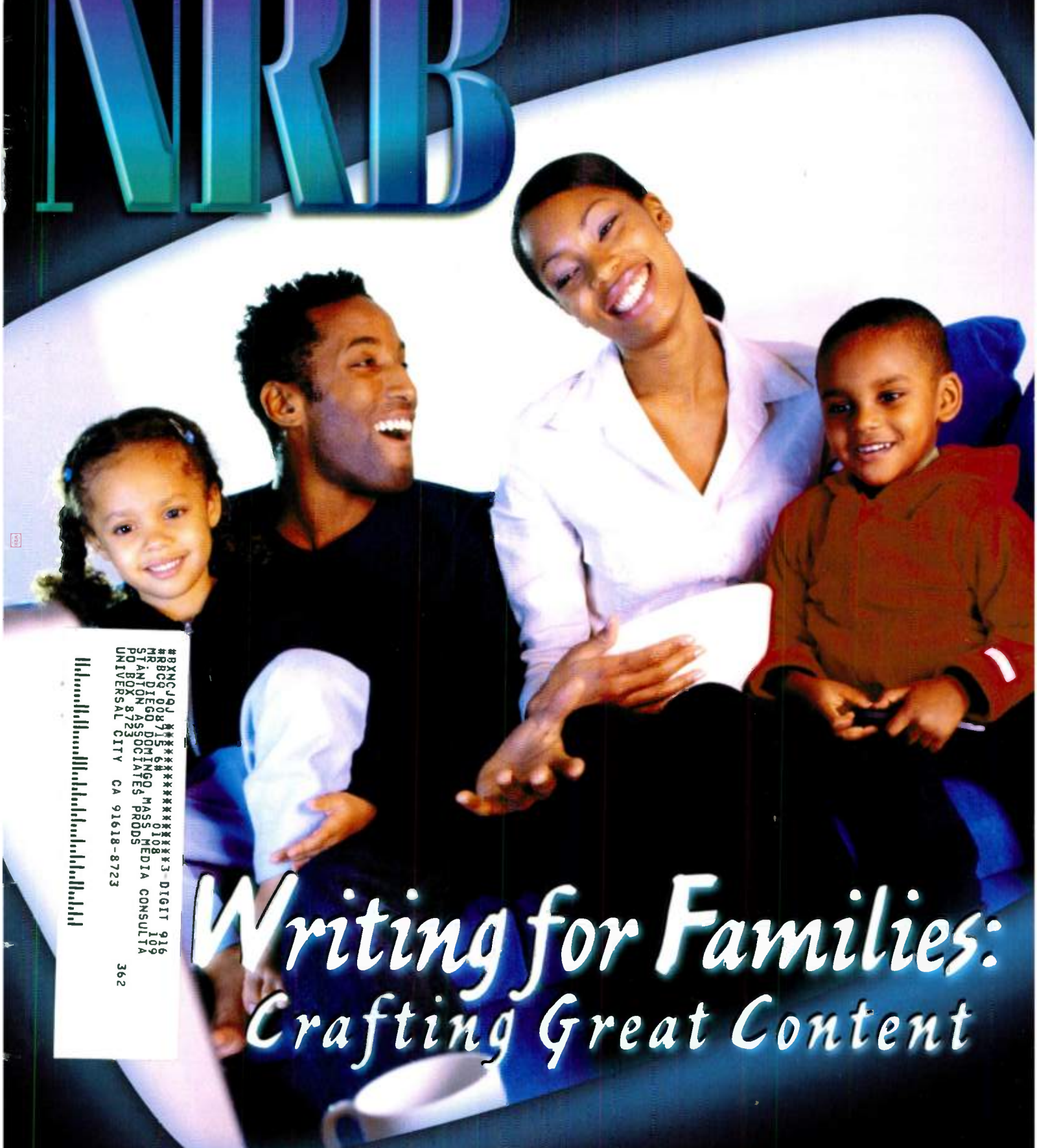


May 2002

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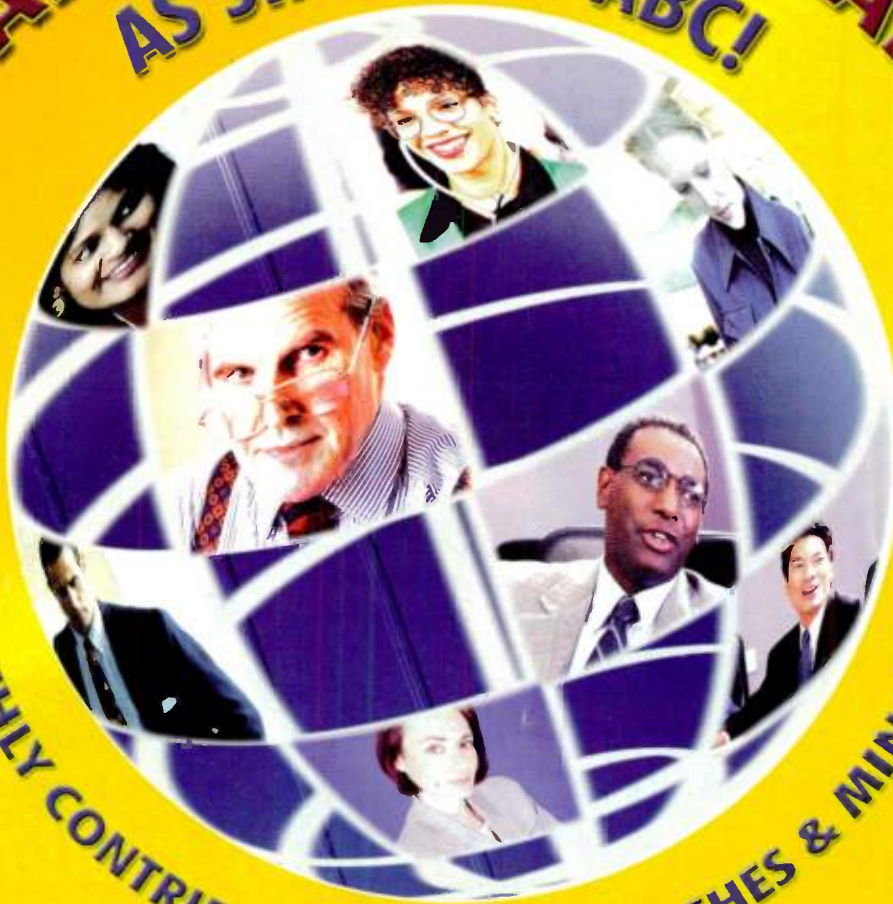


