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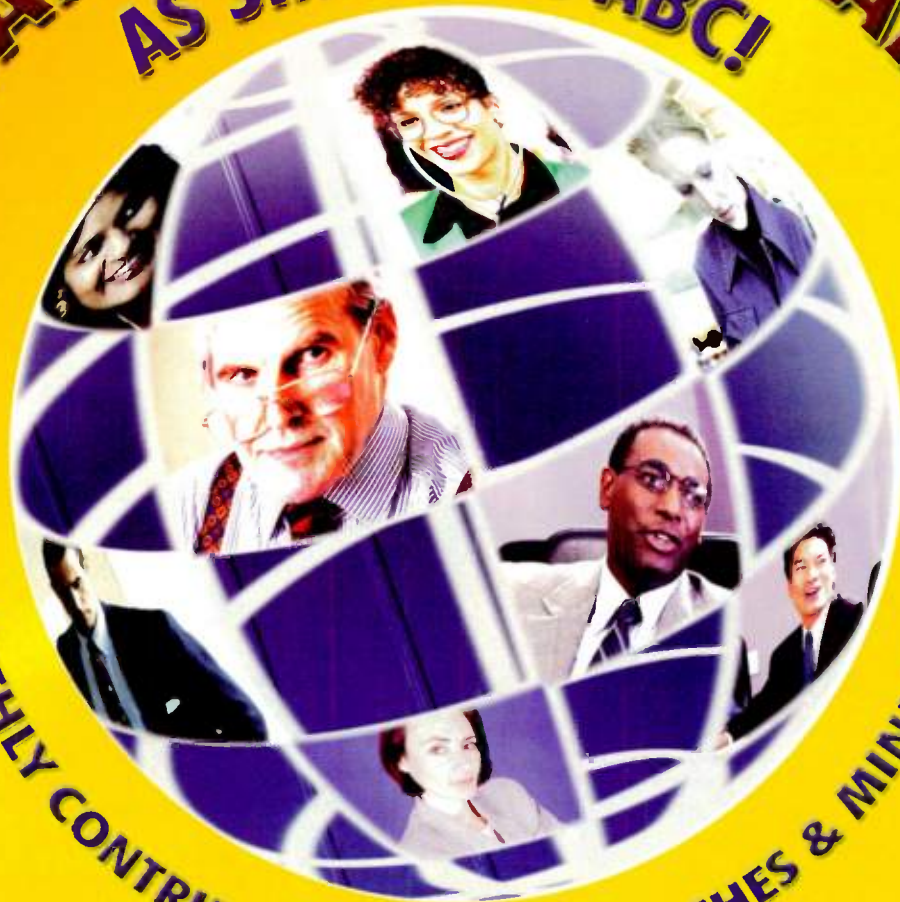


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NRB

National Religious Broadcasters

April 2002

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Where Do We Go From Here?

As NRB Chairman/CEO, it was my sad duty, yet strangely my honor, to publicly say farewell to Wayne Pederson, who resigned as NRB president during the February convention. At my request, Wayne and his wife, Norma, joined us on the dais for the Anniversary Banquet.

Although unplanned, I asked Wayne to address the membership. After he was introduced, I had to interrupt one of the longest ovations I have heard so that he could speak! What a wonderful moment, and a precious reminder that the love of God uniting us is far greater than the issues that sometimes divide us.

During Wayne's tenure as chairman and brief presidency, he saw technological changes transforming the communications industry and tried to prepare NRB for this change. We should heed his important challenge regarding emerging technologies.

Understanding the gravity of those challenges, a search committee has been formed to fill the position of president. In the meantime, Executive VP Michael Glenn will continue to oversee the NRB staff in Manassas, VA, and will report directly to me. We appreciate your prayers as we move this organization forward into God's will for broadcasting His Word in the 21st century.

Challenges and change are part of life. I remember being challenged in Philadelphia years ago, when former NRB President Brandt Gustavson addressed a large African-American audience and spoke of an invisible giant wheel on the earth that God turns at strategic times of human history. When God turns the wheel, he said, no one can stop it. And when God stops the wheel's turning, those who were on top will be on the bottom, and those who were on the bottom will be on top. I found his comments to be profound. Shortly thereafter, the Soviet Union and the South African governments collapsed amid a worldwide paradigm shift.

A paradigm shift must occur today in the Christian communications industry, or we will lose our ability to proclaim God's Word to the masses. We must neither ignore the changes occurring before our eyes nor tightly hold to our current methods, lest we find ourselves on the bottom of the wheel when it stops turning.

Paradigm shifts require a change in thinking – often leaving things we have known and trusted. But like the children of Israel in the desert, when the Cloud moves, so must we – or we will cease to exist. Our mission or message doesn't change, but perhaps our method does.

The distribution platform model upon which we have built our Christian broadcasting presence is rapidly becoming obsolete. Within five years, satellite broadcast and cable technologies, in association with the Internet, will be omnipresent. All new cars will contain standard-issue satellite radios with clear, CD-quality sound and content controlled by a very few satellite executives. This means that local radio and television stations that have carried the programs of many wonderful ministries could disappear, or at least be severely marginalized. Unless we make the necessary adjustments, our effectiveness in proclaiming the Gospel via electronic media will be critically diminished.

History is filled with examples of man adjusting to change and growing in the process. When I was a boy, "Made in Japan" stamped on toys meant cheap, poor quality and low-tech. Then a paradigm shift took place; today the phrase means expensive, superior quality and high-tech.

Another example: a Swiss man was run out of town and scorned by the Swiss watch industry for suggesting an idea of making a better, less expensive watch. His idea to replace the intricate gears and mechanisms with a tiny quartz battery was snapped up by a small Japanese company, Seiko. But his idea had even farther-reaching effects: quartz not only changed the watch-making industry, but also revolutionized computer technology when a small American company, Texas Instruments, used it to replace transistors with integrated circuits. Both Seiko and Texas Instruments went on to dominate their industries.



NRB Chairman/CEO Glenn Plummer (L) welcomes former President/COO Wayne Pederson to the stage during the NRB 2002 Anniversary Banquet.

When a paradigm shift is occurring, those in control are resistant to change – usually at their own peril. As Christians, we often are more resistant than most, feeling threatened by change ... often for good reason. Yet as long as we hold true to the Word of God and our principles, changing our methods is not negative.

It takes courage to change, and no doubt the transition will be filled with struggle, trial and error. Yet the process is necessary. It builds our faith and refines us. Those who have ears to hear, let them hear what the Spirit is saying.

Ralph Neighbor Jr.'s book, *Where Do We Go From Here?*, stirred quite a controversy when it compelled the church worldwide to embrace the "cell church" concept some 20 years ago. After a rocky start two decades ago, today, eight of the ten largest churches worldwide are cell churches.

So where do we go from here? We first must prepare to move from a distribution platform-based industry to a program content-based industry. Our resources must be placed in creating new programs that will fuel or drive new technologies. (In five years, most people will be listening to radio, watching television and talking on the phone from the same instrument or piece of equipment that is connected to satellite, Internet and cable technologies. Those same five years also will see television outlets, AM- and FM-radio stations (for the most part) acquired and controlled by conglomerate satellite and cable entities.)

But we cannot stop at creating new programming. We also must devise a second strategy to gain equal access so that our programming will be carried. Not only must we show those who control the satellite and other emerging technologies that reaching our audience is a smart business decision, but also we must ensure that their potential biases and discriminations against anything Christian do not prevent our programming from reaching America and the world. In other words, we must sensitize secular groups to the existence and viability of Christian broadcasters.

Our third strategy should mobilize millions of Christians to ensure that Christian and family programming have equal access as the plethora of other programming options, which are sure to flood the new platforms.

Sky Angel CEO Bob Johnson currently is the only Christian in America who controls a Direct Broadcast Satellite (DBS) system, with 36 radio and television channels that air Christian programming 24/7. Unless several of us are prepared to do the same by owning the satellites themselves (which is not practical), we must invest our resources into programming content and activate the creative – yet sleeping – giant of American Christendom to ensure outlets for the excellent content.

The wheel is turning and the paradigm is shifting. Will we end up on the top or the bottom? Let me hear from you: where will we go from here?

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.

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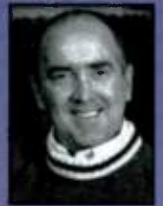
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FCC Weighs Barring Noncommercial Applicants From Competing for "Non-Reserved" Channels

The FCC is considering a range of options for resolving the tangles created under current law when a noncommercial applicant seeks to compete for broadcast spectrum subject to auction requirements. The FCC's proposed alternatives would either bar noncommercial educational (NCE) entities from applying for new stations outside the so-called "reserved" channels — or make the process of acquiring licenses for such spectrum more complex than it has been in the past.

This licensing quandary first arose in 1997, when Congress required the FCC to award most new station licenses by auctioning them to the highest bidder. Lawmakers made an exception for noncommercial stations, explicitly prohibiting the agency from awarding NCE licenses by competitive bidding.

This dual-track approach to licensing has worked relatively smoothly in cases involving the spectrum already reserved for noncommercial operations. For new licenses in the reserved FM band (88.1 to 91.9 MHz) and reserved television channels (scattered throughout the TV band, depending upon location), the FCC recently instituted a point system for choosing among competing noncommercial applicants. (The point system was designed to replace the FCC's use of "comparative criteria" in licensing facilities, a process largely invalidated by court decisions in the 1990s. The point system itself is now subject to ongoing administrative challenges.)

