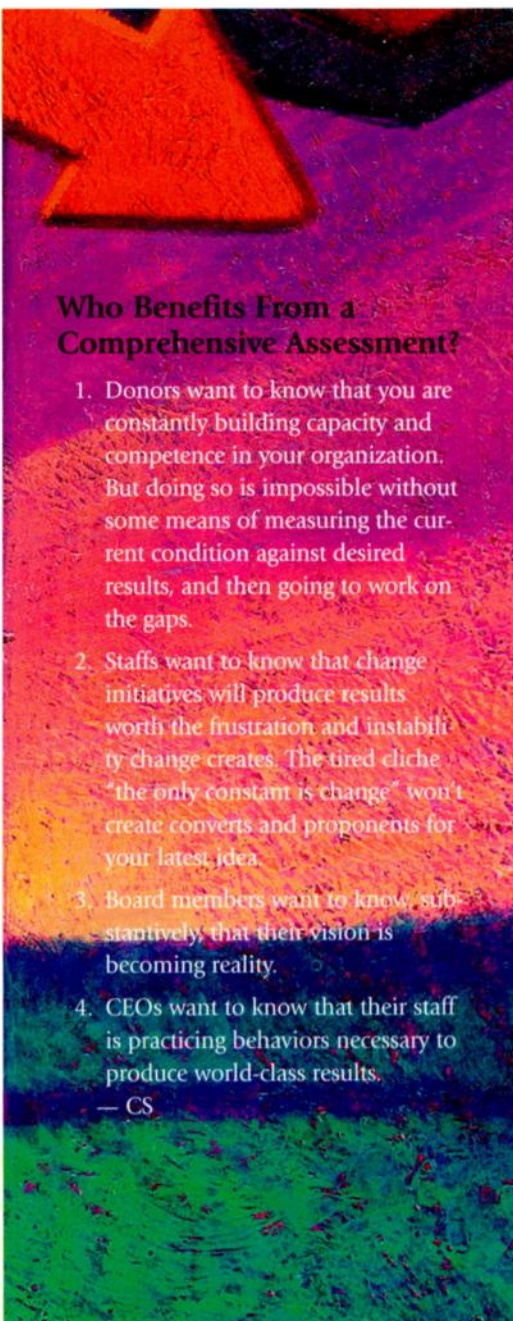
## Conclusions

Donors have an interest in identifying world-class institutions. They desire to know that they are supporting organizations that are continuously developing greater competence and capacity. Board members and management teams must understand that

change begins not with staff memos, software conversions or retaining programs, but with assessment. Assessment results, in turn, must be used to develop specific action plans that reflect how deficiencies will be turned into strengths.

I am convinced the strategic and financial impact of such an effort by your organization will do more for your donors, customers and staff than virtually any other single effort you could initiate.

*Curt Swindoll is CEO of Cool Strategies ([www.coolstrategies.com](http://www.coolstrategies.com)), a firm that helps mission-minded organizations to achieve their calling through improved strategic planning and decision-making. It specializes in organizational assessments and action planning using a tool called Virtual CEO. Reprinted with permission from ECFA’s FOCUS on Accountability.*



## Who Benefits From a Comprehensive Assessment?

1. Donors want to know that you are constantly building capacity and competence in your organization. But doing so is impossible without some means of measuring the current condition against desired results, and then going to work on the gaps.
2. Staffs want to know that change initiatives will produce results worth the frustration and instability change creates. The tired cliché “the only constant is change” won’t create converts and proponents for your latest idea.
3. Board members want to know, substantively, that their vision is becoming reality.
4. CEOs want to know that their staff is practicing behaviors necessary to produce world-class results.

— CS



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Television Producer and Director Phil Cooke interviews Barbara Nicolosi, creator of the Act One Screenwriting Workshop in Hollywood.



Every year the NRB Boot Camps expand to include more exciting topics. Designed to be all-day, practical, "real-life" workshops hosted by industry professionals, the NRB Boot Camps offer a more intensive learning experience than a typical workshop. In these tougher economic days the Boot Camps are terrific values, providing timely resources that keep your projects lean and on-target.

NRB Board Member Phil Cooke, creator of the Television Boot Camps, reports that he is most excited about the new Film and Television Production Boot Camp. "Every year at the NRB Convention, I talk with more and more attendees who are interested in making movies and television programs designed for the mainstream audience. While producing programs for Christians is still critically important, there's always been a growing interest among Christian producers to enter the arena of secular broadcasting and distribution in order to impact the greater culture with the Gospel. That's what the Film and Television Production Boot Camp is all about."

If you've always wanted to make that movie or television program that will reach the unreached, don't waste time and money going it alone. Pack up your screenplays, treatments and program ideas and head to the Film and Television Production Boot Camp at NRB 2002 in Nashville, TN. This year, one of Phil's featured guests will be Barbara Nicolosi, one of the founders and instructors of the acclaimed Act One Screenwriting Workshop in Hollywood. Barbara has successfully taught screenwriters from across the country the secrets of successful storytelling and her workshop is rapidly expanding to other cities. Recently, Phil had the opportunity to interview Barbara and find out a little of what we can expect from her at this year's Boot Camp.

**Phil Cooke:** *Tell me a little about the Act One Screenwriting Workshop and your background teaching screenwriting.*

**Barbara Nicolosi:** When I first arrived in Hollywood, my belief was that the entertainment industry was minimally anti-God, and certainly anti-Christian. Armed with a background in marketing and a graduate degree in cinema, I landed a job at a production company that was known for developing projects that reflected a Christian worldview. After having read hundreds of scripts mainly from believers, it became very clear to me that Christians in Hollywood were not being persecuted — we were committing suicide. The level of the writing that comes from the Church into the mainstream media is generally pathetic. First of all, there just aren't enough projects coming from people who have God in their framework. Those that do, suffer from being so desperately earnest that they make for terrible

entertainment. Christian productions tend to be marred by an absence of creativity, thoughtfulness and professionalism. I became convinced that if we were going to make any inroads into mainstream entertainment, we were going to need to seriously train a new generation of writers.

Fortunately, the Holy Spirit inspired several Christians working in the industry with the same insight. At the invitation of Inter-Mission — a ministry to Christians in Hollywood, we came together to create a program that would be a complete education in the screenwriter's life and craft, as well as provide spiritual and ethical formation. Now heading into our fourth year, we have over 75 professional writers and producers on our faculty and are beginning to see our alumni sell projects to the secular industry.

**Phil:** *How important is the ability to tell a story?*

**Barbara:** It is the absolutely critical first decision that a writer makes. Far too many writers start writing before they have really hashed out a story that is worth working on. There are so many things to consider before you start. From a Hollywood perspective you have to understand the elements that make any story suspenseful and entertaining. Is this story compelling, relevant, commercial and affordable? Is the story's arena intriguing? Is the plot clever and fun? Are there roles here that will give actors something to sink their teeth into? From a Christian perspective, will this project draw people toward the good? Are my characterizations respectful of human dignity? Will my viewers feel violated by this project or inspired?

**Phil:** *Can storytelling techniques be learned?*

**Barbara:** There are definitely rules and devices that can be mastered that provide a framework for solid storytelling. Once a writer has mastered these and has a proficiency in the craft, then there is scope for individual artistry and talent to come in and play with the boundaries and formulas of good storytelling.

Too many new screenwriters

**We need to banish fear and commit ourselves to working side-by-side with the secular people in the industry so that we can learn from them, become their friends [and] can witness to them.**

**Christian television tends to remind me of a painter who has 40 different shades on his palette, but elects to only use blue.**

**We need to commit ourselves to excellence and artistry and the highest standards of professionalism in entertainment.**



do not respect what works in the art of storytelling. They haven't read enough great literature and analyzed enough classic fictional characters to be able to detect that patterns that are present.

**After having read hundreds of scripts mainly from believers, it became very clear to me that Christians in Hollywood were not being persecuted — we were committing suicide.**

that speak a thousand words. Then, decisions about the way those images are composed and juxtaposed add deeper levels of meaning. On an aural level, clever dialogue, contrasting ambient sound and, of course, the musical score can all add more textures and layers to a production. Most Christian scripts

**We need to stop elevating mediocrity, just because mediocre projects are the only thing coming out of the Church these days in entertainment.**

exclusively depend on dialogue-driven narratives to achieve an emotional effect. They feel flat and boring to the viewing audience, which has so many more tantalizing projects to consume from secular producers. Christian television tends to remind me of a painter who has 40 different shades on his palette, but elects to only use blue.