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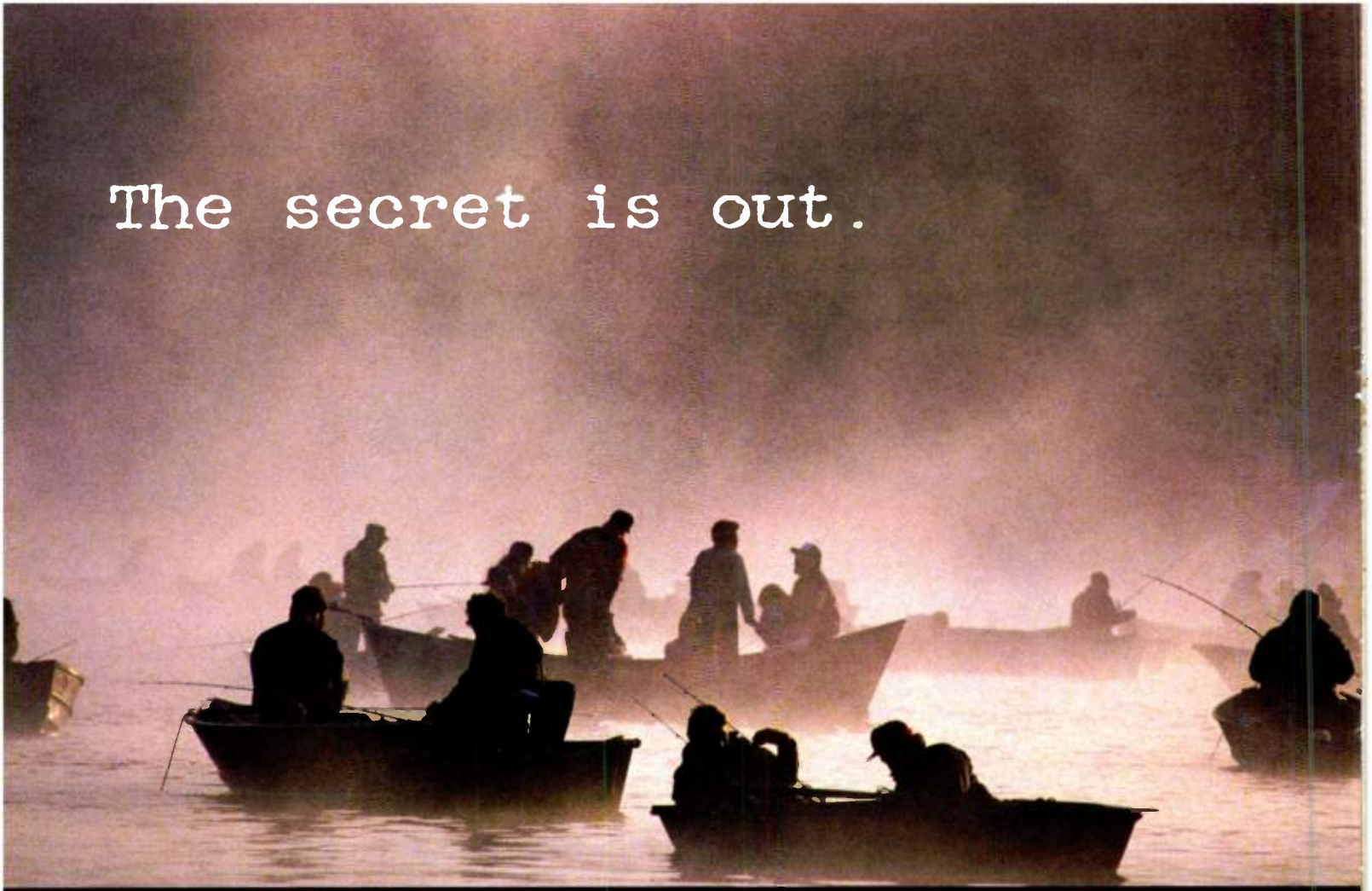
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NRB

National Religious Broadcasters

May 2002
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Make Me Laugh 24

A Hollywood veteran reveals his secrets on wrangling good comedy writing from everyday situations. Hint: If you want to write for kids, spend time with kids!



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An Elder Speaks on NRB's Potential

Earlier this year, NRB went through one of its most challenging times in the Association's history. As a result, emotions became high within the Association, members were beginning to side against each other and the NRB Board was divided over how to resolve the matter. Worse, several media sources (secular and Christian) were fanning the flames by accentuating our differences in their reports.

It became clear that someone with moral and spiritual authority needed to speak to all of us and bring us back to a place of unity and "singleness of purpose." As the Executive Committee discussed the matter, one name surfaced: Dr. Bill Bright, founder of Campus Crusade for Christ and a member of the Religious Broadcasting Hall of Fame. Dr. Bright is a premier elder in the body of Christ. He recently celebrated his 80th birthday and his vast experience and deep wisdom are desperately needed within NRB at this pivotal time. It was my honor to ask him to address the NRB Board of Directors.

The Executive Committee felt the urgency of the situation demanded quick action and scheduled a conference call with the full Board. Arranging a conference call for the 96-member Board presented logistic and financial challenges. We were grateful when Stuart Epperson and Salem Communications offered to pay for the historic, unprecedented call. I am pleased to report that 65 NRB Board members were involved in the conference, which occurred March 15 and lasted for a little more than an hour. Each Board member has an audio copy of the call. Following the call, Dr. Bright told me this was one of the most important and significant addresses of his ministry.

I asked Dr. Bright to give the magazine an abbreviated written version of his comments during the unforgettable call. Following are those highlights:

I am humbled and grateful to be invited to send the following greeting to you, beloved brothers and sisters of National Religious Broadcasters. I greet you with Christ in great love and joy.

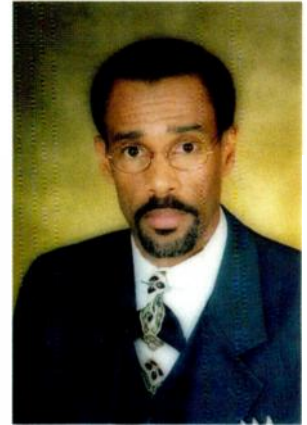
Two thousand years have passed since the Messiah was born in Bethlehem, and it is still the "most joyful news ever announced." No one in all of history comes close to our risen, magnificent Savior, in Whom dwells all the fullness of the Godhead bodily. When we receive Him into our lives we become children of God, members of His royal family. We are heirs of God and joint heirs with Christ and we are seated with Christ in the heavenlies (Colossians 1 and 2; 2:9; 1 John 1:12; Romans 8:17, Ephesians 1 and 2).

As members of the NRB, we are considered by many to be leaders in the body of Christ. Many of you have heard me say that NRB is potentially the most powerful movement for God in the world today. And yet, all of us have to acknowledge that through our human frailties and depravities, we are prone to being deceived by the enemy of our souls, leaving us discouraged, divided and defeated.

How can we then, as a potentially mighty movement of God, release the supernatural resources that are available to us, become channels of God's love and forgiveness to the world, and be victorious over the enemy?

Based on my 50 years' experience in helping to train millions of people in most countries of the world, I can assure you that the following biblical formula will always liberate, enrich, enlighten, bless and bring great glory to God.

Because of a word limit for this article, I shall give references for the following points, with the strong suggestion that you prayerfully meditate on each passage and make personal application.



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.