However, the agency in the past has not limited noncommercial applicants to reserved frequencies. They were able to compete for channels in the non-reserved band against commercial applicants under the old comparative criteria process. If a noncommercial applicant won the license, it was allowed to operate the new station under NCE rules.

When the law changed to require auctioning of non-reserved channels, the FCC first decided that noncommercial applicants should submit competitive bids if they wanted that spectrum. But several NCE broadcast interests challenged the decision, and a federal appellate court in 2001 concluded that

the law barred that approach.

These developments have significantly slowed the pace of broadcast auctions. Although most licensees — commercial and noncommercial — acquire their stations by purchasing existing facilities, a good number of new facilities remain to be licensed. The FCC has successfully auctioned more than 100 stations since 1999, all in proceedings that involved only commercial applicants. But a mix of commercial and noncommercial entities have applied for roughly 600 other new licenses, leading the agency to put those licensing proceedings on hold until it determines how to deal with the noncommercial applicants.

The FCC now is seeking comment on three possible suggested solutions to this difficult problem, although it invites other suggestions "consistent with" the 1991 court decision. The FCC might:

- Hold NCE entities ineligible for new licenses for non-reserved channels (in effect, limiting noncommercial broadcasters to the reserved FM band or TV channels);
- Permit NCE entities to acquire licenses for non-reserved channels only if no commercial entities apply for them; or
- Provide expanded opportunities to reserve new FM and TV channels for noncommercial use.

The FCC Notice providing full details on these proposals are available on the FCC Web site at hraunfoss.fcc.gov/edocs_public/attachmatch/FCC-02-44A1.pdf. Initial comments are due April 15, 2002; replies must be filed by May 15, 2002.



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

NONPROFIT

A-hunting We Will Go

Although I'm not a great hunter, I have enjoyed hunting. I remember pheasant hunting years ago with my pastor in Nebraska. He had a 12-gauge automatic shotgun. You were allowed to have three shells in your gun, and when a pheasant flew up he would pull that trigger as fast as he could and empty his gun on every single bird. He literally filled the air full of lead, and once in a while he would actually bring down a bird. I also enjoyed duck hunting with my brother-in-law in northwest Nebraska, where they have a lot of small dams out in their pastures to catch rainwater for their livestock. Those were great spots to find ducks. We would come in below the dam, sneak up and surprise the ducks. They would lift off the water, and you had a split second when you could get a shot off before they were gone. Time and again I saw my brother-in-law drop three ducks with one shot. He knew exactly where to aim and when to shoot. What a tremendous difference in results between those two hunters.

Some of us in religious broadcasting are somewhat like my pastor. We fill the air with all kinds of programs, thinking that we will surely hit someone, and yet wasting a lot of time, energy and money. Some of us need to improve our aim and know when to pull the trigger. I believe we need to begin with a good mission statement that will identify who we are, who we serve, what we do for them and how we are unique — all in a brief statement so that it can be easily remem-

bered and stated. This process should help us in identifying who our target audience should be.

Once we have identified that target audience, we need to carefully examine our program schedule to see if we are aiming at that target. It could be that we will need to drop or add some programs, or rearrange the schedule so that the programs will complement one another. It may also mean that we will need to adjust our music style in order to attract and minister to our target.

After we adjust our schedule to best serve our audience, how do we go about determining if we are successful in hitting that target? We can utilize Arbitron research as produced for non-commercial radio by Radio Research Consortium (www.rconline.org). The information the Consortium provides gives us a good picture of our audience. Another indicator of who you are reaching is to check out your donor list and see if they fit the profile of your target. As you fine-tune your operation you will find that your target audience can be reached more often.

God has placed in our hands a tremendous instrument for communicating the Gospel, and I'm sure it's your desire, as it is mine, to utilize that instrument to its fullest potential and go home with a good harvest of souls for Christ.

Ward Childerston is GM, WCRH-FM/Williamsport, MD, manager@wcrh.org.

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Branding Guides for Christian Television

A decade ago, when cable and satellite delivery systems were just beginning to offer a broad range of programming, singer/songwriter Bruce Springsteen composed the prophetic "57 Channels and Nothin' On." The song recounts the tale of a frustrated young man who, after eagerly embracing this new technology, finds that even with an array of numerous programming options beyond traditional broadcasting networks or independent stations, there was still nothing of value to watch on his TV. Finally, he retaliates by shooting his television set with his .44 Magnum.

A few months ago I heard Peter Chernin, president/COO of News Corp, talk about changes in media. I've taken concepts from that speech and tried to apply them here as a motivation to dig more deeply into the importance of branding your ministry.

Television producers and/or station managers have to develop a niche orientation to their audience, much like brand managers of many consumer goods. In short, they are moving from broadcasting to narrowcasting.

In a media environment with so much choice, trying to be all things to all people no longer works. Television viewing has evolved into a mature (or zero sum) market in which the number of available customers for a product category is stagnant. This is because, in part, there have been no corresponding increases in the amount of time people spend watching television.

The typical viewer still prefers to deal with only a handful of channel options. In coming years, these dozen channels will become even more entrenched in consumers' minds. Instead of offering the conventional remote control channel selector, television sets of the future will have "navigation devices" or "smart agents" that will allow the viewer to pre-select the most appropriate channels or programs. In other words, the notion of appointment programming will take on new meaning. A simple analogy would be an automobile radio where the driver, by manipulating a few push buttons, can pre-determine a handful of stations that will be considered for listening.

In the final analysis, successful marketers are in the business not of selling product, but of selling solutions to people's problems.

Because viewers often lack the motivation, ability or time to process all product information to which they are exposed, they look for quick solutions stored in memory. As marketer Alexander Biel said, "In a world where time is an ever-diminishing commodity, brands make it easier to store evaluations."

Brand equity is valuable because it takes a brand beyond its generic product (program) category and makes it special by emphasizing its enduring reputation. Two branding lessons television can learn from radio are: The more unique and exclusive your programming content, the more likely you will cultivate audience loyalty. Properly branded stations tend to remain prosperous over the long run.

We can define television brand equity as the differential effect that the brand name has on the audience response to a program (network or feature). The term differential means that audiences will respond differently if they have no knowledge of the brand name. A TV brand is said to have positive brand equity when audiences react more favorably to a program when the brand is identified than when it is not. This brand-driven loyalty is reflected in various ways, including audience perceptions, preferences and behavior.

Television brand equity ultimately depends on what resides in the minds of audiences. It is an ongoing process; hopefully this will trigger thought and encourage you to study branding and how it can help make your ministry more effective.

Judd Jackson is Executive Director, Account Services — Affiliated Media Group, judd@affiliatedmedia.com.

JOY: Jesus, Others, and You!

By God's grace, I've survived two bouts of cancer. As a result, at this season of my life, I'm greatly impacted by the long-term effects caused by radiation and chemotherapy. Yet, I'm experiencing the most liberating days I've ever known in my surrender to God. These are days of a deepening hunger to know God more intimately, to be used for His purposes and glory, while learning to park more of my sin nature at the foot of the cross.

The prayer of each day is, "Lord, how would You have me live and serve You?" Foundational to that prayer is the impact on my life of practicing six integrated spiritual disciplines. These disciplines set the focus for my daily quiet time and, as a result, the focus for addressing the demands and priorities of my life.

As you contemplate these six important prayer disciplines, it is my hope that God will speak to you in a fresh and motivating manner.

1. Purposefully surrender your will to Him. That means giving your mind over to Christ, yielding your will to the power of God living and working through you. Christ's surrender to His Father in Matthew 26:39 says it all, "Not as I will, but as You will." For me, consciously surrendering my mind is a deliberate act that says, "life isn't about me, it's about Christ."

2. Submit your heart to Christ's authority. In surrendering our will, our heart is yielded to Christ's authority over our motives, knowing God has only His very best for us in mind. We've all been in love. But, the best kind of love is when we can happily submit to another person, trusting that we will derive only the very best from the one who loves us. James 4 encourages us to holistically surrender, submit and humble ourselves in the presence of God — to know the love of a God who seeks only our best interests.

3. Live by faith. Surrendering our will and submitting our heart in humility gets us into the race. But, we're empowered by faith and obedience. Hebrew's 11 is rich in the power of faith's impact on our mind and heart. Faith is the substance of things hoped for; by faith we understand; by faith we offer ourselves; by faith we obey; and by faith we overcome.

4. Walk in obedience. Obedience brings liberty as it frees our mind and heart from a personal agenda. 1 Peter 2 says that obedience is truth. And in Exodus 19:5, God admonishes us to "obey My voice and keep My covenant, then you shall be My own possession ..." In a moment-by-moment existence, we need to be submissive to the restraints and commands of the authority of God.

5. Practice mercy. If our desire and commitment is to surrender our will, submit our hearts, and walk in faith and obedience, then we must practice mercy. To apply responsibility, I choose to frame the powerful word, "mercy," as the nine attributes of the fruit of the Spirit, which are the discipline of each day. I so desire to have washed over me love, joy, peace, longsuffering, kindness, goodness, faithfulness, gentleness and self-control.

6. Strive to be a bondservant of Christ. That pulls it all together. "Doing the will of God from the heart, with goodwill doing service, as to the Lord, and not to men," as Paul addressed the Ephesians. You may well remember the childhood song of "JOY ... Jesus, Others and You." What a wonderful way to spell and to live.

Friends and fellow travelers, I'm still learning, but I'm sure on the path that makes life all about Jesus and others. When I do, God takes good care of me.

Jon M. Campbell is President of Ambassador Advertising Agency, jcampbell@ambassadoradvertising.com.