*Phil: What will it take to really make an impact in the media for Christ?*

*Barbara: We need to stop sucking our thumbs and whining like victims. We need to commit ourselves to excellence and artistry and the highest standards of professionalism in entertainment. We need to*

**Hopefully, you will come away from my workshop with a much better understanding of the shape of the entertainment industry as a mission field and what is required of those who would be apostles in that arena.**

*Phil: Christian television doesn't feature many story-based programs. Should that change?*

*Barbara: Without a doubt. It's a matter of being smart fiscally and getting the most cultural bang for our bucks. There are so many levels of communication possible in a screen production. Just on the level of visual impact, a production can create images*

support those Christians who are working in the media mission field with prayer and training. We need to stop elevating mediocrity, just because mediocre projects are the only thing coming out of the Church these days in entertainment.

We need to banish fear and commit ourselves to working side-by-side with the secular people in the industry so that we can learn from them, become their friends and witness to them. The Church has a very outsider mentality when it comes to Hollywood, which is bad strategy. There is no need to reinvent the wheels of popular culture. We just have to take them over.

*Phil: Jesus was a master storyteller. Why don't more pastors and ministry leaders tell stories today?*

*Barbara: My experience is that people of faith have very little faith in people. They don't think people will "get it" if they don't splay out their message in ten-foot high neon lights. Also, coming up with parables is hard work. It is one of the hardest activities a person can undertake. Christians tend to be lazy and not willing to do for God what secular people are willing to do for money.*

*Phil: What will you be teaching during our Film and Television Production Boot Camp in February at the NRB Convention?*

*Barbara: I will be giving a presentation called, "What Hollywood Knows About Storytelling." We will look at how the industry evaluates a narrative project (and actually even a documentary one) on the level of story. Is it commercial? Is it relevant? Is it smart? Does the plot gel? We will also look at some aspects of professionalism that Christians need to be committed to if they are going to succeed as apostles in the mainstream media. Too often, Christians distinguish themselves for treating people with less professionalism than the pagans do. It is a very bad witness and undoes everything we preach with our lips.*

*Phil: If I work as a media professional at a church, Christian TV station or ministry, why should I come to your workshop?*

*Barbara: Hopefully, you will come away from my workshop with a much better understanding of the shape of the entertainment industry as a mission field and what is required of those who would be apostles in that arena. You will find many tools to evaluate the projects that come to you so that you save a lot of money and time by not starting out on a production process that, in the end, will bear very few fruits in the culture or in the Church.*

*Phil Cooke is producer/director with Phil Cooke Pictures, Inc. ([www.cookefilm.com](http://www.cookefilm.com)). For more information about the NRB Boot Camps, check the Web at [www.nrb.org](http://www.nrb.org).*



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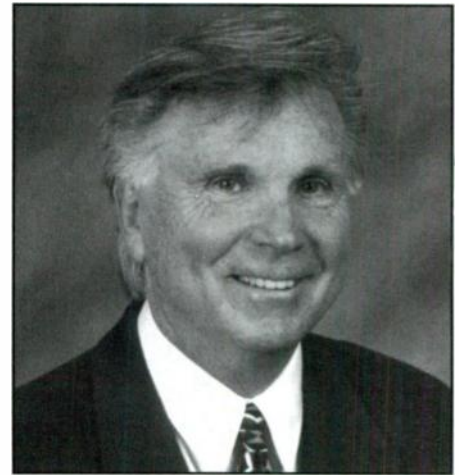
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# THE DIGITAL REV

AN INTRODUCTION TO ON-DEMA



Three years ago, sometime after midnight on an otherwise nondescript night in December, I discovered on-demand streaming. It was quite accidental. I was on the Internet, and began to search for sermons by Charles H. Spurgeon, a great British preacher from the 19th century. I wanted to “hear” rather than read Spurgeon, and I was sure a dramatic reading of some of his sermons existed somewhere. Surely I could order tapes on the Internet and have them sent to me a few days later. That night, instead of ordering tapes that I never found, I “streamed” a Spurgeon sermon — right there, while sitting at my computer in the middle of the night in Arlington, VA.

At one level, I shouldn't have been surprised. After all, I was simply downloading a digital file to my computer and accessing its contents. I downloaded images every

where the master tapes of more than seven years' worth of sermons were stored on decaying analog tapes. What an investment of time those tapes represented! How many people around the world could benefit from that teaching! A message delivered five years ago could help someone today!

One sermon in particular was helpful to Duncan and he wanted to send a copy to some college friends. It took him two weeks to duplicate the tapes, find his friends' addresses and take a trip to the post office. There had to be an easier way that required less legwork. Soon, Duncan would also discover digital delivery and its application for the spread of the Gospel.

### DEFINITION OF TERMS

This is an article about streaming and digital delivery, and before going any further, I want to provide you with a crash

have a very narrow pipe, it takes a long time for a gallon of water to flow through it. Likewise, if you tried to take a file off a 74-minute CD and download to your computer through a 56kbit/sec connection, it would take over 26 hours! The breakthrough invention that made streaming a reality was the development of various compression algorithms. The compression algorithm searches through an audio file and removes the frequencies that will have the least effect on sound quality. The result is an audio file that is much smaller than the original. With current technologies, we're able to compress a file 20 times without any noticeable loss in quality. Many streaming media files are up to 100 times smaller than the originals. This allows you to listen as it is being downloaded.

Many algorithms exist today that create compressed file formats. The three most

# OLUTION ND STREAMING AND DIGITAL DELIVERY

BY J. SEBASTIAN TRAEGER

time I accessed a Web page on the Internet. To a computer, a digital file is a digital file. It's a bunch of ones and zeroes. If I could download image files, then why shouldn't I also expect to download audio files?

But at another level, the experience was revolutionary. “You mean, I can listen to anything I want, at any time, from anywhere? That's incredible!” At once, I recognized the power of digital delivery, and the potential it had for revolutionizing the way we communicate. In particular, I recognized the potential there was for Christians to harness this tool for the spread of the Gospel to all nations.

Duncan Rein, who would eventually become my business partner, had a similar “Ah ha!” experience a few months later. Preparing to go to graduate school, he was helping his pastor adapt a series of sermons into a book. Thinking it helpful to actually listen to the sermons, he went into a closet

course on definitions, terms and concepts. There is no embarrassment if you've never heard of streaming. Just one month ago, my own sister asked: “What's streaming?” Never mind that I've been working to help Christian ministries to do this for more than two years; the point is that streaming is still a relatively new technology.

Streaming is the popular name for sending audio and video content over the Internet. When you stream an audio file, you are receiving the file as a continuous stream of “packets.” Rather than send the file all at once, your computer receives smaller, more digestible pieces of the file. When it receives the first piece, it begins playing it, and in the meantime it is receiving the second piece. When it begins playing the second piece, it has begun receiving the third piece, and so on.

Think of your connection as a pipe and the audio file as a stream of water. If you

common formats are Real Player, Windows Media and MP3. The algorithms also can create files of varying bit rates. Bit rate is a measure of how much information is stored per second of content. The lower the bit rate, the smaller the file — and the lower the quality. A 64 kbit/sec MP3 file is twice as big as a 32 kbit/sec MP3 file of the same length because there is twice as much information stored per second of audio content. A 16 kbit/sec Real file is the same size as a 16 kbit/sec MP3 file. The two files may differ in quality because they have been created by two different algorithms, which remove different frequencies from the original file.

Streaming, Webcasting, on-demand streaming — these terms are all used fairly interchangeably — but, the important thing to know is that there are basically two types of streaming: on-demand and live. Fortunately, these terms are fairly self-descriptive. With on-demand streaming,



messages can be archived and the user can listen to them at any time. With live-streaming, the content is "live" and the user must tune-in while it is happening. While live or programmed streaming is very similar to a radio broadcast schedule, on-demand streaming is the radical and revolutionary departure: any message can be available at any time to anyone — the user can set the schedule. This has obvious implications for Christian broadcasters who want to make their messages available for people to listen to after they are aired.

## MINISTRY VALUE

We've been working full time for more than two years, introducing ministries to digital delivery, and we're still amazed by the technologies that enable it. But taking advantage of these technologies shouldn't be a pursuit in and of itself merely because the technologies are "cool" or "cutting-edge."