1. Love God, neighbors and enemies (Matthew 22:36-40; 6:43-48, 1 Corinthians 13, John 13:34,35).
2. Surrender to the Lordship of Christ (Mark 8:34-38).
3. Seek first the Kingdom of God and follow the example of Jesus (Matthew 6:33, Philippians 2:1-11).
4. Confess all known sins that hinder your relationship with God, your family and fellow associates (1 John 1 and 2, Matthew 6:14; 18:15-17). Make a list of all your known sins and claim the promise of 1 John 1:9, "If we confess our sins, God is faithful and just to forgive us our sins and cleanse us of all unrighteousness." If we have truly confessed, God remembers our sins no more. Also, make a list of all the people with whom you have disagreements or conflicts and begin to love them by faith, based on God's command to love and the promise of 1 John 5:14-15.
5. Become a slave of Jesus, following the example of our Lord (Philippians 2:7), Paul (Romans 1:1), Peter, Timothy and others.
6. Be filled with the Holy Spirit (Ephesians 5; John 16; Acts 1).
7. Aggressively share your faith in Christ (Matthew 4:19).
8. Fast and pray. Jesus is our example. He fasted 40 days before He began His ministry and admonishes us in the Great Commission to "teach what I taught you." By example He taught the importance of fasting 40 days. Every follower, especially leaders, should follow His example.
9. Read and meditate on God's Word day and night (Philippians 4:3-9, Psalms 1; 119:1-16).
10. Be prepared for spiritual warfare (Ephesians 6:10-20).

No one can meet the conditions of this biblical formula through self-effort. Only the Holy Spirit can help us.

Since 1994, I have been led by the Holy Spirit to fast each year for 40 days for national and world revival among believers, a mighty spiritual harvest among non-believers and the fulfillment of the Great Commission. No other Christian discipline fully meets the condition of 2 Chronicles 7:14. God is answering the fasting and prayers of millions of His children. How wonderful if the NRB — you and I — would lead the way.

I shall be honored to send you a complimentary copy of my most recent book, *First Love*. If you would like a copy, please call 800-235-7255 and mention that you have read this article.

Pray with me: Our holy, holy Father. In the mighty and majestic name of Your risen Son, we worship, praise, honor, exalt and adore You. We ask that You will enable us, Your children, to be holy as You are holy, to live moment by moment in the power and might of the Holy Spirit, to seek to live in harmony and unity, esteeming others as better than ourselves, that we may bring maximum praise and glory to Your holy, majestic name.

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Since 1962, we have cared very much about the quality and integrity of our programming. During the past **40 years** many *storms of change* in Christian radio have come and gone. But our commitment to Quality Bible teaching and Christian News/Information has helped us *stay the course*. For us, quality Bible teaching will always be the *anchor* for our format...our anchor holds!

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Enforcement Decision Highlights Noncommercial Limits

Noncommercial broadcasters should be aware of a recent FCC action that emphasizes key nuances of the statutory restrictions on promotional announcements — specifically, those concerning on-air spots for station events co-sponsored by for-profit entities.

A coalition of public broadcasting interests has challenged the FCC Enforcement Bureau's decision to admonish a North Carolina station for violating the limitation, but that effort has not yet resulted in any change in FCC policy. Consequently, licensees of noncommercial educational (NCE) stations should continue to adhere to the agency's interpretations of the law until further notice.

The dispute involves underwriting announcements aired by WNCW-FM, licensed to Isothermal Community College. The station aired several promotional spots for "The WNCW Mountain Oasis Music Festival," a concert event staged by a separate, for-profit company that kept all of the financial proceeds. According to Isothermal, the station "sponsored" the festival simply by lending its name to the event and airing announcements for it. In exchange, Isothermal received event tickets — which were given away to listeners — and greater publicity for WNCW generally via promotions for the concert.

A listener sent a complaint to the FCC, pointing out that the concert producer was a for-profit entity. That fact was critical to the Enforcement Bureau's decision to admonish Isothermal. The Communications Act bars NCE stations from airing "advertisements," defined as material broadcast "in exchange for any remuneration" and which "promote[s] any service, facility, or product offered by any person who is engaged in such offering for profit."

Isothermal did not dispute that the concert was produced by a for-profit entity or that its concert announcements were promotional. The spots included calls to action inviting listeners to purchase tickets — information barred from underwriting credits when the donor is a for-profit entity. The same restrictions do not apply, however, if the donor is a nonprofit entity.

The ramifications of this scenario may confuse some NCE licensees. Although noncommercial broadcasters generally understand that they may air promotions for their own station-sponsored events — because the FCC applies the same relaxed approach to them as to other nonprofits — some licensees may mistakenly believe that the same leeway extends to any station event involving co-sponsors. This is not the case: the agency sharply distinguishes between promotions of events co-sponsored by for-profit entities, which are forbidden, and promotions of events co-sponsored by other nonprofits, which are permitted.

In the Isothermal case, WNCW did not argue that it was confused. Instead, it contended that another exception to the noncommercial restraints should apply — one that allows NCE stations some scope to promote "local transitory events" such as concerts and plays. But the Enforcement Bureau rejected that defense, stating that the exception is valid only when the station is not motivated by "economic consideration" to air the spot. Here, the agency concluded, Isothermal received such consideration because it obtained tickets used as promotional giveaways and because the co-sponsorship promoted WNCW generally to potential new station supporters.

The public broadcasting groups challenging the enforcement action argue that the FCC has gone too far in its assessment of the value of the concert sponsorship to WNCW. The challengers also contend that the decision will unnecessarily discourage NCE stations from participating in worthwhile events in their communities. I will track the progress of the case and report on future developments.



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.

Gratitude: Making It Personal

In my life, I've learned that in every circumstance that comes my way, I can choose to respond in one of two ways: I can worship; or I can whine!

When we choose the pathway of worship and giving thanks, especially in the midst of difficult circumstances, there's a fragrance, a radiance that issues forth from our lives to bless the Lord and others.

Are you a grateful person? I can't think of a better subject for a devotional focus than gratitude. It ought to be a way of life. But in the reality of our daily comings and goings, it's much easier to be discontent, to complain, to criticize — or even to be bitter.

Although cultivating a thankful heart will result in speaking thankful words, it may require a little practice. Why not start the habit by devoting an entire week to practicing thankfulness? Here is a sample schedule:

- Day 1:** Read a chapter from the book of Colossians. You'll find at least one reference to thankfulness in every chapter of this wonderful book. Someone defined gratitude as "learning to recognize and express appreciation for the benefits that I have received from God and others." It would be a great idea to commit this definition to memory.
- Day 2:** Make a list of all the material and spiritual blessings that you've received from the Lord, then stop and thank God for each item on your list.
- Day 3:** Focus on expressing gratitude to and for your family members. List each one and write a quality about each person's life for which you are particularly grateful. Take time to thank God for each member of the family He has given you — especially the ones who are difficult to love.