INSPIRATION

Were you as impressed as I was at the beginning of this year's Super Bowl, when the underdog New England Patriots chose to be introduced as a team rather than as individuals? What about when the 1980 U.S. Olympic Hockey team lit the cauldron at the 2002 Winter Olympics as a group, not as individual stars of the ice?

I spent much of the week prior to this year's Super Bowl in Boston, so I wasn't surprised at the results of the game. New England's "team" included everyone from the most humble cabbie to the radio talk show hosts, the mayor, the governor and everyone in between. "Go Pats!" was a slogan that resonated in every place where people gathered — in businesses and brokerage houses, churches and neighborhood bars.

On opening night in Salt Lake City, it was more than symbolic when President George W. Bush declared the games open, not from a perch high above the crowd as his predecessors had done, but amid the U.S. team gathered in unity. So much was he a part of the team that one member, skater Sasha Cohen, felt perfectly comfortable handing him her cell phone and asking him to say hello to her parents back home.

Is there a lesson to be learned here by those of us who work in radio broadcasting? You bet! As important as individual performance is, it is the team that ultimately wins or loses the game. That truth is brought home in sports and in life, but we forget it so quickly.

Not that we don't love our stars. The morning team that generates ratings is irreplaceable. Program producers are stars too, particularly those with a national reputation for their books, television shows and personal appearances. A single programmer is often the key to the success or failure of an entire daypart.

The sales representative who can close that difficult account and bring home

the annual contract? Tell me that rep isn't a star! And the engineer? That's where it all begins. If the listener can't hear us through the miracle of properly functioning transmitters and radio waves, what's the point of being a broadcaster?

But in the end, none of those individual players can score a goal without the support of the whole team and every individual who comprises it. That includes talent and operations, sales, engineering and management. It also encompasses the world of the listener, the advertiser and the underwriter.

If the failure of the Enron Corporation taught us anything, it was that the people who look after the money are vital to the integrity of each person who stands at the mic, or who confronts the client face-to-face as front-line broadcasters. Those who provide the money, those who ask for it, those who collect and apply it, those who bank it and those who report on it all must share in the world of our listeners, and the talent that serves them each day. We have only ourselves to blame if the people who deal with the numbers are limited in their vision for the mission and the message. Of course, we must learn to understand their challenges as well.

Without grasping the complexities of the entire broadcast enterprise, without holding each other accountable, and without constant two-way communication and team spirit, we all become vulnerable to the evils of division, discouragement and dishonesty.

Over the next year, we want this column to reflect the teamwork that should characterize the NRB. You'll learn a lot from the people who write it. But remember, they are just members of a team — a team on which you can be a star performer.

Joe Davis is Executive VP for Radio, Salem Communications Corporation, salem@nycradio.com.

It All Adds Up: Excellence in Production

In 1980, our competition was 300 percent better than us. In 1990, they're only 25 percent better." You may remember this advertisement from 11 years ago. H. James Harrington, The International Quality Advisor for the firm of Ernst and Young, reports that the car company that produced this ad lost 30 percent of its market share in those 10 years (Business Process Improvement, H. James Harrington, McGraw-Hill, Inc, New York, 1991).

Can you believe it? A company that announces to the public, "Our automobiles are pretty bad!" Does that in any way inspire you to rush out and test-drive one of their cars or trucks? Don't you want to plunk down tens of thousands of dollars for a vehicle that probably will have problems and require expensive repairs? Of course not! In fact, just the opposite might occur — you may find yourself avoiding that brand because of the negative image the ads created in your mind. Yet, this advertising was intended to persuade you to consider this company for your next car. What happened?

Contrast this with your next beverage purchase. When you decide what to buy, how much of your thought has been influenced by advertising? Is your choice of beverage a result of effective advertising? Despite the dismissal of many skeptics, the truth is that market share, in any product or service sector, is heavily dependent on successful advertising and marketing.

Let me ask you about the people who came up with that automaker's ad campaign. Do you suppose someone was sleeping at the wheel? Was it the "old school" approach of, "Tell them what you're going to tell them, and then tell 'em again?" The intent of the ad was to say that their quality had increased 275 percent. That should have been easy to convey to car buyers, but it proved otherwise. This illustration reveals an interesting dynamic to consider: generally speaking, the communication process is itself relatively easy to understand, but communicating effectively to others often is quite difficult.

With that backdrop, let me welcome you to a new monthly column about the wide-ranging subject of "broadcast production." During the coming months, we'll explore a variety of topics about your message and the package you put it into — the broadcast product you produce. We'll talk about theory, creativity, talent, challenges, technology, tricks of the trade and more. You'll read the thoughts of industry experts who are accomplished in the field. There will be one common thread in every subject we address: a critical, foundational aspect of communication is the need for excellence in all we do.

As believers, we have the most important message to tell! We must tell the world about our Lord with excellence. There is no room in the crowded media marketplace for sub-standard work. Too many people will tune us out if we give them a mediocre broadcast. Let's face it, for too long we've been discounted by many in the media business — and also by audiences. We've got to work all the harder to make an impact for Christ.

You and I have a responsibility to go about our work with excellence. The goal for this column is to remind you of that, and to give you both good ideas and practical tools toward that end. Are you engaged in doing the best you can, in everything you do? Are you deliberate about making every facet of your communication better? Are you measuring your effectiveness?

The departed Bob Briner offered this wisdom, "Remember that you represent the excellence of the Savior. Recognize the amazing power you have. Seek discernment as you make the best possible use of it for God's Kingdom" (CRR, May 28, 2000). May God give you a passion for excellence, that you might use the talents and opportunities He has given you for His Kingdom!

John Fuller is VP of Broadcasting, Briargate Media, fullerjp@fotf.org.

Ministry Benefits of Existing and Emerging Technologies

Perhaps my first interaction with technology was as a 6-year-old boy. I visited my cousin and remember rushing upstairs to his room to play a game on his Commodore 64. At the time, I thought it was the greatest thing — playing a game of baseball on a computer. Of course, the computer took about 15 minutes to load the game off a cassette tape!

It's hard to believe that just 20 years ago that was the cutting edge in technology. Now, of course, if it takes more than three seconds to load a Web page, we get annoyed. Times certainly have changed.

Previously considered "new technologies," car phones, home computers and Microsoft Windows now are commonplace. Today's "new" technologies, such as the wireless Web, the Palm Pilot and Yahoo!, show that the more things change, the more they seem to stay the same.

This leads us not to another cliché, but to the new "Emerging Technologies" column in NRB magazine. Rather than educate you on every new technology that's out there (we'll assume the mass marketers will do a better job of that anyway) the goal of this column is to explain technology vis-a-vis ministry. The column will provide a connection between a technology that is on the market and how that technology can be useful for ministry. Condensing this into a tag line, our goal will be: "Explaining the ministry benefits of existing and emerging technologies."

We'll draw on technology professionals who invest their time and energy on the technological front lines, using words such as Linux, Java, .Net and MP3

in everyday language. These professionals are charged with one task: explaining to you how the technology that they understand can be put to purposeful ministry use.

Probably only a few of us could explain how a radio signal travels through the airwaves. But, we do know that when radio signals contain the Gospel message, they have the power to change lives. That's what this column will seek to illuminate: that God can use the digital world of 1's and 0's to change lives.

We don't intend to set an agenda that doesn't interest you. Rather, we want to create a forum in which you can interact with and learn from your peers in ministry. To that end, we've set up an e-mail address for you to send your questions, comments and concerns (nrb@christianity.com). Additionally, we'll be setting up a message board after each month to provide you with an opportunity to discuss each topic.

Someday, Lord willing, I'm sure we'll look back on this age and reminisce with our children or grandchildren about the newest technologies of our day. We'll talk about when we had to plug our computers into walls or how we needed to use keyboards to write messages. Someday, even our most complex technologies will seem antiquated ... someday. But, until then, we'll have this "Emerging Technologies" column.

J. Sebastian Traeger is President of Lightsource.com, sebastian@lifeaudio.com.

Show Me the Faces

Capturing video images for IMAG (Image MAGnification) requires a different mindset than traditional television production. The key word is close-up; you're trying to make attendees in the back row feel involved. In traditional television, you constantly change shots to keep the passive viewer at home interested. With IMAG production, the audience is in the shooting environment and they see all on-stage activity in wide-shot format. As director, you want to show images that are several times larger than normal size.

My first experience with "re-imaging" (another term for IMAG) was during the late 1970s. I worked in the video production truck at a large denominational convention. The director called for the usual shots, we videotaped the convention like a traditional television event and we made great pictures. However, I constantly had to open the back door of the truck and deal with one common complaint: "Just show us the faces." That comment stuck with me.

The following is a list of what I call "Dos, Don'ts and Be Carefuls":

Do

- Use the IMAG screen to display close-up images.
- Use head and shoulder and waist-up shots during spoken presentations (sermon, testimony, announcements, etc.)
- Use graphics to illustrate message points.
- Use four to five lines of copy for congregational singing.
- Use large font sizes (60 pt minimum).
- Have your Internet browser running at the IMAG computer for easy access to maps, graphics, documents, etc.
- Have a "go to" graphic available for transition times or when something goes wrong.
- Spell check CG (character generator) work and review titles and graphics; preferably use someone other than the one who created them.
- Prepare. Preview all elements of the service. Have a script available with all lyrics typed out and solos and vocal parts indicated. Place CG titles before the service.

- Work with drama directors to block skits for video. Dramas usually don't work well for IMAG.
- Plan your work.