It is essential that we as Christians should familiarize ourselves with these technologies because they will increase the effectiveness of our ministry. The invention of the printing press revolutionized the way the world communicated, and Christians were among the first to capitalize with the Gutenberg Bible. Digital delivery over the Internet is no less revolutionary than the printing press, and it is incumbent upon Christians to embrace these new technolo-

gies if we are to win the world for Christ.

The secular world sees the obvious benefits of the digital revolution because it lowers their costs and increases their reach. We in the Christian world need to recognize and embrace these benefits to an even greater extent because our messages do not profit a man in this life only, but so much more so in the life to come. "Faith comes by hearing the message, and the message is heard through the Word of Christ" (Romans 10:17).

Digital delivery means that the barriers of time and geography are eliminated. The greatest message ever proclaimed can be accessed by anyone in the world at any time, immediately, and at a fraction of the cost associated with sending a physical product. Together, let us change the world by flooding the Internet with life-giving teaching.

## THE NUTS AND BOLTS OF DIGITAL DELIVERY

Something so revolutionary must be complicated and expensive, right? Actually, the opposite is true. In fact, it is relatively easy and inexpensive to Web-enable your teaching ministry. At Lightsource, we've written a 10-page manual explaining in great detail how to convert your audio and video messages into compressed, digital files (also called encoding). You can request a copy of this manual by sending an e-mail to [support@lightsource.com](mailto:support@lightsource.com).

Below is a simple three-step process for getting audio files online. The process for video is a little more complicated, but it's also described in our detailed manual.

### Step 1: Convert your messages into a digital format.

If you have the original on CD, you already have the file in digital format. To rip it off a CD onto your computer, we suggest the Xing Audiocatalyst

(it can be downloaded from [www.xingtech.com](http://www.xingtech.com) for about \$30).

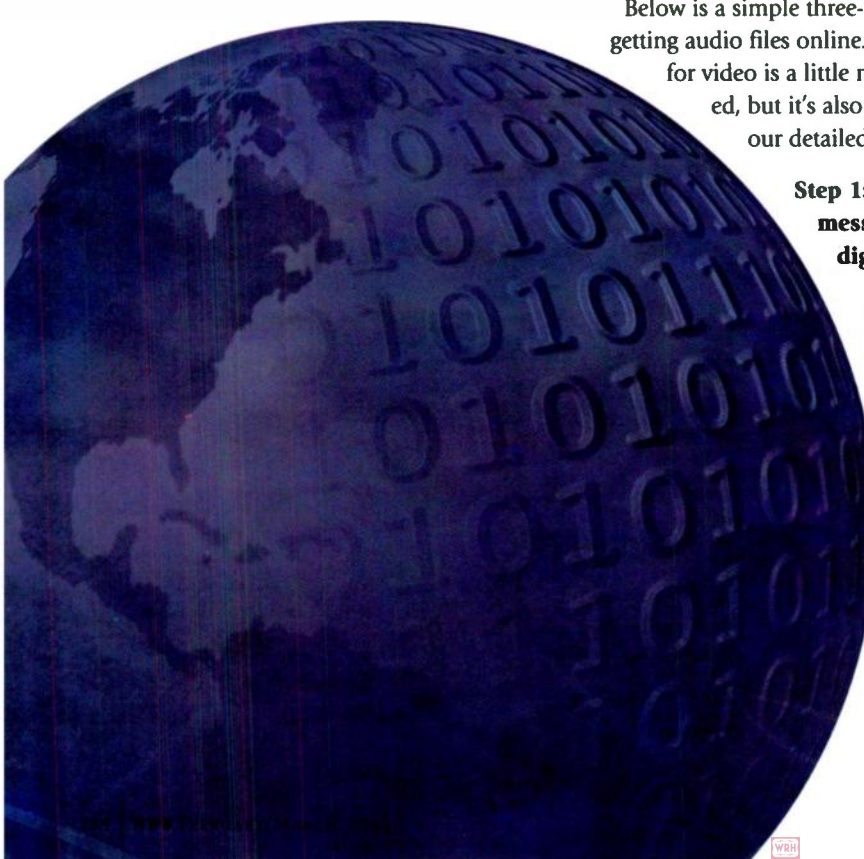
If you have the original on a cassette tape, you will need to create a digital file ("digitize"). To do this, all you need is 1) a computer with at least a 200 Mhz processor and a decent sound card (any computer that's been purchased new in the last two years will be more than enough); 2) a tape deck — again a decent \$200 deck at any electronics store will do; and 3) editing software for your computer — we recommend Cool Edit (It can be downloaded at [www.cooledit.com](http://www.cooledit.com) for about \$70). Hook up the tape deck to your sound card, hit "play" on the tape deck and "record" in Cool Edit. It's a real-time process; so it takes 30 minutes to create a digital file of a 30-minute message.

If you have a large tape archive you would like to digitize, perhaps we could help. We've built a system that enables us to do multiple tapes at once. For as low as \$9 per tape, we can digitize up to 500 messages in less than a month. We'd urge every ministry to digitize their archives. Tapes have a shelf life of anywhere from three to six years. If you don't digitize them, they will be lost forever.

While digitizing past messages is a great reclamation project requiring a lot of time, future messages can be digitally captured as they are delivered. There are many ways of doing this. You can send an output of your sound system into the sound card of your computer, or you can buy a nifty little MP3 recorder. This device allows you to record to an MP3 file on-the-fly, so you can skip steps 1 and 2 (you can read about the MP3 recorder on [www.archos.com](http://www.archos.com)).

### Step 2: Create a "Streamable" file.

Once you capture the message as a digital file, you will need to compress it into a streamable or downloadable format. Cool Edit will allow you to save it in the format of your choice. We recommend that you make and store all your files as MP3s, as these are the most flexible, but you also will want to convert them to streamable formats in either Windows Media or Real Audio (preferably both). While Real Audio is more popular today, it is likely that Windows Media will be the long-term standard. (Here's a quick litmus test: Do you use Microsoft Word or Word Perfect as your word processor?)





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- Zero Accident & Loss approach to exposures inherent to your business
- Claims including RoyalCare Network
- Service partnerships with tower vendors and lightning consultants

Our plan enables you to work with your own insurance agent or we can assign one to assist you.

For more information, call or have your local agent contact Royal & SunAlliance at 1-800-426-4388, ext 362, 481 or 304.

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Endorsed by:  
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National Religious Broadcasters (NRB)  
Broadcast Cable Financial Management (BCFM) Association



[www.royalsunalliance-usa.com](http://www.royalsunalliance-usa.com)



### Step 3: Upload your messages to the Internet.

The last step is to make your digital file(s) accessible to people on the Internet. If you host your own Web site or have an ISP that does it for you, you might have enough space to put three to eight messages online. You'll need to "send" your message to them; if you're planning to do live Webcasting, you'll need a high-speed Internet connection (dsl, cable-modem, T-1, etc).

Fortunately, there are a number of organizations that can help you. They all offer different services and have different prices. You'll have to do your own research, but a few groups that we'd recommend that you at least explore are SermonAudio, Oneplace, ACC Radio and FaithRadio. Of course, we'd also recommend ourselves — Lightsource.com!

### ESTABLISHING AN ONLINE REVENUE MODEL

As much as you'd like to give everything away, ministries have to find a way to pay the bills. Currently, you do so through a combination of donations and product sales. Radio ministries pay for radio airtime. As people are helped by your messages, they respond by making a donation or ordering a product to help fund your ministry.

Every time someone listens to a message online, a connection is established between the computer serving the file and the computer downloading it. Data is transferred over a one-to-one connection. If there are 100 people listening at any one time, 100 connections are established. Each connection costs money. We estimate that it costs about 20 cents for one person to listen to a 60-minute message online. This expense can add up and your Internet ministry can become quite costly.

For many ministries, the big drawback to streaming and digital delivery is that it can easily become a cost center. It's great if millions of people listen to your messages online, but it's not great if your ministry can't afford for this to happen.

People listening to a message online should realize that this costs your ministry money. To the extent that it is easy to donate online or purchase products online, then people who benefit from your ministry should help you support what you're doing online. Online tools will make it even easier for them to do this. Instead of needing to pick up the phone or write a check and mail it to an address, they can donate money or order a product with a click of a mouse. Better yet, they can sign up to donate a certain amount every month, or indicate that they would like to sign up for an annual subscription, and have a CD automatically sent to them every week or a link to an MP3 download file sent to their mailbox each day.