INSPIRATION

- Day 4:** Have you ever thanked those people in your life who've blessed or touched you in some way? Write down their names and begin to think of ways to express your gratitude.
- Day 5:** Try to call or write three people on the list you made yesterday. Express your gratitude for their influence and ministry in your life.
- Day 6:** Paul instructed the Ephesian believers to "give thanks always for all things." As you go through this day, try to consciously thank God for all things ... small or large.
- Day 7:** Perhaps there are some people in your life for whom you are not thankful, or circumstances for which it is not easy to be thankful. Make a list of those people or situations. Then, as an expression of faith and obedience, say, "Lord, I choose to give You thanks for Mrs. X and Mr. Y, whom You may never give me the privilege of understanding." In so doing, you'll be acknowledging that God is the "Blessed Controller" of everything that touches your life.

A grateful man or woman is a breath of fresh air in a world contaminated by bitterness and discontentment. As you cultivate a lifetime habit of giving thanks, you'll discover the whole world looks different when seen through thankful eyes.

Nancy Leigh DeMoss, host, Revive Our Hearts, info@reviveourhearts.com



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4 Dangerous Internet Myths

Myth #1: The Internet is in trouble.

Truth: Every new business goes through an attrition cycle. For example:

1. Automakers. In 1920 there were more than 1000 companies producing automobiles. Today, there are around 10.
2. Radio. Of the first 48 radio stations in each state, 27 went out of business before a revenue model was discovered. In fact, the original revenue model for radio was ... selling radios.
3. Cable TV. During the early '80s, major companies such as ABC and Group W were abandoning their cable efforts with millions of dollars in losses. A young Ted Turner bought their failed efforts for pennies on the dollar.

Like these industries, the Internet has changed our lives forever. People are not going to get rid of their e-mail accounts or stop using online travel services. Many Internet business models were in trouble, but the Internet is doing just fine.

Myth #2: The Internet changes everything.

Truth: The Internet does not change everything. It doesn't change the fundamental rules of your business or ministry, the infrastructure you've spent years building, or the need for revenue to exceed expenses.

Several years ago I visited New York to attend an Internet conference. Barry Diller of USA Networks was one of the speakers and began his speech by holding up a calculator and saying, "One day very soon, every dot-com business is going to have to pull out one of these and use it to make sense of your business model."

Barry's words were proven true soon thereafter. There was no "New Economy," just "The Economy." An economy with real principles, real numbers, and yes, real calculators.

The Internet can and will be a vital part of your organization's future, but it doesn't change everything.

Myth #3: Marketing on the Internet doesn't work.

Truth: The truth is ... more than once we've wondered about this ourselves! Over the last three years we have produced literally millions of clicks to our advertisers' Web sites. However, in many cases we struggled with producing a tangible return on investment. We found ourselves having to extend almost every schedule in order to reach the campaign goals.

However, through the continued efforts, patience and perseverance of several of our advertising partners, we finally began to create some wins. Building on what we learned, we have since executed dozens of successful campaigns. So the Internet absolutely works as a marketing tool; we are all still learning the most effective ways to use it.

Myth #4: The deeper a Web site's content, the better.

Truth: This is true only if your objective is to have a deep Web site. If you want a functional site, or one that generates transactions of some sort, then less is usually more.

The 80/20 rule seems to apply to Web site traffic as well: 80 percent of your traffic will be to 20 percent of your pages. So, we must ask ourselves if we would be better off with 80 percent less content. Does the depth of our Web site get in the way of the one or two things we desire our users to do?

When a transaction is the primary goal, then the last thing you want is a deep, rich, Web site. Remember this rule: Complexity affects transactions.

Rick Killingsworth, VP of New Media, Salem Communications, rickk@oneplace.com

Parallel Nonprofit

One of the challenges of small market Christian radio is generating enough revenue to keep the ministry on the air. Advertising is limited and, in many cases, teaching programs are available only on a shared-income basis.

This was the challenge we faced, first with WBTX-AM/Broadway, VA, and later as we added WLTK-FM to serve the small communities in the central Shenandoah Valley of Virginia.

In 1985 we were instrumental in starting a parallel non-profit entity called SONshine Ministries Inc. The bylaws stated that SONshine would "... provide Christian and educational radio programs to the public." This would include "unique types of radio programming that in themselves do not generate sufficient sponsor interest, but could be listener supported ..."

The Board of Directors is completely separate from the ownership of the stations. At its annual meeting, the Board approves sponsorship contracts for the year and a budget of how the funds will be distributed. Even though the primary purpose of SONshine Ministries is to support local Christian radio, its bylaws permit, among other things, the sponsorship of concerts and support of mission work. Currently SONshine is helping to support a missionary family in Vietnam and a tract ministry in Israel.

SONshine Ministries played a vital part in the reconstruction of the WBTX transmitting facilities in 1996. On September 6, 1996, floodwaters from the remnant of Hurricane Fran tore down the tower and flooded the transmitter. Contributions from listeners through SONshine made it possible to install a new solid-state transmitter. Shenandoah Towers of Staunton, VA, gave a 170-foot freestanding tower. WBTX returned to the air December 13, after being silent for 97 days.

Each fall, SONshine purchases time on each station for a two-day sharathon. This is done in a unique way. We invite local ministries to share about their work and at the same time invite listeners to contribute through SONshine for sponsorships on both stations.

There are a variety of ways to set up a parallel nonprofit. Here are a few things we have done to make sure that SONshine Ministries operates within its proper parameters:

1. The Board of Directors is independent from the ownership of the stations.
2. The bylaws are broad enough to provide for a variety of Christian activities.
3. Every dollar transferred to the stations must have a corresponding sponsorship contract.
4. Contributions are promptly receipted, except for those who receive coupon booklets for monthly contributions. If requested, they are sent a year-end receipt.
5. Each year we provide full disclosure of income and expenses to the SONshine Ministries mailing list.
6. An annual audit is conducted.

Careful planning and much prayer need to go into a venture of this type. Yet, it could make the difference in being able to survive in providing Christian radio to a smaller community, as it certainly has done in our case. It is doubtful if the formats on WBTX and WLTK would be on the air today if it had not been for the faithful contributions from interested listeners through SONshine Ministries, Inc.

David Eshleman, owner, WBTX-AM & WLTK-FM/Broadway, VA, DMEshleman@aol.com



What's Important to You?

"In looking for an agency for Walk in the Word we wanted likemindedness. That might seem a little odd as a prerequisite, so let me explain. There are certain givens you expect from an agency: knowledge, experience, and professionalism among them. (We certainly found those with Masterworks.) But we felt strongly that we wanted more from an agency relationship than that. We wanted advocates. People who believe in what we're doing, whose value system lines up with ours, who are passionate about the things that we're passionate about. And who are committed to our success. Masterworks is."

— Dr. James MacDonald
Walk in the Word
Radio Broadcast



Contact Pamela McCann
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Steve Woodworth
swoodworth@MasterWorksAssociates.com
or for syndication Vicky Gallop
vgallop@MasterWorksAssociates.com

(360) 394-4300

Considering Christian Television in a Changing World

When you ask the average person — including Christians — about Christian television, negative images often come to mind. Christian television is not held in high regard with the general public. In many cases, it is viewed and supported by an aging and decreasing audience of faithful saints. As a result, Christian television has fallen short of its greatest calling: to effectively reach the lost with the message of the Gospel.