Don't

- Show the congregation (except when a specific person needs to be identified).
- Use wide shots for establishment; it's unnecessary.
- Use busy graphics. Keep song lyrics simple and legible.
- Use the broadcast feed as the IMAG feed during spoken presentations.
- Draw attention to your dazzling video production, but rather to the message.

Be Careful

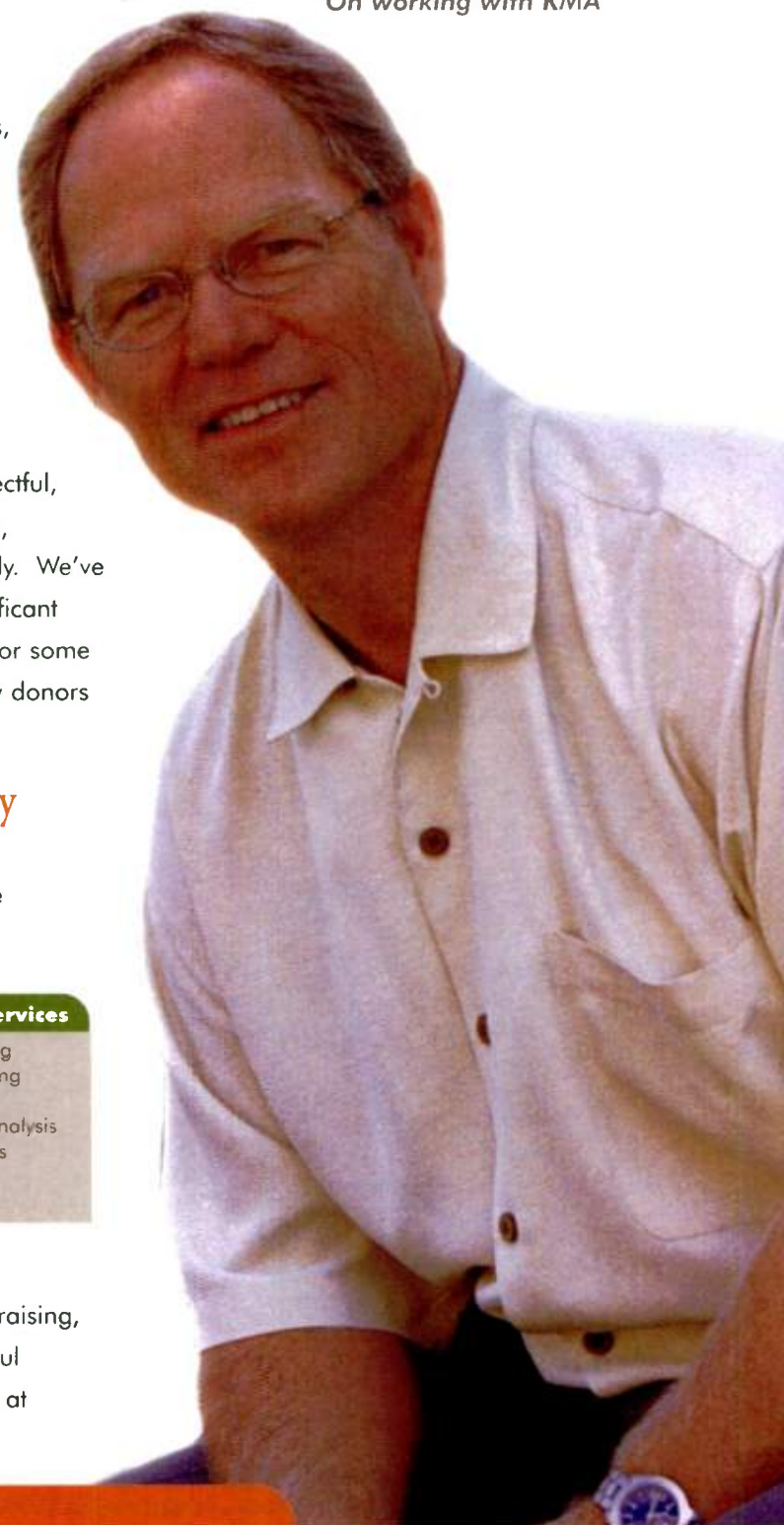
- With the production techniques used. Avoid drawing attention to the production and use simple cuts and dissolves.
- With backgrounds for lyrics during congregational singing. Don't detract from the purpose.
- With color combinations and check them on the projection screen. A default standard is a blue background with white or gold lettering and a black letter outline. (Hint: watch the colors of graphics used on national news programs.)
- When shooting for both broadcast and IMAG. Remember IMAG means magnifying the image for the in-house audience. During choir time or segments with large praise teams keep wide shots brief and few.

A final note: one key consideration of IMAG is the size of the auditorium's video screen(s). The larger the screen, obviously, the wider your camera shot can be. Our facility utilizes a single screen, approximately 13.5 feet tall x 18 feet wide. If I call for a head-to-toe shot of a 6-foot tall soloist, his on-screen image would be slightly more than twice his actual height. That's as wide as I want to go. Remember that the face and especially the eyes convey tremendous emotion, and will keep your audience's attention.

Steve Cowart is Director of Media Ministries, First Baptist Church of Raytown, MO, scowart@firstbaptistraytown.com.

“We no longer shoot the arrow and draw a bull’s-eye around where it lands.”

Hank Hanegraaff
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Theories are nice. But as a good steward of God’s resources, you want to invest in strategies that are proven by past experience. We believe our history with some of the most influential and successful media ministries in America—including *Insight for Living* with Chuck Swindoll, *The Urban Alternative* with Tony Evans, *Love Worth Finding* with Adrian Rogers, *Living on the Edge* with Chip Ingram, and the *Bible Answer Man* with Hank Hanegraaff—speaks for itself.

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Sustaining and Disruptive Technologies

Welcome to a new column for NRB magazine. As communicators of the greatest message in the world, it is incumbent on us to be as effective as we possibly can. This is true both for the clarity of the message we present and the stewardship over the resources we use. Future issues will discuss uses of the still-new technology of the Internet that can impact or improve how we minister.

But before we can begin to look at specific technologies and their potential impact, we must come to "common ground" on what technology is and how we need to view it in the context of our call to Christian communications. If we were to pull a dictionary off of our shelves — wait, that's old technology — if we were to go to Merriam-Webster's online dictionary (www.m-w.com), we would see that the two areas of definition for the word "technology" have to do with: 1. The practical application of knowledge in a particular area, and 2. A manner of accomplishing a task.

In the context of the goals of this column, technology is the tool, the means by which we carry out our goals and purposes. It is vital that we never reverse the order of this relationship. The tool is there to help fulfill the purpose we have decided to pursue. Therefore, our focus will be any new way of accomplishing our goals and purposes by utilizing the medium of the Internet.

At the risk of oversimplifying, technology ought to do one of two things: 1) take something that you already are doing and allow you to do it better, or 2) enable you to do something that fits your purpose but you did not have the means of accomplishing before.

Author Clayton Christensen presents an alternative view of how technology can impact our ministries. In his book, *The Innovator's Dilemma: When New Technologies Cause Great Firms to Fail* (Harvard Business

School Press, 1997), he distinguishes between sustaining technologies and disruptive technologies. In simplified form, a sustaining technology improves what we already have or are doing, while a disruptive technology eventually replaces what we have now. Christensen writes that most disruptive technologies do not initially perform as well as the technology they eventually replace. Over time, they become the standard and older technology goes the way of the 5.25-inch computer disk.

It is important to note that the adjective "disruptive" applies to our way of going about things, not to the end user. Disruptive technologies most often do not require the user to change behavior; rather, they facilitate what an end user already is trying to do.

All of us in Christian communications are faced with the dizzying pace of technological advance. There is no better example of that than what we have seen happen in the Internet over the last seven or eight years. Technologists probably always will develop far more capabilities than we will be able to practically use. The trick is to recognize which technologies have the potential to change our business.

I look forward to the discussion over the coming months of how to utilize Internet technology that advances ministry purposes. If you have suggestions for technologies or areas of the Internet that you would like addressed, drop me a note at robby@gospelcom.net. (Talk about a disruptive technology: e-mail!) Watch this space for someone within our ranks to address how we can use the Internet to further the communication of the greatest story ever told.

Robby Richardson is Director, International Internet Ministries—Gospel Communications, robby@gospelcom.net

At Your Service

The HNRB is an affiliate organization to NRB. Like NRB, it is devoted to advancing Christian communications by promoting ethics, integrity and excellence in Christian broadcasting, with a special focus on Hispanic communicators.

Although many realize that the HNRB serves Hispanic ministries and radio and television stations, we also consider it our mission to be a valuable tool for any English ministry or station desiring to expand its outreach to include Hispanics. Whether you're looking for resources on beginning a Spanish broadcast, including Spanish programming in your schedule or increasing the efforts already in place, the HNRB can help.

As HNRB president, I offer our support and assistance to all NRB members as you seek to meet the needs of the Hispanic listener. We are happy to consult, offer direction and provide contacts to you. Consider yourself like family when you contact me or any of the HNRB board members as you evaluate your Spanish outreach.

Over the coming months, we will be including tips, pointers and information designed to educate you on the Hispanic listener, the Hispanic market, and the ins and outs of producing Spanish programming. Let's press on toward the goal of reaching the world for Christ.

HNRB President Nestor Colombo is Director of En Contacto, In Touch Ministries, nestor@intouch.org.