The revenue model already works in the offline world and it will work even better in the

online world, especially as ministries begin to develop one-to-one relationships with donors through e-mail. Digital delivery promises not only broader reach for your teaching ministry, but also a broader network of donors as people around

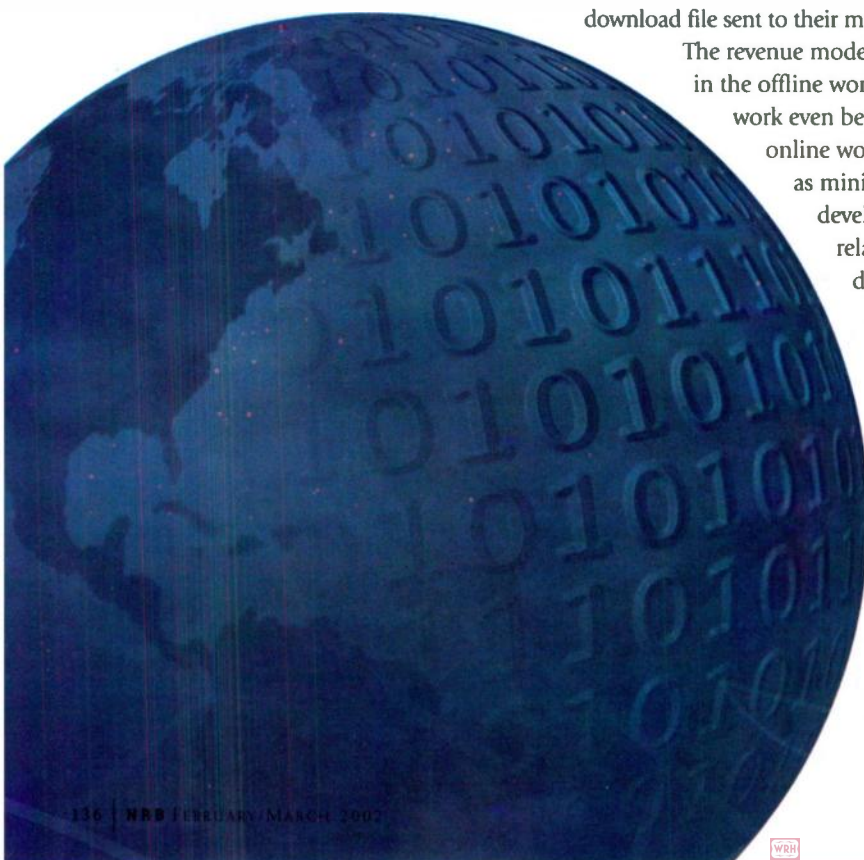
the world are touched by your teaching and respond in tangible ways.

### THE FUTURE OF DIGITAL DELIVERY

We are just at the tip of the iceberg of the digital revolution. Today, we must dial up to the Internet on 56k modems and listen as we stay tied to our computers. Tomorrow, your cars will be Web-enabled with a broadband wireless connection, and instead of tuning into radio stations, you'll tune in to your favorite Internet sites. All content will be available to all people at any time. Christian pollster George Barna estimates that by 2010, over 100 million Americans will listen to religious content online. Already, people in more than 140 countries listen to the teaching of Lightsource partner ministries!

The Christian community cannot afford to be left behind. Ministries must embrace the digital revolution, and you can do your part today. It's cheap and it's easy to begin building an online digital archive, and there are many organizations that are ready and willing to help you. Lightsource is one of them. Whether you work with us or with someone else, we urge you to get your messages online. A dying world needs to hear your life-changing messages.

*J. Sebastian Traeger is president of Lightsource.com and can be reached at [sebastian@lightsource.com](mailto:sebastian@lightsource.com) or 703-548-8900.*







## Rev. Dr. Lee Jae-Rock

2001 Kenya Healing Crusade, Uhuru Park, Nairobi, Jun 29 - Jul 1

# THE VISION OF MANMIN

Go into all the world and preach the good news to all creation. [Mark 16:15]

## LEE JAE-ROCK

After meeting God miraculously by being healed from seven years of severe diseases in 1974, Lee Jae-Rock devoted himself to pray and study the Bible so that he could understand God's will clearly and practice it. He was called to be the servant of God and established Manmin Joong-Ang Church with thirteen members and five dollars in 1982. As the members obeyed God's Word with fervent prayer, they have experienced wonderful works of God in everyday life and the rapid church growth. Countless people around the world, through his ministry, have witnessed the blessing, healing, changing both physically and spiritually. Serving more than 75,000 members, Lee Jae-Rock with the branch churches, missionaries and strategic alliance ministries around the globe exerts himself to fulfill the God-given missions: Evangelizing the whole world with Fivefold Gospel and Building the Grand Sanctuary.

## MANMIN TV

MANMIN TV is an Evangelical Christian Webcasting System sponsored by Manmin Joong-Ang Church and MWM (Manmin World Mission) to fulfill the Great Commission [Matt 28:18-20] and to glorify God Trinity by preaching the Gospel of Jesus Christ with the tangible evidences of God's reality and power through the efficient & effective way of digital revolution age in five specific fields;

1. Fivefold Gospel
2. Miraculous Signs & Wonders
3. God the Creator
4. Christian Culture
5. Spiritual Realm

NRB member since 2000

## PROGRAMS

### Spiritual Message Series (Fivefold Gospel)

- The Message of Cross
- The Measure of Faith

### The Works of God's Power

- Miraculous Signs and Wonders
- Remarkable Things & Extraordinary Miracles
- Experiencing the Power

### God the Creator

- Lectures on "Genesis"
- Intelligent Design Movement

### Christian Culture

- Nissi Orchestra
- Praise & Dancing

### Spiritual Realm

- The Heaven & new Jerusalem
- The Hell

### Evangelical & Healing Crusade

- Two Weeks of Special Revival Meeting
- 2000 Uganda, Pakistan Healing Crusade
- 2001 Kenya, Philippines Healing Crusade

## MANMIN TV Reception at NRB 2002 [ Booth #2215 ]

### The Evidences of the Living God

by Johnny Kim  
Feb 18(Mon), 18:00-19:30  
Bayou E, Opryland Hotel

### Intelligent Design and the Unseating of Darwin

by Dr. Bill Dembski  
Feb 17(Sun), 18:00-19:30  
Bayou E, Opryland Hotel

\* Everyone will be welcomed with light snack \*



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# The Government's Role in the Transition to Digital Television

COURTESY OF AMERICAN ENTERPRISE INSTITUTE

**C**ommercial television broadcasters face a May 1, 2002, deadline to begin broadcasting in DTV. Noncommercial stations must make the switch by May 1, 2003. In early November, 2001, the FCC created a waiver process with very limited parameters to assist stations with difficulty making the transition. Some broadcasters believe the government should do more to assist with the transition, some less. In late October, American Enterprise Institute convened a panel of industry leaders in Washington, DC, to discuss the role of government in the move to DTV. Here are excerpts from the panelists:



Edward O. Fritts,  
president/CEO,  
National Association  
of Broadcasters

First and foremost, the government should assure that the transition is seamless for all consumers, or as much so as it can be made to be. ...

the key question ... is what kind of a transition do we want? Do we want a fixed timeline set by the government or do we want a marketplace transition, and which one works best?

If we want the analog spectrum returned quickly back to the government, other parties besides broadcasters ... must participate in moving consumers to digital, including the final and complete cable DTV interoperability standards, DTV tuners, television sets and cable carriage of digital TV local broadcast signals.

... the touchstone of this transition ... is not the speed by which broadcasters convert, but instead the speed by which consumers adopt DTV. It's not reasonable to believe that analog television broadcasting will cease while most consumers continue to receive analog television.

... There are no current market forces I'm aware of pushing our friends in the cable industry to carry broadcast signals to further facilitate a seamless transition. ... the majority of Americans still view over-the-air free broadcasting, regardless of how it's transmitted. There are currently 81 million television sets not hooked to cable or satellite; that's 20 percent of the households. ...

Broadcasters feel like we're doing our part. We just commissioned ... an "I want my DTV" survey, and we found that two of every five households plan to buy a digital television set in the next few years, so that's certainly encouraging.