During the past 40 years, vast changes have taken place in our society, but little has changed in Christian television. While technology has improved, the majority of fare offered on Christian television stations across the country is strikingly similar to what was offered in the '60s, '70s and '80s: a combination of preaching, teaching and talk shows, also known as the proverbial talking heads.

While traditional programming always will be a component of Christian television, the time has come to challenge our industry to reach a broader audience with the Gospel.

Consider: entertainment

The words "entertainment" and "Christian television" are almost never used in the same context. There seems to be an unspoken law that if we do something that is entertaining, we have somehow compromised our commitment to share the Gospel. This is simply not true. Television is an entertainment medium and entertainment is the hook used to fish in the waters of the world to reach people with the love of Christ.

For too long Christian television has focused on programming for the donors and not for evangelism. While meeting the needs of the donors is important, Christian television's highest and greatest calling is to reach the lost. And in order to reach the lost, we must offer them something they want to watch, which allows us to tell them the message they need to hear.

Consider: drama

The Scriptures clearly illustrate the drama God uses to speak to His people. With movies such as *The Greatest Story Ever Told*, *The Bible*, and *The Ten Commandments*, even Hollywood recognizes that the account of God's interaction with man is full of drama, passion, heartbreak and love. A recent issue of *Electronic Media* listed the overall top 10 prime-time shows in America: three were sitcoms; six were dramas; and one was a sports event. Among women 25-54 (the Christian television target audience): five were sitcoms; five were dramas. None were talk shows, preaching shows or even documentaries. If we want to reach the heart of America, we must learn to tell stories through dramatic means.

Consider: synergy

Synergy has become a corporate buzzword in the past few years. Companies look for synergistic partners to create a greater impact than they could by working independently. Leviticus 26:8 indicates that by working together the Israelites could increase their effectiveness by 500 percent. Although there is nothing special about the specific numbers, there is power in the concept. If we are really interested in reaching the world for Christ, then we must develop synergistic ministry relationships.

What is the future of Christian television? We are clearly at a crossroads and much depends on how we respond. We can choose to continue as we are or allow the Lord to show us how to effectively reach the growing audience of seekers using this powerful medium. I pray we choose wisely — eternal souls are in the balance.

**Mark Dreistadt, president, Infinity Ministry Services,
mdreistadt@aol.com**

Shocking Creativity

God bless engineers. Being a creative right-brainer, I tend to wander around their left-brained domains with a look of awe.

Ray, one of our "curly-haired MacGyvers," was fashioning a new motherboard out of a Juicy Fruit™ wrapper when I noticed a little blue armband strapped around his bicep. A cord connected it to the chassis of a computer. When I asked him what the armband was, he said in his matter-of-fact engineer's way: "It's a static cuff."

"What's a static cuff?" I asked, hoping to build up to more impressive questions involving Ohm's Law, bipolar arrays and how do you spell engineer, but before I could build up to that he explained that it keeps him from giving a static electric shock to the sensitive equipment he's working on.

"Holy voltage, Batman!" I said as a brilliant idea flashed. "Can you make a wireless one of those that you wear around the studios all day to keep from getting shocked?" He thought about it a minute and said, "Yeah, I suppose it could be done." Then, as it's spelled out in subsection B of his Engineer's Oath, he proceeded to tell me all the theoretical details. That Ray ... he's smart.

Just like a shock, ideas come as a flash after a build-up of creative energy has occurred. The trick is discovering what you can use to build up that energy. Radio and television producers can create an "Idea Battery" with this short list of idea zappers:

1. Idea Journal. A spiral-bound notebook, a handheld PDA or a voice recorder works well. I've known people who have a waterproof white board in their shower.
2. Books. I'm currently using (some for years): Roy Williams's *Wizard of Ads* series, *Jump Start Your Brain* by Doug Hall, *Ideaship* by Jack

Foster, *Selling the Invisible* by Harry Beckwith, *A Whack on the Side of the Head* and *A Kick in the Seat of the Pants* by Roger von Oech, and *The Great American Bathroom Book* (any in the series) by Compact Classics.

3. Relationships. This, to me, is the best place to get ideas. My wife and I were pulling out our Christmas decorations when I noticed an ornament we received the year before. It had a memory chip with 10 seconds of audio that my mom and dad had recorded the year before. I gasped, realizing my father passed away four months earlier. This experience birthed a moving Christmas vignette we released, *Something From Mom*. Great ideas are created by the chaos and comfort from friends and family.
4. Other Stimuli. Walk, read an unfamiliar magazine, try new foods, exercise, surround yourself with colors, play with toys, listen to music and just get away from the office. Taking a laptop somewhere else can function as defibrillator paddles to your brain. Don't forget games: *Outburst*™, *Cranium*™, *Thinkblot*™ and *Trivial Pursuit*™.

I found Ray and his ground fault arrester static cuff thingy during a moment of wandering around looking for stimuli. I said, "Why don't you build the wireless one?" thinking that since it was my idea, we could both get rich. He said there were a few laws of physics he wasn't sure how to get around. That figures ... if you're going to build something that arrests things then yeah, there are usually laws. Then he said, "Engineer is spelled with 3 Es and two Ns." That Ray ... I told you he was smart.

**Sterling Tarrant, senior creative manager, Focus on the Family,
tarransr@fotf.org**

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Satellite Radio Services Compete for Christian Listeners

With the launch of XM Satellite Radio last September and Sirius Satellite Radio in February, consumers now can listen to satellite radio across the country. Both services are broadcasting 100 channels of programming, including Christian formats that will compete for listeners with local Christian radio stations and existing Christian radio networks.

By subscribing to Sirius (www.siriusradio.com) or XM (www.xmradio.com), consumers can tune in to CD-quality satellite radio virtually anywhere in the U.S. Sirius offers 60 channels of commercial-free music and 40 channels of sports, news and entertainment, while XM Radio offers up to 100 channels of programming (some commercial-free and some with up to six minutes of advertising per hour).

Sirius is producing two Christian music channels: the "Praise" channel described as the soulful, heartwarming sounds of joy, and the "Spirit" channel described as uplifting music from today's best-loved Christian artists. XM broadcasts "The Torch," described as "Christian music that Rocks," and "The Fish," adult contemporary Christian hits. Sirius's major programming partners are CNBC, ESPN, ABC and NPR. XM's programming partners include Salem Communications, CNBC, *USA Today*, CNN News and The Weather Channel.

Several auto and truck manufacturers are offering factory-installed satellite radios. Sirius has partnerships with Ford, DaimlerChrysler and BMW to allow inclusion of Sirius-ready radios in their vehicles. XM's car and truck manufacturing partners include General Motors Corporation, American Honda Motor Co., American Isuzu, Suzuki, Freightliner and Peterbilt.

A satellite radio system can be added to an existing vehicle, with equipment prices starting at about \$300. Sirius AM/FM/SAT radios are manufactured

by Jensen Mobile Electronics and Alpine, while Pioneer and Sony are building XM radios. Both Sirius and XM are selling their satellite radios through retailers such as Circuit City, Best Buy and others.