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TRADE TALK



INTERNATIONAL NEWS

ENGLAND – Trans World Radio (TWR) reached a milestone in January, airing programs in 180 languages and dialects. TWR's global radio outreach totals more than 1800 hours per week from 13 primary shortwave and medium-wave transmitting sites, via satellite, and on more than 1600 local stations and transmitters. Visit www.twr.org for more news. (feb@feb.org)

Griffin, GA – Life Radio Ministries joined with HCJB World Radio and Evangelical Bible Mission International to build the first Christian broadcasting network in Papua New



Joe Emert of Life Radio Ministries gives Bessie Benton, flight attendant for Air New Guinea, the first Wantok Radio Light bumper sticker.

Guinea. Wantok Radio Light aired its dedication service and ribbon cutting ceremony live from the capital city of Port Moresby on January 14. (Joe Emert, 770-229-2020)

London, ENGLAND – Christians from the United Kingdom and beyond have been asked to pledge to pray for Prime Minister Tony Blair on a daily basis throughout 2002. The initiative was launched on Premier Online, Premier Radio's Internet site. To join the Prime Minister's Prayer Time team, register online at www.pray-now.com. (Michael Ireland, assistcomm@cs.com)

AIRWAVE ANNIVERSARIES

Chicago, IL – John Maddex, Division Manager of Moody Broadcast Stations, was honored for 25 years of service to Moody Broadcasting Network at a recent Branch Conference. Maddex's MBN career started at WCRF-FM/Cleveland, OH and ultimately took him to Chicago for the national management of stations. (Robin Jones, robinjones7@cox.net)

St. Petersburg, RUSSIA – Radio Teos/St. Petersburg, a full-time non-denominational Christian radio station celebrated its 9th anniversary in January. (radio@teos.org.ru)



INTERNET

Nashville, TN – Image and eating issues and resources are discussed on www.Finding-Balance.com, founded by author, artist and speaker Constance Rhodes. (Melissa Hambrick, spincyclepr@comcast.net)



Muskegon, MI – The Bible Gateway (www.biblegateway.com), now with 10 English versions and 18 languages, is adding more translations to its Internet destination. The site consistently records more than 11 million page views each month, making it one of the most-visited Christian sites. Among the newer languages available on the



site: Polish, Russian, Romanian and Czech. The Bible Gateway is made possible through the cooperation of several publishers of Bible versions and translations, including IBS, Zondervan, Lockman, Thomas Nelson, Tyndale House and others. (D.S. Smith, dss@gospel.com.net)

Eugene, OR – Broadcast Software International (BSI) launched a discussion forum on its Web site (www.bsiusa.com/support) in January for clients to share information and get help from fellow users. BSI Tech Chief Leo Carlson moderates the forum. (info@bsiusa.com)



Tampa, FL – In early January, *CareerXRoads*, an award-winning



employment industry trade publication, ranked ChristianJobs.Com among the Top 500 of all career sites on the Internet. The honor comes at the same time the 6-year-old job board completes an expansion of its vision and services. (Jose Gomez, 813-243-4641)



[Decision Today, the daily radio ministry of the Billy Graham Evangelistic Association.]



"The real story is in the changes that have taken place in the hearts and lives of people."

—Billy Graham

Decision Today





AIRWAVE NEWS RADIO

Houston, TX – KSBJ-FM sponsored a regional baby shower during Sanctity of Human Life week in January in conjunction with 12 area crisis pregnancy centers. The purpose was to raise awareness of the needs of women and families facing unplanned pregnancies. (Jason Ray, 281-446-5725)

Columbus, OH – To meet the needs of a growing Hispanic population, WRFD-AM began airing a new weekly program, *Las Buenas Nuevas* (*The Good News*), hosted by Ernesto Cruz. (614-885-0880)

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

Omaha, NE – KGBI-FM celebrated Sanctity of Human Life week with its 4th Annual World's Largest Baby Shower to benefit local crisis pregnancy centers. Listeners donated 1824 diapers, more than 380 outfits of clothing, 200 baby care items, 100 bedding items, plus car seats, strollers, furniture and miscellaneous items. (Mark Michaels, 402-449-2900)

Naples, FL – WSOR-FM hosted a live taping of Moody Broadcasting Network's cornerstone radio program, *Proclaim*, before a local audience at the First Baptist Church in Naples. Moody Bible Institute president and *Proclaim* speaker, Dr. Joseph Stowell, and MBN veteran Wayne Shepherd were joined by special guests Chuck Colson and recording artist Wes King. (Ron Maxwell, 941-334-1393)

3

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MUSIC

Nashville, TN – This fall, Point of Grace is introducing Girls of Grace conferences, with a partner CD and devotional book. The group will host two-day events for teenage girls.



For more information, visit www.girlsofgrace.com. (Angie Bates, abates@wordentertainment.com)

Nashville, TN – INO Records announced its partnership with new label Resonate Records. Word will handle the distribution. (Christianrock.com)

Franklin, TN – With a focus toward the music of the church, Christian music veterans are launching Doxology Records. Former Myrrh Records VP of A&R, Dan Posthuma, will serve as president/GM; experienced executives and producers serve on a board of directors, including former Word Records head Roland Lundy, who will serve as chairman of the board. Completing the board are industry veteran Bill Gaither, Integrity Music CEO Jerry Weimer, independent producers Michael Omartian, Dan Huff and Monroe Jones, and former banking executive John Newcomer. (Melissa Hambrick, spincyclepr@comcast.net)



The board of directors of newly formed Doxology Records (L-R): Jones, Newcomer, Posthuma, Lundy, Weimer, Gaither, Omartian and Huff.

Nashville, TN – Legendary gospel singer Rev. Shirley Caesar accepted her 13th Stellar Award on the televised 17th Annual Stellar Awards January 12, declaring her the Traditional Female Vocalist of the Year for her album, *Hymns*. (615-457-2000)

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File Edit Help Window

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Reference: CID 12345
 Listing: The John Q. Donor Charitable Trust

Mr. John Q. Donor
 Johnnie
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Gift History

First Gift: \$50.00 09/17/1999
 Total Gifts: \$2,175.00
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Filter On: (No Filter)
 Filter Value: (No Filter)

Type	Fund	Appeal	Gift Amount	Balance
D	FORL01		\$2,000.00	\$2,000.00
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TRADE TALK



AIRWAVE NEWS TELEVISION

Des Moines, IA – Russell S. Doughten, Jr. received the 2001 Landmark Award for lifetime contribution as a writer, producer and director of Christian motion pictures at the six-day WYSIWYG film festival in San Francisco. Doughten has 20 full-length evangelistic features to his credit. His best-known film, *A Thief in the Night*, just released on DVD. (Doughten, 800-247-3456)

Naples, FL – Sky Angel aired live coverage of Campus Crusade for Christ's three-day pastors conference, "Beyond All Limits," held at the First Baptist Church of Orlando January 17-19. For those unable to attend, Sky Angel aired the conference via satellite on its Special Events channel. (Nancy Christopher, 941-403-9130)

Worcester, PA – *The Test of Time*, a four-part video series, won the prestigious BAFTA (British Academy of Film and Television Artists) award for the best young people's factual television program in 2001. A co-production of BBC TV and Gateway Films/Vision Video, the series examined Inner Peace, Forgiveness, Commitment and Money. It is believed that this may be the first time a religious film has won the award in the youth category. BAFTA is Britain's version of the Academy Awards. Karen Rutt, karen@visionvideo.com)

Clearwater, FL – *Cafe Video* continued its fifth season on air with the premiere of five new 30-minute episodes in February. Each episode was filmed in Nashville at The Liquid Lounge and guest-hosted by today's most popular contemporary Christian music artists. *Cafe Video* is produced by the Christian Network, Inc., and distributed on PAX TV and independent television stations throughout the U.S. (Tim Rasmussen, 800-728-8723)

Fort Worth, TX – On February 13, live from Wedgewood Baptist Church, FamilyNet aired *Seize the Net Goes Live!* Sponsored by True Love Waits, the program joined student rallies across the country in an annual event of commitment to abstinence before marriage. *Seize the Net Goes Live!* featured an interactive online commitment form to allow viewers to participate in the event. (Denise Cook, 817-570-1400)

Glendale, AZ – Swordfish Productions, LLC, completed filming of a documentary, *Americana Sunday*, and premiered it during the NATPE convention in Las Vegas in January. The program explores the ways Americans worship and is hosted by Nancy Stafford. (Deb Culbertson, 623-561-5024)



NEWS

Manassas, VA – JVC Professional Products Company donated a 27-inch flat-screen television to NRB for the conference room in the new headquarters building. Steve Martin, assistant VP/Special Markets Digital Video Division, presented the equipment to NRB Executive VP Michael Glenn. (Valerie Fraedrich, 703-330-7000, ext. 516)

Charlotte, NC – The Inspiration Networks launched INSP Media Group (IMG) to provide sales, marketing and distribution services to the CBA and general retail markets. (Bill Summers, bsummers@insp.com)

Highlands Ranch, CO – In January, Christian Wire Services (CWS) unveiled its news distribution service exclusively for Christian organizations, businesses, publishers, churches, ministries, entertainment and nonprofit groups. CWS delivers news from its members to domestic and international media and other key information outlets, helping Christian-related groups communicate the latest news and information to the public as a whole. CWS also features a media room exclusively for members of the domestic and international media. Registered journalists can login to this section to identify Christian Wire Services members who are experts in specific topic areas. (Theresa Perry-McNeil, cws@christianwireservices.com)

Muskegon, MI – Effective January 2002, Gospel Communications International has a new corporate identity logo design for its family of media-

Gospel Communications

inspiring hearts, transforming lives

based ministries. The logo design was ren-

dered for Gospel Communications by Borns LLC, a marketing communications firm in Grand Haven, MI. (D. S. Smith, dss@gospelcom.net)



Manassas, VA – Following a non-binding majority vote by the NRB Board of Directors during NRB 2002 in Nashville, TN, the NRB Executive Committee unanimously affirmed its earlier vote of 7-1 to

accept the resignation of President/COO Wayne Pederson, effective February 16. (Christine Pryor, 703-330-7000, ext. 515).