There are approximately 1100 television stations on the air. There's been an enormous investment by broadcasters already. Some 210 [public and private] stations are now broadcasting in digital television, in 71 markets across the country, and that includes some 68 percent of all consumers [who] have access to at least one digital television over-the-air signal today. ... we think that's very positive and it is beginning to spark a move toward television in the digital era. Another positive is that broadcast networks are broadcasting more HDTV... .

In our view, if the government mandated DTV tuners in all sets, ... mandated a solution to the issue



of interoperability and ... provided some form of must-carry, whether it's transitional or single must-carry, for local digital television stations as well as satellite carrying the local stations, then that would be very important. ...

... I'm not particularly concerned about whether it's done at the FCC or it's done in Congress ... but we have to solve interoperability, we have to solve DTV tuners and we have to solve must-carry.



**Robert Sachs,  
president/CEO,  
National Cable &  
Telecommunications  
Association**

We believe that the central issues relating to broadcasters' digital transition have to do with content and market demand. ...

Less than one-half of one percent of the non-cable households has purchase[d] a digital television receiver with a tuner at a cost of \$2000 or more. Now part of that may be the price and part of that may be that there's been an insufficient amount of digital programming to cause somebody to go out and make that kind of purchase.

When the broadcast industry obtained \$70 billion of free spectrum, going back five or six years, it was on the promise of HDTV. And with all that the broadcast industry in its entirety is doing, it is less than [what] HBO is doing on an annual basis. Consumers have spoken ... and said, "There's not a sufficient amount of programming out there that's going to motivate us to go spend what's required for a set with a tuner." And until ... the content [is in place] ... the transition is likely to be mired down.

On the issue of cable operators carrying all of broadcasters' digital signals, we look at it from the consumers' standpoint. [What] most [of those] 200 or so stations ... are doing is standard definition digital television. So the value proposition for our customers is, do they benefit if we were to offer them a standard definition digital duplicate of their analog signal — in other words, two versions of each broadcast ...? From cable operators' standpoint there is a lot more value in offering their customers a choice of new and different cable networks ... and the consumers are responding to that.

In the time that we have been offering digital cable services — these are June 30 figures — more than 12 million cable households have opted to sign up for digital cable tiers, and that's at an additional, optional, expense. And by the end of this year (2001), that number should look like 15 million, or 20 percent of our customers.

... for the government to say that every broadcast station shall not only be entitled to analog must-carry ...

but also that a duplicate of it is ... guaranteed carriage ahead of any other programmer who wants ... access to that system, is offensive to the First Amendment, which is the tentative conclusion that the Commission reached in its proceeding last January. ...

... we don't believe that it's the role of government to create consumer demand for a technology. ... the drivers for the ... digital transition ... are compelling digital content and consumer demand. ... If there is not compelling content, then it will be a long time and there will be nothing transitory about this transition.

... our industry has enthusiastically embraced digital technology, and [it is uninformed] to suggest that ... there hasn't been a commitment made ... \$50 billion of investment over the last five years is a rather substantial commitment on the part of this industry. And that's a continuing commitment. ... Satellite has been digital from the beginning, and I think it is incumbent on the broadcast industry to make good on the promise of HDTV, which was what was offered when the spectrum was obtained five or six years ago.

**Gary Shapiro,  
president/CEO,  
Consumer Electronics  
Association**

Everyone talks about this 2006 date as if that's the definition of success here. That is not the definition of success ...

Last year we sold \$1.4 billion worth of DTV products; that was 400-percent growth over 1999. And this year, we're projecting \$2 billion worth of sales. So Americans are saying, "We want digital television." ... the Hollywood community is starting to go to digital production, because it's so much smarter ... . It makes so much sense, in terms of moving product around the world, ... editing it, and saving time and money, that the entire production process is shifting digitally. ...

... we have increasingly millions of [U.S.] consumers that are buying the most expensive part of the TV set — the big, fat, juicy HDTV monitor — and they're saying, "I love HDTV and I want it. The programming isn't there from broadcast, it's not there from cable, but I like it for DVD and I like it for satellite." ... [there are] only five cable companies in the country that you can get HDTV that I'm aware of now. So it's not happening in cable. ...

... Americans ... are voting with their dollars for HDTV ... they love it. Never before have we surveyed people who buy a product and found that almost 100 percent of them are happy they bought it. [In] every survey, we ... find that 100 percent of DTV owners claim





that if they had to do it over again, they still would have purchased a DTV!

... 78 percent are saying they rate the amount of available HDTV programming unfavorably. So [although] current programming rates well, they just want more of it. They want ... more broadcasters to get out there. We recognize that broadcasters face some serious challenges here, and that's why we want to work with them. We're working with satellite; we're working with pre-recorded. ... If cable doesn't step up — because cable is the only one in this whole transition [that] has not stepped up — then there's an issue.

... maybe the free marketplace will just send everyone to satellite and to broadcast, if the public policy-makers don't step in. ... Our industry is very market-driven. And we are very reluctant to involve Congress ... so we're not out there ... to try to get legislation in this area. But there is a law: it's called must-carry, and we think that's an important part of the component.

... We're hopeful the FCC will be responsive and keep the pressure on [concerning] interoperability and ... must-carry. ... But ultimately, the marketplace will determine this.



**Richard E. Wiley, senior partner, Willey, Rein & Fielding**

... major transitions, especially those that involve heavy investment by consumers in new equipment, simply take time. ... if we have a little patience, we're going to end up with a greatly

improved, much more diverse, highly exciting new video service, not only here in the United States, but around the world. ... Digital simply is better. ...

... I have to acknowledge, however, that our transition has been plagued by a number of nagging problems. First, the dispute within the broadcast industry over the standard: frankly, that was unfortunate. We lost probably a year or two on all that. Thanks to Eddie's leadership and MSTV, that is now resolved. ...

Number two, "chicken-egg" — you've heard it: receivers and programs. ... it's true, first-generation sets rushed to market did not always perform optimally. Today, we're seeing a wide variety of new sets of all types and sizes, [currently, there are more than] 325 different consumer equipment [products] — and at rapidly falling prices: ... over 25 percent per year. ... there's a lot more programming, especially in HDTV, than is generally recognized, because there hasn't been enough promotion of it. And I'm glad to see NAB and CEA getting together and telling the public what's out there.

[Regarding] cable, ... high-definition programming can't be seen in the bulk of the nation's cable systems. And similarly, the bulk of the set-top boxes in cable being pro-

duced by the thousands don't pass through — in large measure — broadcasting HDTV programming. So you have to put up an antennae ... to get the [HDTV] programming. ... Cable compatibility is a huge problem. ... where are the specs for a plug-and-play cable system? If you spend \$1000 or \$2000 ... you should be able to expect that it will work in all transmission media today. ...

[As for] copy protection, there [is] some real progress being made in that area, but still the 5C system doesn't cover over-the-air broadcasting. You can make perfect copies with digital. Hollywood is concerned about that ... so we've got to get a watermark solution to ... over-the-air broadcasting, which is still about 35 percent of the population.

[With respect to] carriage, ... if this transition is really going to [progress], it's got to become a priority item for all the industries representing on this [panel] and ... for our government. Let's be honest: digital television has never been a priority at the FCC. Certainly nothing to compare with LPFM radio and the time that was spent on that subject ... I'm very pleased with the appointment of the new digital task force, under Rick Chessen. I [have] high hopes that [it will] show that the FCC is committed not to regulating in this area, but to maybe using the bully pulpit, bringing the parties together, trying to serve as an interlocutor, showing that it cares about this.

And if it doesn't care about the ... improved services that are coming along, at least it ought to care about getting [the] so-called analog spectrum back so that it can be auctioned off and used for other purposes. ... You can create all the channel 60-to-69-type solutions you want; it's not going to happen until the digital transition takes off. ...

I am also pleased to see the interest that is being shown in Congress today: Billy Tauzin, Fred Upton, Ed Markey, and John Dingell and the others on the House side, and I hope that also will be true in the Senate. ... no matter what your view is, [this is] one of the great transitions of our time, and it's going to be a great public service, if we just let it happen. ...

... legislation is unnecessary and probably unrealistic. ... the marketplace can solve these problems, should solve them. ... Chairman Powell has talked about serving as a forum, and I think a little push and a little shove from government occasionally ... can help.