These satellite systems require ground-based repeaters to fill in holes in coverage areas that can occur in tunnels and dense urban areas with tall buildings. These repeaters are intended to ensure seamless, coast-to-coast satellite reception. Sirius is constructing a network of 94 ground repeaters that will augment the satellite signal from its three satellites. XM also is building a repeater network to supplement the signals from its two satellites.

Issues regarding the long-term viability of satellite radio include:

1. Will consumers invest \$300 or more in a satellite radio and also pay a monthly subscription fee of \$9.95 or \$12.95 to listen to satellite radio?
2. Will the satellite formats be of sufficient quality to draw listeners away from existing local Christian stations and Christian radio networks?
3. Will the technical quality of the signal deliver on the promise of coast-to-coast seamless CD-quality reception?
4. Will the financial model for satellite radio mirror the success of satellite television or the failure of the satellite telephone systems?

These questions ultimately will be answered in the marketplace and time will tell what impact these two satellite radio services will have on local Christian radio stations, Christian radio networks and Christian radio programming.

Frank Kavenik, director of strategic technologies, EMF Broadcasting,
fkavenik@klove.com

The Future of Church Media

Media, defined simply as images and sounds, is part of our daily lives and therefore part of our church experience. In the future, sound, lighting and projection systems integrated with drama, music and sermons will become as common as air-conditioning. The Internet will be the main conduit for information to the church members and the public. An explosion of growth has created the need for a minister of media to coordinate multiple disciplinary areas. If present trends continue, this position one day will be an essential part of every church staff. Here's a look at what things might be like for the minister of media in 2007.

Let's call our minister of media Neil, a 30-year-old college communications and seminary graduate. He manages all media, including print, broadcast and in-house communications, plus the technical areas of TV, image magnification, lighting and sound. His church, Metro Church, is in a fast-growing metropolitan area. The pastor's messages are geared to the local culture and punctuated by multimedia: projection screens for Scripture and sermon points and occasionally movie videos or in-house produced dramas. The worship leader uses projection screens exclusively for words instead of a traditional hymnal and sometimes pre-records strings and other instruments not normally available on the multi-channel digital recording system. For special presentations, Neil uses video that is synchronized via time code with the music track for greater impact. The fully digital sound system triggers soundtracks and memory recall of console settings and can be synchronized with pre-recorded music. The lighting system, also synchronous, uses moving lights and other fixtures to create unlimited colors to communicate the mood of the music or drama scene.

Apart from the worship experience, Neil also must direct the media outreach to his community and city. Since digital broadcasting has come along, each TV station offers four channels of standard definition, except during prime time. Now, instead of five local channels there are 20. Moreover, the cable company offers digital cable, including a channel for Metro Church. Since the response to the church's televised worship services began to drop, he started producing a children's program and a young-adult program. Neil's group also produces a call-in talk radio program featuring its singles minister. Producing these programs has been hard — and expensive — work, but the response is excellent and is a central part of the church's growth.

The biggest area of growth has been the church's Web site, which has completely displaced the traditional church newsletter. Audio- and video-streaming are popular, but broadband enables people to download church videos, messages, music and study courses to DVD recorders.

Neil's staff has grown, too. Along with an assistant, he has an Internet specialist, a video producer and editor, an internal promotions director, a technical services director, several part-time tech people and a pool of 50 volunteers.

Neil's future challenge is to ensure the church's message is heard despite a highly segmented market. Still, he is excited to be working in this evolving field and knows that although the methods have changed, the ministry and message remain constant.

Jim Barnwell, director of media production, Bellevue Baptist Church,
jbarnwell@bellevue.org



Celebrating 20 years of broadcast ministry

*With thanks to the hundreds of
stations across the country who have
helped make possible this ministry of
encouragement and inspiration!*



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In His Presence

Are you letting someone else go into God's presence for you?" This question from Henry Blackaby, drawing from the Exodus 20 account of the children of Israel's fear of the presence of the Lord God, penetrated deep in my heart. Moses spent time in God's presence, but the people did not and were content to let Moses tell them what God said, rather than having a first-hand experience with the Creator of the universe.

The application for us in Christian broadcasting may be painful. We are blessed with great communicators on our stations and are content to let that be our spiritual experience. We hear what God told them, but have we heard from Him directly? There is nothing wrong with receiving God's truth from His choice servants, but if we are not careful we will let that be the extent of our message from the Lord and rob ourselves of high and holy moments with the Master.

The Bible is filled with admonitions to spend time in His presence. The Lord promises that if we draw near to Him He will draw near to us. (Zechariah 1:3, Malachi 3:7, James 4:8). God desires fellowship with us and wants to instruct us in His ways. It is hard for Him to get through to us when we let others go into His presence to receive His message.

In these most critical of days, what message does God want us to deliver? As we make daily decisions, what is our criteria for making them and

how would spending time with the Father shape our agenda and priorities?

We must be spending time in prayer and seeking the Lord's specific word to our heart, not just give Him our list of things we need done or blessed. We must open our minds to His will and His way, and that only comes when we spend time with Him. This is a struggle because of the daily demands of our job, our family and our own desires. Yet, if Moses could lead more than two million people and also have time to spend in the presence of God, then we can, too.

And what a reward for that time well spent! Moses didn't realize it, but when he came down from his time with the Lord, his face shone. There was a reflection of the glory of God that everyone could see. Moses didn't have to try to shine on his own, it just happened. As we would say today, it was a God thing.

So, let me put the question to you. Are you spending time in the presence of the Lord, letting Him fill you, instruct you and guide you? Or, are you letting someone else spend time with Him and just tell you about his or her experience? Put another way ... is your face shining today?

Ronald L. Harris, executive VP/CEO, Criswell Communications & KCBI-FM/Dallas, TX, ronh@kcbi.org

HNRB Wraps up 20th Convention



Thanks to all HNRB members for the most successful convention yet! We celebrated HNRB's 20th anniversary with talented and anointed speakers and performers, and exciting additions to the program offering improved networking tools. Here's a final wrap-up of this year's HNRB convention.

The festivities began with a celebration concert featuring the unique style of accomplished Latin music pioneer, Alejandro Alonso, and the fresh, original sound of contemporary Christian pop-jazz group, 180°. The chapter thanks Poiema Records, the Christian Media Corporation, Action House TV and Uplink Entertainment. NRB was thanked and recognized with a commemorative plaque for 20 years of service and support to the Hispanic chapter, with a special HNRB anniversary video presentation. Speaker and praise artist Marcos Witt closed out the evening with a challenging message to the crowd of 1200 communicators and local church members.

Melvin Rivera, director of Interactive Media at the American Bible Society, gave an insightful presentation of a new Internet technology, www.tuministerio.com, designed to connect ministries, churches and media in a unique way.

HNRB sponsored three special media events for the Christian Hispanic press; Dr. Jose Caruci, discussed his new book, published by Caribe Betania; a press conference featured Latin recording artists Alejandro Alonso, Canzion and 180°, followed by a panel discussion sponsored by *Enfoque a la Familia* and recorded live as a special *Focus on the Family* radio program; and the HNRB suite held private conferences with Michael W. Smith and Jars of Clay.