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TRADE TALK



TECHNOLOGY

Silicon Valley, CA – JAGTEC's Ad Zapper Commercial Response System is a cable-box-sized device that connects to a TV set and automatically detects advertisements in live programming, replacing them with pre-recorded video devotionals provided by Christian television networks and ministries. JAGTEC will begin distribution of the Ad Zapper to U.S. consumers this fall. (George Perreault, 408-892-1616)

New York, NY – Encoda Systems, Inc., released Encoda MART, a comprehensive data mining and business analysis tool designed for the needs of broadcast groups and networks and offering advanced browser-based access to centralized databases containing detailed spot information. Encoda also announced the availability of Verifier, a product that monitors broadcast signals at critical points in the transmission path; provides alarms to the automation or network monitoring system; and can simultaneously monitor up to five signal points, up to 1000 channels. (Sunny Branson, 801-533-2669)

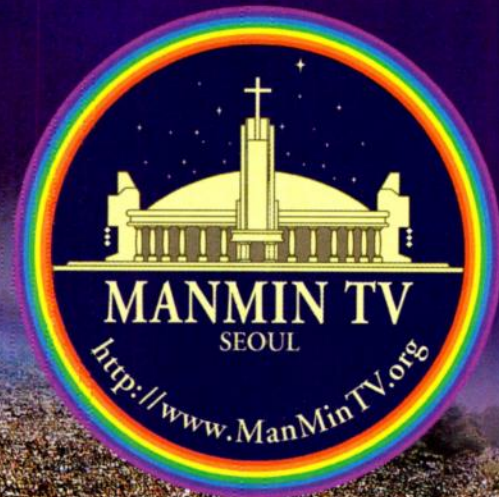
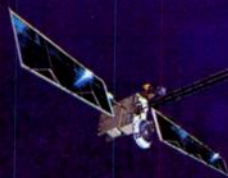
Irvine, CA – Fast Forward Video, Inc., is launching its high-performance Recon ultra-compact DVR board in April. When combined with notebook hard drives or Solid-State memory, Recon is suited for sporting events, security and remote monitoring, and mobile broadcast applications. (Sunny Branson, 801-533-2669)



PEOPLE

Dallas, TX – Dr. W.A. Criswell, 92, pastor emeritus of First Baptist Church of Dallas, died January 10. Criswell served on many boards and agencies, including president of the Southern Baptist Convention from 1968-69. Criswell authored 54 books and was general editor of the Criswell Study Bible and the Believers Study Bible. He is survived by his wife, Mabel Ann. (Ron Harris, 817-792-3800)

Chandler, AZ – Lighthouse Media added Kevin Woolf to its media development staff. With more than 20 years' experience working with direct client services as well as development, Woolf works with program clients and stations. (Eric Lau, 480-752-8500)



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.

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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 Live Webcasting (Netcasting)

2002 Honduras Healing Crusade
July 23-26, Olympic Stadium,
San Pedro Sula

2002 India Healing Crusade
October 10-13, Marina Beach,
Chennai



Director Johnny H. Kim and Rev. Dr. Lee Jae-Rock at 2001 Philippines Healing Crusade

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TRADE TALK

Wheaton, IL – Pioneer Christian broadcaster Douglas Landis Mains, 90, died on February 2. In 1939, after the FCC ruled that the airwaves should be open to religious broadcasting, Mains helped his brother-in-law John Jess found *The Chapel of the Air* (originally named *The King's Hour*) radio broadcast, which aired continuously for more than 50 years. In the 1950s, Mains, who was influential in the early life of NRB, and his late wife, Faith, established Domain Communications. Domain's studios recently were named by *Screen Magazine* as the oldest in the Chicago area. (Randall Mains, ceo@helpingpastors.com)



Lori Ross

Chicago, IL – Moody Broadcasting's cornerstone program, *Proclaim*, appointed Lori Ross, formerly with WMBI, as program administrator. (Doug Hasings, 312-329-4101)

San Clemente, CA – Jeff Searles is the new director of the development department at The JESUS Film Project. Searles, a staff member of Campus Crusade for Christ for nearly 30 years, has served on the project for 14 years. (*The Update*, Vol. 18, Issue 1, 2002)

San Clemente, CA – Adam Lock Sr., operations manager for WWCR-SW/WNQM-AM, recently was recognized for 10 years of service. (George McClintock, 615-255-1300)

Nashville, TN – After 18 years of service, Jay Litton retired from WNQM-AM/WWCR-AM. Litton received a plaque commemorating his outstanding dedication and achievement at a celebration in his honor. (George McClintock, 615-255-1300)

Reston, VA – Former Virginia Attorney General and gubernatorial candidate Mark Earley was named to head Prison Fellowship Ministries, effective February 1. Founder Charles Colson will remain chairman. (Jennifer Sheran, 770-813-0000)

Dallas, TX – Judd Jackson, chairman of NRB's Television Committee, recently was appointed to the position of executive director of account services for Affiliated Media Group. Jackson is based in the agency's corporate headquarters in Jacksonville, FL.



In other personnel news, Affiliated Media Group also appointed four VPs: Frank Brewer, VP/director of media; Tim Ford, VP/director of finance; Bob Klenk, VP/director of sales; and Joe Nicholson, VP/director of marketing. (Richelle Payne, 972-980-4898)

Eugene, OR – Broadcast Software International (BSI) President Ron Burley recently stepped down from the top position of the company he founded seven years ago, and plans to author books. Succeeding Burley is BSI COO/GM Chris Kehoe, former VP of operations. (Ginny Kliever, 541-338-8588)

Milwaukee, WI – Andi Miller signed as midday host and music director for WFSH-FM, Milwaukee's recently launched contemporary Christian radio station. (Amy Hansen, 414-354-0200)

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MEMBERSHIP: What's New for NRB Members

1. NRB and Intercristo kick off partnership.

NRB 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.

2. NRB creates new Church Media Committee.

NRB is excited to announce approval, by the Executive Committee, of the Church Media Committee. Led by Chairman Steve Cowart, this committee will plan a Boot Camp and educational sessions for the annual convention, provide input on editorial content for *NRB* magazine and strategize on how NRB can better serve those in church media.

3. Membership Campaign begins April 1.

New corporate members who join NRB between April 1 and July 1 will receive a free *Directory of Religious Media* on CD Rom. Companies taking advantage of this membership special can expect to save \$195. Of course, new members can expect to receive all the other benefits of membership. These include, but are not limited to: use of the

NRB seal, weekly *Inside NRB for Members Only*, *NRB* magazine, discounts to NRB's annual national convention, chapter membership, and discounts for insurance, group health, retirement, overnight express and office supplies. Membership in NRB keeps you informed and saves you money! Call or write today for an application and get your free CD Rom.

4. *Inside NRB for Members Only* goes e-mail!

All NRB members shortly will begin receiving the weekly newsletter via e-mail. If you haven't given us your updated address please e-mail Manager of Member Services, Bob Powers, at bpowers@nrb.org. Organizational members: include staff members' e-mails and we'll add them to the distribution list.

5. Member renewal kit mailing set for early April.

Look for your yearly renewal kit soon, including: the new class of Board of Directors, listing of headquarters staff, information about the chapters and their conventions, a discount coupon for new contracts to advertise in NRB publications and updated information for all business discounts. For your convenience, the contents will be three-hole punched for use in the member notebook.

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

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NRB membership keeps on growing!

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2002 NASHVILLE, TENNESSEE

NRB

Wrap-up



An intent crowd takes notes during a Boot Camp.

SATURDAY



A record-setting number of attendees registered for the convention: more than 5800.



Bruce Wilkinson illustrates a point during his Worship Service message: "Why did Jesus leave the synagogue and take His message to the marketplace? If Jesus did it, then ... we need to go past the walls that we have tried to build to carry that message."

SUNDAY



Dr. James Dobson speaks on morality during his key note address for the Opening General Session: "The world is a dangerous place, and the new culture that exists is at war with parents as they try to get their kids through the minefield of adolescence."

The Worship Service crowd responds to worship leader Ron Kenoly.



L-R, Karin Plummer officially opens the 2002 Exposition with her husband, NRB Chairman Glenn Plummer, actress Nancy Stafford and NRB VP of Conventions David Keith.

MONDAY



Lowell "Bud" Paxson addresses broadcasters at the Public Policy Breakfast, urging NRB members to pursue new avenues for getting the Gospel to a greater audience.



Former slave Francis Bok (L), a native of Sudan, listens as Timothy Abraham, a former Islamic Fundamentalist from Egypt, speaks to the Public Policy Breakfast audience.

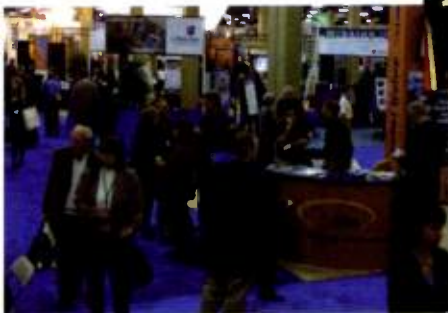


An enthusiastic crowd descends the steps toward the Exposition.