I agree with Robert Sachs that compelling programming, and ... compelling data services ... can be the most important element to the transition. But that programming has to be carried and the carriage has to be promoted. ... industry can do a much better job than it has done in all those areas.

*Transcript provided courtesy of American Enterprise Institute, [www.aei.org](http://www.aei.org).*



Over the past 10 years, LifeLine has given over **\$62.7 Million** to Christian organizations and charities making a difference in people's lives. LifeLine is here to support and applaud the efforts of our ministry partners. LifeLine's mission is to **connect people** with technology, **change lives** with Christian partnerships and **serve God** with integrity.



"Our vision is for mankind to dedicate a portion of the cost of their chosen telecommunications to intercede in funding Kingdom work, therein applying lifestyle giving principles. Consumers and ministries can now work together with LifeLine to provide millions of dollars towards furthering the requirements of Matthew 25:34-40 and 28: 19-20. We will never know the number of lives touched through our combined efforts."

-Ken Kolek, Board Chairman/ CEO



"...after hearing the vision (of LifeLine), I knew that I would be involved with LifeLine forever. Through LifeLine, God has given me the opportunity to help propagate the Gospel of Jesus Christ with other ministries throughout the world."

-Belarmino "Blackie" Gonzalez, LifeLine Board Member



"I know of no other corporation that exists solely to give so generously to support ministries. Over \$62.7 Million has gone directly to ministries. Many NRB member organizations will be blessed by the generosity of LifeLine in the years ahead."

- David Clark, LifeLine Board Member

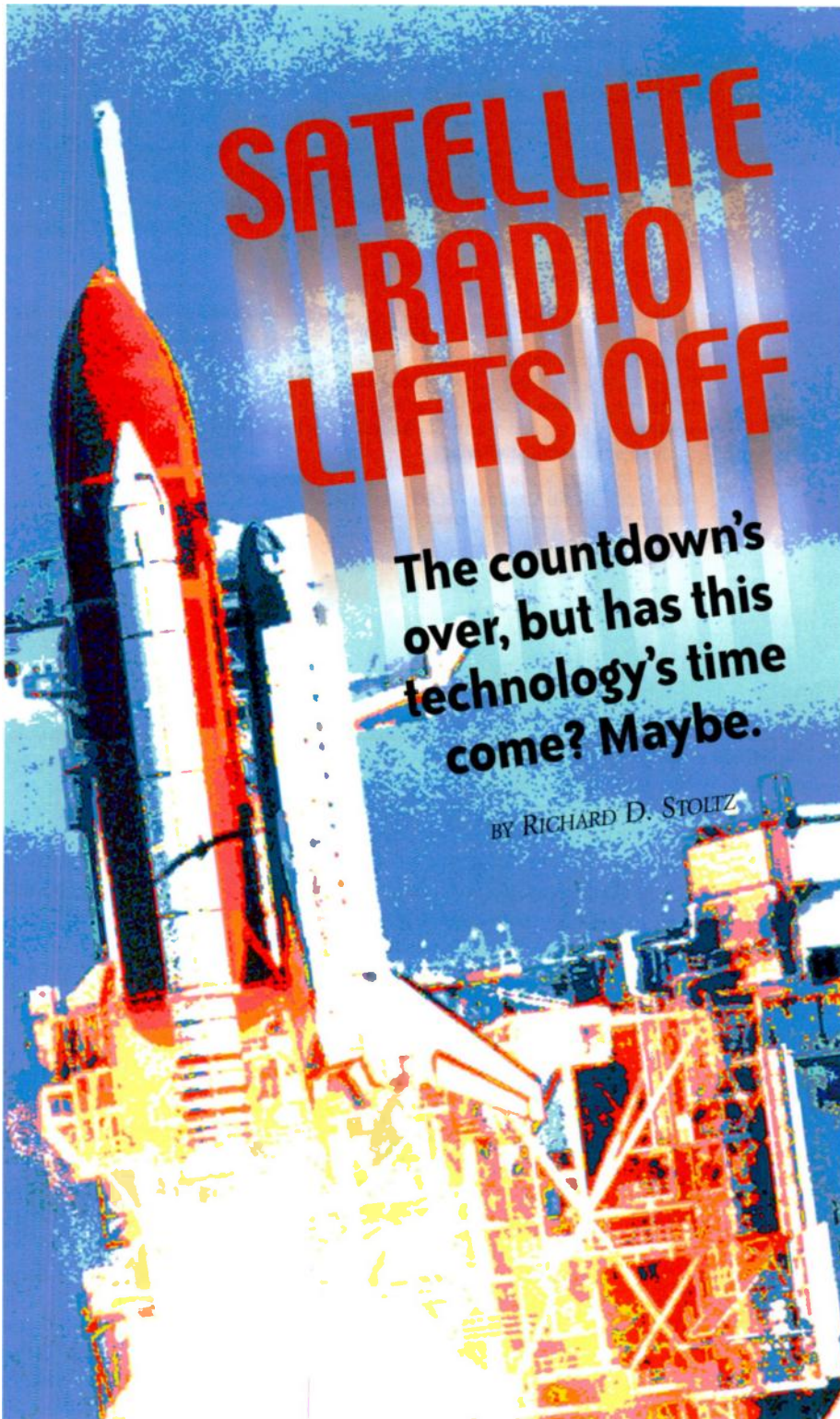
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# SATELLITE RADIO LIFTS OFF

The countdown's over, but has this technology's time come? Maybe.

BY RICHARD D. STOLTZ

Are American audiences ready for satellite radio? Will Sirius and XM realize their dreams of a new wave (pardon the expression) in radio broadcasting? Will traditional AM and FM stations notice even a ripple in their ratings?...or watch helplessly as market share erodes and crumbles?...or find a comfortable niche in a new broadcasting paradigm?

Only time will tell. But the playing field is ready, the blimps (in this case, satellites) are in the air, the players are emerging from the tunnels and the spectators are waiting expectantly in the stands.

## Space-age technology

In spite of rapid technological changes occurring at lightning speed in almost every field, little has changed in radio since the advent of FM almost 50 years ago. In 1992, however, the FCC assigned a spectrum in the "S" band (2.3 GHz) to allow nationwide transmission of satellite-based Digital Audio Radio Service (DARS). Five years later, the FCC issued licenses to two of the four applicants, today known as Sirius Satellite Radio and XM Satellite Radio. The companies each paid more than \$80 million for the privilege, and (after years of additional investment, preparation, and cutting-edge research and development) are just now venturing onto the scene.

Satellite radio can transmit with incomparable clarity from more than 22,000 miles in space. What's more, a driver listening to satellite radio can travel across the continental United States without losing the channel.

XM's Web site posts a recent letter from a subscriber: "As an over-the-road truck driver, I was totally frustrated with losing AM/FM signals every few miles. Not anymore. With XM Radio, there's crystal-clear reception throughout the USA and so much news and entertainment to choose from. This is a driver's dream come true."

To accomplish this feat, XM and Sirius beam their programs to powerful satellites orbiting high above the earth. From there, the signals are broadcast to SatRad-capable receivers across the nation. Satellite radio receivers are programmed to unscramble the digital data signals, which contain up to 100 channels of CD-quality digital sound. Sirius and XM also relay satellite signals to strategically placed ground

**T**his month (February 14), Sirius Satellite Radio is scheduled to hit the airwaves in Phoenix, AZ; Houston, TX; and Denver, CO, with plans to roll out to key markets across the country over the next several months.

Sirius's only competitor, XM Satellite Radio, has been broadcasting since

September 25, 2001. Beginning modestly in Dallas/Fort Worth, TX, XM's powerful signal blanketed the continental United States in less than two months. Both companies have invested multiple millions only to launch a new, unproven (and in some cases, unwanted) technology in the wake of September 11, amid a faltering economy.



repeaters to prevent service interruption in urban areas and mountainous regions.

XM relies on two Boeing HS 702 satellites (one named "Rock," the other, "Roll") placed in a parallel Geostationary Earth Orbit (GEO) — the type of orbit commonly used by communications satellites. Sirius, on the other hand, uses three SS/L-1300 satellites, which form an inclined elliptical satellite constellation and are capable of transmitting from farther out in space. Each Sirius satellite lingers over the continental United States about 16 hours a day, with at least one satellite hovering over the country at any given time.