Hispanic Vision took a new format this year, beginning with a special bilingual panel presentation detailing market trends, techniques and strategies for reaching the growing U.S. Spanish market. Panel members included

Oscar LaVilla, executive director of Belen Music Group, Inc.; Maritza Edmiston, Spanish media coordinator with Love Worth Finding Ministries; John Gowan, director of HCJB Televozandes; Darrell Eash of Focus on the Family; Javier Pena, international producer for Coral Ridge Ministries; and Marty Nicandro from Metro Marketing Enterprises, Inc. After a Mariachi musical intermission, the traditional Hispanic Vision program began, showcasing Spanish ministries and stations. Hispanic Vision provided a perfect opportunity for networking for both the Hispanic and Anglo communicator.

The closing reception was a fun and fitting end to our festivities and was highlighted by a special presentation by our partner and sponsor Aviatours. NRB Board Member and former HNRB Chairman Jose Reyes gave testimony of his many visits to Israel. Many thanks to David Dinour, who not only provided an animated audiovisual colloquium on Hispanic Tours to the Holy Land, but also gave away an all-expense paid trip to Israel.

HNRB Chairman Nestor Colombo, director of Hispanic Ministries for In Touch, participated in an international panel presentation during the World Fellowship Luncheon addressing the dynamics and challenges of reaching the growing U.S. Hispanic market and also shared a letter to the HNRB from President George W. Bush, commending the chapter for its valuable work.

The 2002 HNRB Convention armed participants with new contacts and tools to grow their organizations and a new commitment to change the world for Christ. Check out the chapter's Web site at www.hnr.org (maintained by Integridad.com) and see the special HNRB 20th anniversary video presentation, a summary of panel discussions and interesting updates. Don't forget to join the mailing list and get involved in the HNRB.

Steffi Ewing, public relations, HNRB, hnr@cmcagents.com

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Chip Ingram

Living on the Edge
On working with KMA

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For these clients and others, we've proved that building respectful, authentic relationships with donors, rather than manipulation, increases loyalty and boosts overall giving—often dramatically. For some of our clients, radio and television are the best source of new donors and product sales.

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TECHNOLOGY

Lincolnwood, IL—The RTI Group of companies, RTI,



Lipsner-Smith Company and BHP Inc., recently introduced the TapeChek Pro Line 5100 Recycling and Rejuvenation System for DVCPRO and DVCAM cassettes. The 5100

recycles a 2-hour tape in as little as 3 minutes. (Sherwin Berger, 800-323-7520)



Middleburg, VA—StageTools released version 3.0 of its MovingPicture still image animation software, featuring Motion-blur, Timeline scrubbing, Multi-image Flash output, increased performance and a host of productivity enhancement. StageTools also announced support for Apple's new OS X operating system. (Bill Ferster, bferster@stagetools.com) **stagetools**

Park Ridge, NJ—Sony Electronics teamed with DNF Controls of Sylmar, CA, to offer control and interface solutions for professional video editors who use Sony's MAV-555A and the MAV-777 multi-access video disk recorders. (Sunny Branson, 801-533-2669)



INTERNATIONAL NEWS

London, ENGLAND—Premier Christian Radio received word from the Radio Authority in mid-March that its license application has been approved, giving them the go-ahead to continue broadcasting until 2011. For more information go to www.premier.org.uk. (Peter Kerridge, Premier_Radio@lb.bcentral.com)

Timisoara, ROMANIA—Two media projects have been initiated by Alfa Omega. Project One seeks opportunities to enlarge the distribution of its flagship program, *The Way, the Truth, and the Life*, to include more secular TV stations, Internet and satellite channels. Project Two is the distribution of video libraries for Romanian public schools. A set of 40 programs and a set of 200 titles are being distributed in Romania by Alfa Omega in partnership with Christian producers around the world. More than 100 video libraries have been distributed over the last five months. (alfa@mail.dnttm.ro)

EGYPT—In mid-January, SAT-7 opened its new 13,000-square-foot studio and administrative center in Cairo. In conjunction, The Coptic Orthodox Church also opened its new Coptic Media Centre in Shoubra El Kheima on January 20. The centers will work closely together to produce programs for SAT-7's daily Arabic satellite television service. (Tina Fils, TiinaFils@sat7.org)



PEOPLE

Toccoa Falls, GA—Rev. Frank Alonze Nagle, 89, host of *Comfort & Cheer* and previous president of National Christian Radio Broadcasters, died December 24, 2001. Nagle's career in Christian radio spanned 61 years. (Sharon Crosby, pr@lfc.edu)

Washington, DC—NRB General Counsel Richard E. Wiley, senior partner at Wiley, Rein & Fielding LLP, received the 2002 Distinguished Service Award at NAB 2002 in Las Vegas, NV. Wiley, the firm's managing partner and head of its 70-lawyer communications practice, is former chairman, commissioner and general counsel of the FCC. (Karl Stoll, 202-719-7059)

Minneapolis, MN—George Carden, associate producer of *Decision Today*, the daily radio program of the Billy Graham Evangelistic Association, resigned his position on March 4. Correspondence handled by Carden at the program should be addressed to Bob Souer, senior producer, at bsouer@bgea.org. (George Carden, Cardboard1@aol.com)

Memphis, TN—NRB Secretary Bill Skelton, EVP of Love Worth Finding Ministries, recently was appointed to the Board of Directors of FamilyNet/TimeRite, a cable delivery network owned by the Southern Baptist Convention and under the direction of the North American Mission Board. (Cathy Allen, 901-382-7900)

Franklin, TN—Essential Records promoted the following: Brenda Allanson, from promotions coordinator to tour promotion manager; Michelle Pearson from production manager to director of production; David Perry, from marketing assistant to the newly created position of multimedia coordinator; Brandy Bogle, from assistant to the president to marketing coordinator. (Alisha Swindle, aswindle@providentmusicgroup.com)

Washington, DC—The National Association of Broadcasters (NAB) inducted longtime radio personality and creative producer Dick Orkin into the NAB Broadcasting Hall of Fame. Orkin's radio career began nearly a half-century ago at WKOK-FM/Sunbury, PA. Orkin and his creative partner Christine Coyle co-founded "The Famous Radio Ranch" where they pioneered the storytelling style of radio advertising. They continue to create and produce radio and television commercials from their studios in Hollywood. (Stacy Conner, 323-462-4966)

NRB Building Campaign Update

Contributions as of May 4, 2002: **\$1.39 million**

Goal: \$2.5 million

Nashville, TN—Loren Balman resigned as president of Word Label Group. (Leanne Bush, 615-457-2023)

Denver, CO—Encoda Systems, Inc., appointed Jack Donnelly as chief information officer/VP, a role in which he is responsible for global information technology and service bureau activities. (Chris Lesieutre, 801-533-2669)

Charlotte, NC—John G. Bernard has been named the new executive director of United World Mission (UWM), effective February 11. UWM also announced a new partnership with VisionQuest Alliance (VQA) to assist with its administrative functions and processes. (Tom Jebo, 704-357-3355)