Jerry Rose (standing), chairman of the NRB International Advisory Committee, listens to session panelist and HNRB President Nestor Colombo (second from right) during the World Fellowship Luncheon. Other ministries represented on the panel included World Vision; COICOM; Bibles for the World; and Jesus, Hope for Romania.

Recording artist Nicole C. Mullen pauses for a photograph with an attendee during her autograph booth session on the Exposition floor.



A view of the crowded Exposition floor.



"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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NRB Wrap-up



U.S. Attorney General John Ashcroft speaks at a Special Session: "No society, culture or community ever achieves greatness just by barely scaling over the thresholds of the law. Greatness is achieved when we respond to the highest and best, to the calling that God gives to each of us to reach the potential that God has placed within us. I thank you for making that clarion call over and over again, not just across this nation but also around the world."

TUESDAY



Thelma Wells presents a humorous yet challenging keynote address at the Women's Breakfast.



Outgoing NRB President/COO Wayne Pederson, who submitted his resignation during the convention, addresses the Anniversary Banquet crowd following a lengthy and thunderous standing ovation: "Norma and I will be fine, and we are excited about what God has for us next. My concern is for NRB — [it] is up to you to continue in unity."



During Awards Night, composer/recording artist Michael W. Smith performs a selection from his latest project, *Freedom*. Smith also emceed the program.

MONDAY, CONT.



Honoree Bill Bright acknowledges an audience ovation during his induction into the Hall of Fame. (L-R) NRB Chairman/CEO Glenn Plummer, Vonette Bright, Bright and NRB First Vice Chairman Michael Little.



NRB's first African-American Chairman/CEO, Glenn Plummer, emceeds the Anniversary Banquet.



The Gustavson family listens as NRB Chairman/CEO Glenn Plummer reads a tribute to the late E. Brandt Gustavson, who received the Hall of Fame award posthumously. L-R: Plummer, NRB First Vice Chairman Michael Little, Ruth Gustavson Davis (daughter), Mary Gustavson (wife) and Tim Gustavson (son).



The Gaither Vocal Band closes out the Anniversary Banquet with a multiple-encore performance.



Recording artist Beverly Crawford sings with emotion during Awards Night.



Leonard Sweet pulls a Gen-X cameraman on stage during the Keynote address of the Anniversary Banquet to illustrate the difference in thinking between generations. When asked what he thought of Sweet's penny loafer, the cameraman answered, "I wouldn't be caught dead wearing it!"



Author Henry Blackaby installs the Executive Committee during the Anniversary Banquet, charging them to uphold their positions of stewardship and to lead the Association with integrity. Blackaby also spoke during a special session for the NRB Board of Directors, Executive Committee and Headquarters Staff prior to the convention.



Tim Mahoney (background, near screen) of Mahoney Media Group teaches during a television educational session on producing short films.



Chart-topping recording group Jars of Clay performs "I Need You" during Awards Night.



The Intercollegiate Religious Broadcasters (IRB) winners are recognized during Awards Night. IRB students compete for production awards and essay scholarships. IRB — with 165 student/faculty members and 22 member schools — experienced exciting growth during 2001.

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Thinking

Outside of the Boombox:

Creative Programming Ideas from the NRB 2002 Educational

*ROD BUTLER
DIRECTOR OF CHILDREN'S MINISTRY
KCBI-FM/DALLAS, TX.*

use a three-part formula for any media production I approach: illustration, animation and communication. It starts with having a Bible base. It must start there, because that is the launch pad for all the ideas. I love putting the words and concepts of Scripture into the world of characters, where they become illustrated; then into the world of action, where they become animated; and into the world of short nuggets of truth, where they become applied. I call it flash, sparkle and shine: flash catches the attention of the child and holds it there to sparkle, which makes the communication

*PAUL LOGAN
MORNING ANNOUNCER
KFSI-FM/ROCHESTER, MN*

d like to cover some events that we do.

1. Teddy Bears to Russia, a project with Josh McDowell. It's such an exciting event to be a part of, and kids galore get involved with it. I had an opportunity to go with Josh and hand-deliver these teddy bears that kids from all around the community bring to the station and area stores. A lot of stores open up their doors and get involved. It's a tangible event that the whole community can understand: taking teddy bears, supplies and food – and the Gospel – to orphans and prisoners in another country. It's a very exciting event. We did a lot of live interviews with people in Russia; the phone bill was \$3000, but it was an exciting time.
2. Bibles for Prisoners. Rochester has a Federal Medical Center and we ministered to Jim Bakker for a while. We also [distributed literature] to the Far East.
3. Billboards. When I returned from a trip to the Far East, I read in a local newspaper that a Buddhist temple was being built on

rich with color and elements that are multi-colored, fast-moving and interesting and then shine, radiates the warmth and the truth of Christ.

Here are a few ways to branch out in children's programming:

1. Use turn-it-up radio: fun-filled, bold witness and full of action. Kids don't want to listen to somebody talk. They'd rather hear stories.
2. Use tune-it-in radio: stay clear in the purpose by weaving together the mirth and the message of the ministry. To release some form of the programming into an

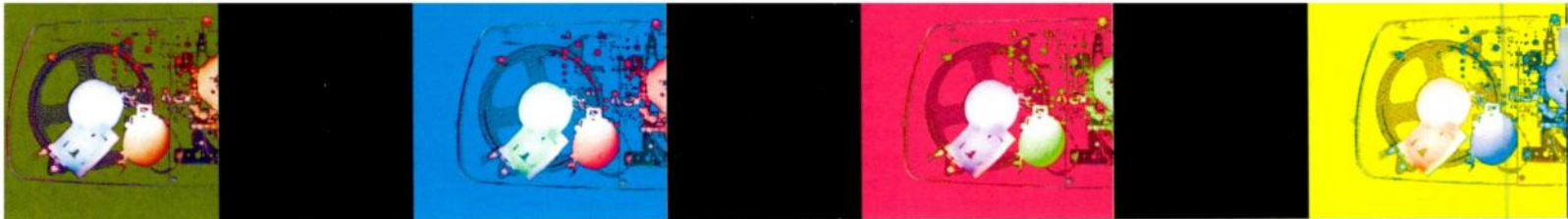
the hill right behind our station. We have a huge, red, neon "Jesus Saves" sign on our building, and every time the worshipers drive to their Buddhist Temple, they have to pass our sign. We took that philosophy around the community, putting up billboards with "Jesus Saves" on them with our frequency.

4. We do roller blade events. We retrofit a gymnasium with lights, disco balls, lasers, a huge screen for music videos, and a 4000-watt sound system. Sometimes the neighbors ask us to turn it down a little bit, but kids are coming. It's so neat to see hundreds of Christian kids coming and bringing their unsaved friends. Not all of them are tuning us in on the dial but we can catch them where they are and provide events for them to come to. And once you have them, once they realize, "Hey, these guys have fun, too," they'll listen.
5. We co-sponsor youth camps in the summer and some of the radio staff get involved. I'm there with the kids for three weeks. A lot of these kids aren't necessar-

audio format, on the Web, on CD or on cassette. It's such a great time for technology, because your program, your concept and your ministry can sprout up in so many different forms, including print.

3. Use giveaways: kids like pencils and stickers.
4. Use kids. Kids love to listen to kids. I can tell them all day what it's like to live for Jesus, but when another child says, "I love the Lord, because he helped me through the soccer match or He helped me to get a B on my test," other kids say, "Oh, yeah!"
- ily real active in a church, or their churches aren't large enough to have a camp program. But they come and enjoy it. I'll bet there is a camp in your area that would love it if you would help them out and promote them. We also design a new T-shirt for every year and they're becoming collectibles. It's great to see kids wearing the shirts around town.
6. We have a radio class for Christian schools. High schoolers can take a radio class and get into radio. The Saturday night program is definitely geared toward teenagers, just like the Saturday morning programming is geared toward youth. You can't always understand the words to the songs, but the students do. We're working on a program to have a different youth group featured every weekend. Get them involved and they'll tell their friends, "Hey, I was on the radio."
7. Rochesterfest. We sponsor free concerts, put up a big tent at the fairground and invite the community to come out for it.

Session Creative Programming, Part A: Out of the Box Thinking



CHRIS LEMKE
 PROGRAM DIRECTOR
 WCSG-FM/GRAND RAPIDS, MI

Good radio programming is all about creativity.

1. Creativity is in everyone, because everyone is made in the image of God.
2. Creativity is limitless. The only ceiling is self-imposed or placed on us by someone else.
3. Creativity has structure. A rainbow is always in the same color order, but it is creative in where it appears.
4. Creativity perpetuates itself. In the creative structure (in a Christian environment), there is no such thing as a bad idea. Think through your ideas to come up with creative approaches: someone might mention that "St. Patrick's Day is coming up; let's give away green beer." Don't say, "That's a stupid idea." What you could say is, "How can we help in this situation? All right, so we don't give away beer, but maybe we can pick up beer cans along the side of the road. Maybe we can do a buddy system." Take those ideas and let them grow into something beautiful.
5. Creativity takes initiative. Go after it.
6. Creativity can be entertaining. Your station must be entertaining, in some form or fashion. Your competition and every other medium out there are going to try to woo your listener away. I'm not saying to program entertainment exclusively, but don't be afraid of the "E" word.
7. Creativity is ministry. Dave Burchett writes in his book, *When Bad Christians Happen to Good People: Where We Have Failed Each Other and How to Reverse the Damage*, that he'd like to revise our WWJD (What would Jesus do?) thinking to WJSTOT: Would Jesus spend time on this? You can be entertaining and minis-

ter at the same time. Most of Christian radio hasn't caught that yet.