## Listener's choice

Aside from crystal-clear, uninterrupted, coast-to-coast reception, satellite radio provides 100 channel options, offering programming for every conceivable taste — "the broadest array of programming ever available," according to an XM spokesperson. Some channels are commercial-free; the remainder restrict themselves to only six-to-eight commercial minutes per hour (compared with up to 22 minutes of commercials on traditional AM/FM radio).

Music lovers will find everything from rock, country, jazz and classical to formats rarely or never found on mainstream commercial radio, such as opera, salsa and children's programming. News, sports, comedy and talk channels also are found in abundance.

Specific, non-music programming on Sirius Satellite Radio includes (but is not limited to) National Public Radio, Bloomberg News Radio, Sports Byline USA, Speed Vision, OutdoorLife and C-SPAN Radio. XM offers Black Entertainment Radio, five music channels by the Hispanic Broadcasting Corporation, Bloomberg News Radio, C-SPAN Radio, CNN/fn, CNN/Sports Illustrated, CNN en Espanol, The Weather Channel, One-On-One Sports, AsiaOne, Salem Communications, USA Today, BBC World Service and PBS's News Hour with Jim Lehrer.

Both Sirius and XM are committed to providing Christian programming on a limited number of channels. Ty Murrell, gospel programmer at Sirius Satellite Radio, notes, "Contemporary Christian and gospel music sold in record numbers at mainstream retail [stores] last year,

**Market research, sales projections and high hopes aside, the question on everyone's mind is: are enough people who are accustomed to getting free radio programming suddenly willing to pay for it?**

showing that the music has a very strong fan base, but no full-time [nationwide] media. With Sirius and its national platform, that will all change." XM also considers Christian programming to be an integral part of its program mix.

Although neither satellite broadcaster is able to directly track what subscribers are listening to, both intend to stay close to their listeners. "Being a subscription service," says a spokesperson for Sirius Radio, "we know our listeners will be giving us their feedback. Because we control our platform and produce all of our commercial-free music channels in-house, we can be flexible and respond with the types of programming that people want to hear."

## Pay to play

Currently, Sirius Satellite Radio offers its broadcast services exclusively to drivers at a subscription price of \$12.95 per month. XM also focuses on people who spend considerable time in their vehicles, but targets home (and presumably, office) users as a secondary audience. XM services cost \$9.99 per month.

Satellite car and truck radios look and function just like conventional car radios, but standard AM/FM radios are not able to receive satellite broadcasts. Two options are available: replacement of the vehicle's radio with a three-band (AM/FM/SatRad) receiver, or purchase of an AM/FM adapter. Replacement radios range in price from \$300 - \$1000, depending upon quality and options. Adapter radios (like replacement models) contain a satellite receiver, along with display and control functions.

Satellite-capable radios are made by the world's leading audio manufacturers, and can be purchased at consumer retail stores, via the Internet and at select automobile dealerships. Sirius and XM both are establishing exclusive relationships with automobile and truck manufacturers to

offer satellite-ready radios as a factory-installed option. Subscriptions to either XM or Sirius (not both) are available through the same consumer outlets.

Neither broadcaster is releasing its current number of subscribers, but XM expects 4 million listeners by the end of 2004, and is "very satisfied" with its current growth rate. Sirius is similarly optimistic, stating that — with 200 million cars and trucks on American roadways — the potential market is huge.

## Will it fly?

Market research, sales projections and high hopes aside, the question on everyone's mind is: are enough people who are accustomed to getting free radio programming suddenly willing to pay for it?

Sirius and XM believe that the success of cable television has answered the pay-to-listen question with a resounding yes. Perhaps they're right, but TV and radio are different animals, and these are tough economic times. Even if satellite radio is destined to change the face of radio broadcasting, its time may or may not be now. Cable television, after all, was not an overnight success.

As for traditional AM/FM radio, some broadcasting executives are barely aware of satellite radio's existence and have made no plans — even tentatively — to deal with its threats. Others, such as Clear Channel Communications, are significant investors in satellite radio.

In any case, conventional radio probably will continue, much as it has for decades. It has endured the onslaught of television, in-car cassette and CD audio systems and the ongoing battle between amplitude and frequency modulation. There surely will always be a need for local news, sports and weather — even local advertising. Doubtless (like network TV), radio as we've always known it will find a way to survive and prosper, regardless of satellite radio's future.

*Richard D. Stoltz owns Greenleaf Communications & Marketing in Vienna, WV. Contact him at rick@rdstoltz.com or 304-295-5985.*



# Netcasting in Seoul Catches Souls: Manmin TV

BY JONI HOLDER

## Manmin's mission

The name "Manmin" means "all creation or all the people" Kim explains, and is taken from Mark 16:15: "Go into all the world and preach the good news to all creation." Manmin TV was created in response to the commandment of Jesus levied on all disciples and as a result of exponential church growth.

As more missionaries were dispatched from Manmin Joongang Church and seedling churches started springing up in foreign countries, Manmin leadership saw the need for expanding their broadcast reach.

While a few local stations in other countries (including the Philippines and some parts of Japan and China) carry Manmin programming, the Internet revolution and the capability of transmitting digital images and audio directly into homes gave Manmin a way to take its electronic methodology to the rest of the world.

On January 1, 2001, Manmin TV — sponsored by Manmin Joongang Church and MWM (Manmin World Mission) — offered its first netcast on [www.ManminTV.Org](http://www.ManminTV.Org).

Now some 75,000 members of Manmin churches, wherever they are, can dial up Manmin TV. Missionaries in Kenya, China, Taiwan, Pakistan, Argentina, France, India, Mongolia, the United States and Japan can connect to a service in their home church and to church activities and crusades led by their own pastors. Members of the seedling church congregations can get a dose of their parent church's teaching. Plus, anyone with a modem and a desire to hear the Word preached in Korean or English can call it up on demand.



**M**inistries around the world have been using Internet opportunities to reach the church and the unchurched with the Gospel since the infancy of the World Wide Web. Christian sites now perform a host of services: provide prayer partners, enable word studies, send Christian-themed e-greetings, help believers answer thorny theological and general life questions, and "broadcast" audio and video archives of church services and special events.

It's not unusual that a body of believers in Seoul, Korea, would start its own netcast. What is unusual is their singular determination to multiply what God has begun.

## Manmin's beginnings

"Manmin Ministries was established in 1982," says Johnny Kim, director of Manmin TV. That was the year the pastor of Manmin Joongang Church, Dr. Lee Jae-Rock, responded to the call of God to preach with a 13-member house of worship. It wasn't long before something happened that changed the direction and impact of the ministry.

Church membership exploded.

By the end of five years the church had more than 4000 members on its registration roster. At the end of 10 years that membership hit 23,000; by 1995 they were looking at nearly 40,000 Manmin-connected lives.

"Due to the continual growth of the church and the establishment of branch churches around the country (South Korea), Manmin started broadcasting the worship service live by satellite in 1995," says Kim. The ministry felt it was the most efficient way to reach its members and fulfill the Great Commission.



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## Personally Speaking

I went online to Manmin TV's Web site to see some "samplers" for myself. With only a few buffering interrupts, I was able to hear Dr. Lee Jae-Rock (and a translator voiceover) preach about hell. (It's the first option that popped up from the Video On Demand menu). He opened reading the story from Luke about the rich man in hell and Lazarus the beggar, nestled in the bosom of Abraham.

"I know people would rather hear about heaven," Dr. Jae-Rock begins after reading the Word. "Voices saying 'amen!' become small when I preach about the hell or judgment. I know that. But I'm going to preach about hell many times because it is so urgent in the sight of God."

I didn't mind that it was dubbed into English, with Dr. Jae-Rock still audible underneath. He transcended the technique. It might have something to do with the message. It's inspiringly the same, in any language in any culture.

Check it out. It's pretty exciting to see what God is doing all around the world in the lives of His people.

—JLH



## Promotion challenges

One of the challenges to any kind of Christian broadcasting or netcasting is promotion. "If we have a great program but no one knows about it, what good does that do?" says Kim. Networking has helped, he adds, as a result of new relationships developed through NRB involvement and collaboration and cooperation with Christian networks and Christian portal sites on the Internet.

From contacts made at NRB 2001 in Dallas, TX, Honduran Christian TV and Australian Christian Channel (a cable television station) offered Manmin free 30-minute time slots. In September of last year, the MWM "Spark of Revival" Philippines Crusade — which drew more than 1 million attendees, including 4000 pastors and church leaders — reached countless more Internet viewers through a simultaneous netcast on Crosswalk.com, thanks to a connection made at NRB 2001.

While Manmin has yet to begin tracking the exact number of viewers of its combined broadcasts on television and the Internet, Kim says that one Christian network affiliate partner claims 280 million viewers in Asia alone. The results of Manmin TV efforts have been growth-intensive and gratifying, for leadership and for viewers.

Kim, who wears a number of hats at Manmin TV in addition to being its oversight director (operations, programming, marketing and promotions) shares this letter from an Internet viewer in Mauritius in the Indian Ocean:

"Dr. Lee Jae-Rock, I want 2 (sic) know more about you. Tell me what Manmin TV (does). Can u send me films 2 broadcast in my country? Can you be a future channel in my local broadcaster? Please tell me what you can do to help me? Send me samplers of your broadcasting programs?"

Manmin TV is a bright example of using new technology to tell an age-old story. Visit the Web site at [www.manmintv.org](http://www.manmintv.org) and stop by the ministry's booth at the NRB 2002 expo.

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That, of course, is the beauty of netcasting. You don't have to be near your computer when the sermon's being preached live somewhere else in the world. You can point, click and worship when the Spirit moves you, and watch a netcast as many times as you want.

Manmin has both options to choose from on its Web site. There are regular live broadcasts from the church's main sanctuary with its six cameras and on-site switching and transmission capabilities, and Video-on-demand programs, which have been archived for at-will viewing.

## Creative programming

The programs average 30 minutes in length and cover the kind of content you might expect from church and missions organizations. Many shows produced by Manmin TV support the Statement of Faith and Missions Statement declared on the Web site. There are a number of messages from the pulpit of Dr. Lee Jae-Rock, including a series on The Fivefold Gospel; the Cross; Faith; Spirit, Soul and Body; the Love Chapter of 1 Corinthians; Heaven; Hell; and the New Jerusalem.

Manmin produces special events programming too, like the church's revivals in Seoul and MWM World Missions Crusades, held so far in Uganda, Pakistan, Kenya and the Philippines. There are documentary-style productions like *Manmin Magazine*

with topics like remarkable turnaround testimonies and extraordinary miracles, and there are even orchestra performances, gospel dance presentations, and praise and worship music offerings.

Whatever the need, Manmin TV is working to provide the programming to meet it.

In the beginning, the Manmin coalition ran into some production problems with a deficit in the areas of equipment and experience. Streaming video images was something of a challenge, Kim notes, as "the quality of the audio and video in those early years was not comparable to television broadcasts."

"But we just gave thanks to God for using the digital technology to convey the Gospel efficiently and effectively and comparatively cheaply," Kim continues. "Think about it. The countries where there's not so much religious freedom had not been easy to send Bibles (and) Christian-related materials (to). But through the Internet, the missionaries could get the spiritual food (they needed) and material for missionary works, etc."

In the six years they've been netcasting, the technology and the quality have improved significantly, Kim says, as anyone who's been trying to watch streamed video knows — and the messages, not the glitches, are now the most prominent features of the experience.



# "The confidence to walk away"

**Loren Olson of LifeTalk Radio has been using BSI's digital automation for over 2 years...**



December 7, 2001

Broadcast Software International  
1925 Bailey Hill Road, Suite A  
Eugene, Oregon

As a team leader, I've learned to be happy when my team is happy. When our on-air product was suffering under a sub-standard automation system, we knew a change to something reliable was absolutely critical. We entered the process of locating such a package with a little bit of fear and trepidation because you can never be sure of what you're getting into, until you're into it. We settled on BSI's digital automation system and have not once regretted that decision. The consistency BSI has brought to our on-air sound is a 200% improvement. Being unmanned for many hours on weekdays and completely automated on weekends, we now have the confidence to walk away from the studios knowing that everything will proceed as scheduled, including satellite records and live feeds.

I've been particularly impressed with the tech support personnel. One night we had to reformat the hard drive and reload Windows. BSI's tech rep was right there with us till 2:30 am, talking as softly as she could so as not to wake up her sleeping little boy. BSI's products, despite their potential complexity, are very easy to learn and work within. And coming from the old radio tradition of manually pushing every button, that's saying something. But perhaps the greatest benefit is the affordable price. Small to medium market stations like ours need something we can reasonably get into. So now my announcers are happy, and my CFO is happy, which makes me really happy.

Loren Olson  
Director of Broadcast Operations  
LifeTalk Radio Network



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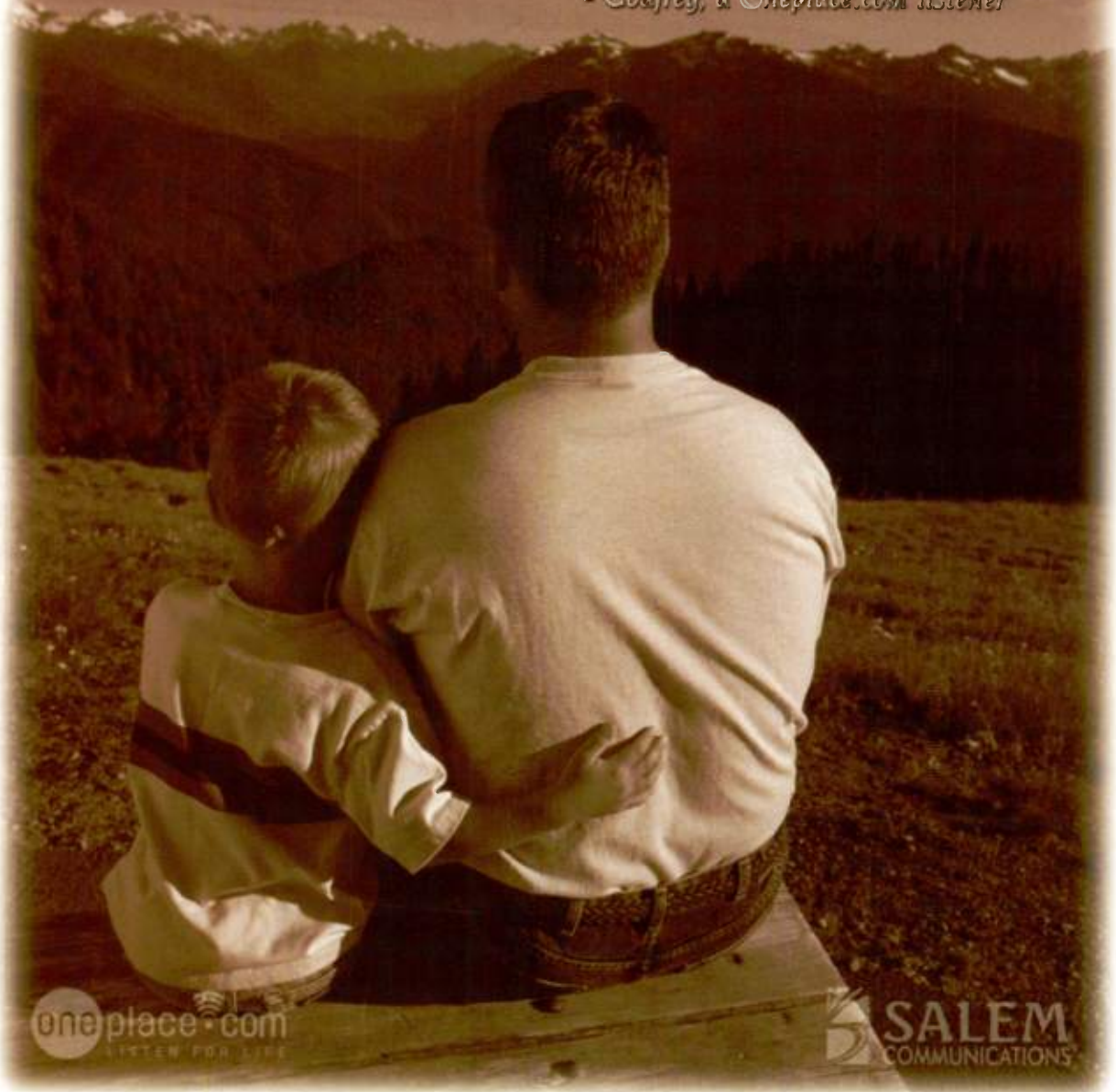
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