8. Creativity requires preparation.
9. Creativity is all about relationship. Your promotion and programming creativity needs to connect with the listener. If you aren't funny and can't write funny, find someone who can.

Creative programming ideas:

- Valentine's Day. Have listeners call in with their own Valentine's Day greeting, such as, "Hi, Tom, it's Anne. I love you very much. Happy Valentine's Day!" We recorded every call and dropped them in after every third or fourth song. They didn't mention anything about Jesus, but they wished a Happy Valentine's Day to their husband, their wife, their child, their parent, their pastor. Not every bit we do has to say Jesus in it. What you're doing is displaying Christ's command to love one another.
- Easter Egg Hunt. Don't think you can't do this. Your radio station could reach the community by partnering with local churches to do a citywide Easter egg hunt with Resurrection eggs.
- Good Friday, Great Sunday. Play Passion music and Resurrection songs and drop in comments from listeners who talk about what serving a risen Savior means. Drop in a bulletin insert at local churches that reads: "Good Friday, Great Sunday! Listen for details on (your radio station)!"
- April Fool's Day. Air polka praise from 6-9 a.m. Wouldn't it be great if your station was

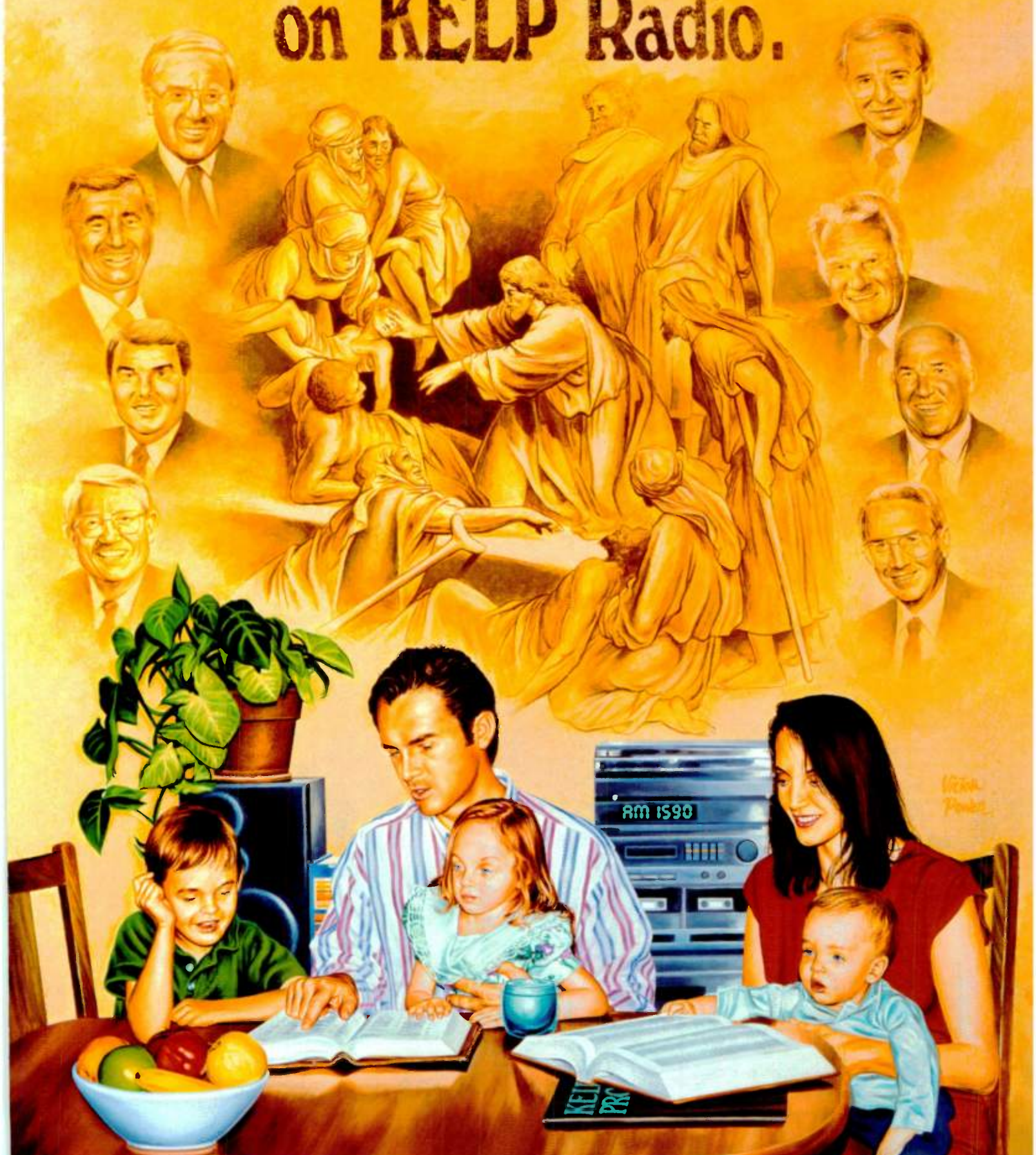
the talk of the day around the water cooler?

- Christmas in July. We played Christmas music all day on July 25 and the phones would not stop ringing. It was 92 degrees and we were playing "Sleigh Ride." It got the community talking. Entertaining? Yes. Ministry? Yes.
- Classic Christian Gold. We did some research and found that some of our listeners enjoy the older contemporary Christian artists. We started a "Where are they now" program every Saturday from 7-9 p.m. with artists such as Evie Carlson, Randy Stonehill, The Daniel Amos Band and Larry Norman.

Other ideas from attendees:

- Run sports programming. Partner with local schools, YMCA, sports centers, state sports commissions or minor league teams. Integrate sports into your news programming.
- Promote your station with scavenger hunts. Travel to a nearby city and give three clues to your location, the first one is vague, the second is more revealing and the third is for those who need to be told an exact location.
- Address criticism one-on-one. When you encounter people who say, "You can't do that and be a Christian station," don't be afraid to address their criticism. If you've already spent time asking yourself and your staff whether the event/programming should run, you can speak to the issue with confidence because it is already sorted out in your mind.

We Love to tell the Story on KELP Radio.



CALENDAR

■ April 6-11

National Association of Broadcasters NAB 2002; Las Vegas, NV. Kristie Morris, 800-342-2460 or www.nab.org

■ April 8-10

RTNDA@NRB, Las Vegas, NV. Danielle Browne, 202-659-6510.

■ May 6-8

Museum of Television & Radio, The Television Documentary Festival; New York, NY. Diane Reed, 212-621-6600.

■ June 5

RAB Radio-Mercury Awards; New York, NY. Gary Fries, 800-232-3131.

■ July 25-27

Southwestern NRB Chapter Convention; D/FW Marriott North, Dallas, TX. Joe Willis, 372-278-8277, joewillis@juno.com or T. Burt Perrault, 713-871-8483, TBPerraultCo@aol.com.

■ July 31-August 2

The WICT (Women In Cable & Telecommunications) Forum; Denver, CO. Benita Fitzgerald, 312-634-2330.

■ August 7-10

Association for Education in Journalism & Mass Communication; Miami, FL. Fred Williams, 803-798-0274.

■ August 19-21

Southeastern NRB Chapter Convention; The Cove, Asheville, NC. Chuck Burge, c.burge@crministries.org

■ August 25-27

Western NRB Chapter Convention; Catamaran Resort Hotel, San Diego, CA. Dave Kersey, 520-742-6976 or dkersey@flc.org.

■ February 8-11, 2003

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

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FALSE ALARM. MY HUSBAND JUST RETURNED FROM THE NRB CONVENTION.

"The best choice"

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

October 9, 2001

Dear BSI,

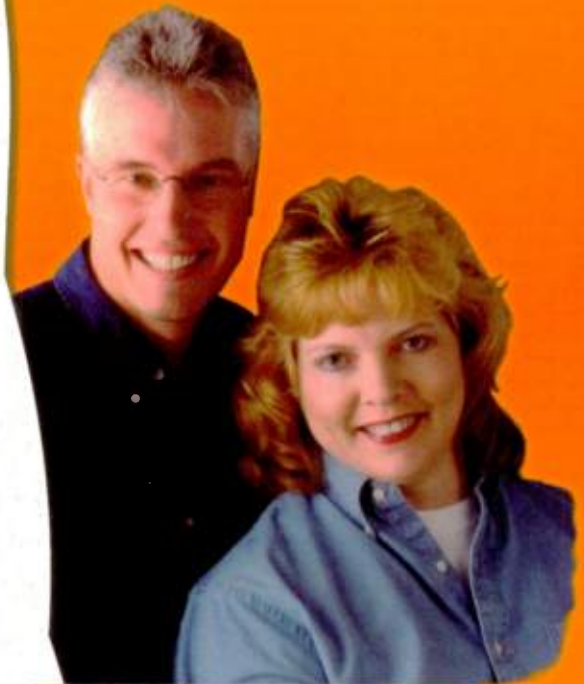
When WRCO Radio made the decision to go digital, our choice was BSI. I was really impressed and still am with your "try it before you buy it" philosophy. I became familiar with the software in the demonstration mode and was convinced it was the best choice for us before I ever wrote the check. After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

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

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

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

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



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