Nashville, TN—Provident Music Distribution appointed David Asch to the newly created position of VP of gospel and urban music. Asch is formerly managing director of Malaco Christian Distribution and Freedom Records. In other personnel news, Tina Stephens was promoted to director of CBA



Asch

marketing and sales for Verity Records. Before joining Provident, Stephens worked in radio and retail promotion for gospel artists and labels, including Verity, Gospo Centric, Sony and Integrity Music. (Brooke Elder, belder@providentmusicgroup.com)



Stephens

Colorado Springs, CO—Ed Brady recently joined Westar Media Group, Inc., as account manager for Development. Brady's background includes 12 years in broadcast television, radio, newspaper and direct mail. He currently serves as the VP of the Pikes Peak Advertising Federation, chairing the ADDY[®] Committee. (719-536-9000)



AIRWAVE ANNIVERSARIES

Oakland, CA—Family Radio Network's KDFR-FM, Des Moines, IA, celebrated its 13th Anniversary on March 24. KDFR-FM, one of 44 stations owned by Family Stations, Inc., serves the Central Iowa area and started broadcasting the "Sound of the New Life" on Good Friday, March 24, 1989. A translator of KDFR, at 89.1 FM, serves the Ames area. (Larry Vavroch, 515-262-0449)



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MUSIC

Nashville, TN—New Fervent Records group Big Daddy Weave recently spent time working on its debut album, *One And Only*, which releases through Provident Music Distribution on July 30.



Standing l-r, Big Daddy Weave bass guitarist Jay Weaver, engineer Julian Kindred, Big Daddy Weave guitarist Jeremy Redmon, Big Daddy Weave lead vocalist, primary songwriter and guitarist Mike Weaver, Big Daddy Weave saxophonist Joe Shirk; Sitting l-r, Big Daddy Weave drummer/percussionist Jeff Jones and producer Jeromy Deibler.

Joining them in the studio was FFH lead vocalist and primary songwriter Jeromy Deibler, who took the helm as producer on the project. (Melissa Hambrick, 615-662-1241)

Jacksonville, FL—Savoy Records held a live taping and video recording of the world-renowned Georgia Mass Choir on March 15 at New Life Christian Fellowship. (Kishia Kimbrough, 904-772-1490).

Nashville, TN—Fusion hip-hop artist tobyMac (of dcTalk) hit the road with his band in support of his solo debut, *momentum*. In other news, dcTalk



dcTalk

received a Grammy for *Solo* in the Best Rock Gospel Album category. (Velvet Rousseau, 615-599-2777)

Nashville, TN—Scottish Castle recording artist Ric Blair recently signed a distribution agreement with Wescott. (Bronwyn Davies, 615-354-9277)

Nashville, TN—Award winning singer/songwriter Nicole C. Mullen was the featured guest star in the March 4 episode of UPN's *The Parkers*. The episode, "Make A Joyful Noise," also included a special guest appearance by Donnie McClurkin. (acrawford@wordentertainment.com)

Nashville, TN—GMA artist and group of the year Third Day was voted Best Band in the 2002 Campus Life Readers Choice Christian Music Awards. (Jackie Marushka-Smith, 615-261-6439)

Nashville, TN—Inspirational jazz recording duo Allen & Allen recently performed with Grammy-nominated Warner Brothers recording artists Kirk



(l-r) John Stoddart; Ajani Sandridge, friend of Whalum; Bruce Allen, Allen & Allen; Whalum; and Allen Wiggins, Allen & Allen.

Whalum (jazz saxophonist) and John Stoddart (pianist). The special concert performance celebrated the building dedication for New Birth Church in Lithonia, GA, where Bishop Eddie Long is pastor. (Maureen Hoganson, 615-459-9870)

Nashville, TN—Dove Award-winner Steven Curtis Chapman appeared in a guest-starring role of PAX Network's series *Doc*. The episode, "Fearless," beat its WB and UPN competition for the first time. (Stacie Vining, 615-599-2777)



INTERNET

Colorado Springs, CO—On March 4, WAY-FM Media Group, Inc., announced the launch of its new interactive Web site located at wayfm.com, featuring threaded discussion areas. Additional features include a secure online donor area, the ministry's core values and statement of faith, and an easy-to-read financial disclosure area. (Susan Kildow, 719-533-0300)

Poway, CA—Promicro Systems, a provider of high-performance computing solutions, launched its new interactive Web site, www.promicrosystems.com, designed to be an online resource, providing customers and partners with current information on new technologies and educational resources, including industry links, product capabilities and applications. (Sandy Pichitpai, 714-854-0900)

San Carlos, CA—ToonTalk2, a kid-friendly computer-programming tool from Animated Programs, is providing the infrastructure for WebLabs, an education research initiative set to begin in six European countries this year. Aimed at children ages 10-14, the objective of ToonTalk2 is to provide children from diverse cultures, backgrounds and incomes with the tools they need to compete and succeed in a technology-based information age. (Kristina Junger, 415-474-2989)

Coral Ridge, FL—The D. James Kennedy Center for Christian Statesmanship has a new home page at www.statesman.org. (Jennifer Smith, 202-547-3052)

Tampa, FL—In March, ChurchForce, a business and Internet development firm, announced the finalized purchase of award-winning Web site ChristianJobs.Com for \$720,000. (Jose Gomez, 813-243-4641)



Rockville, MD—MedioCom has established a partnership with Searchhound.com by providing content to their *How!* newsletter. MedioCom.net is a one-stop source for content of all types, offering articles in over 30 categories and images in multiple resolutions. All content is suitable for use on Web sites or in print publications. Professional freelancers provide all articles and images. Jane Engel, 301-879-2444)

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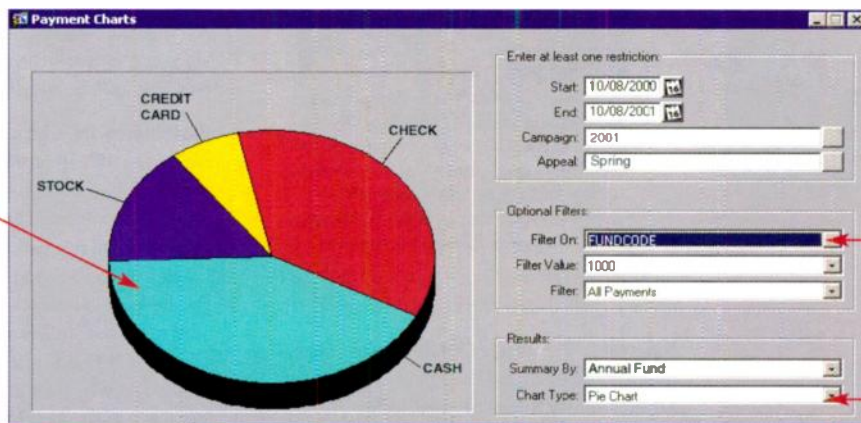
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Reference: CID 12345
Listing: The John Q. Donor Charitable Trust

Mr. John Q. Donor
Johnnie
Ms. Susie Q. Donor

Attributes Defaults
Interests

Donor Company
Major Donor Finance List # 6907

Gift History

First Gift: \$50.00 09/17/1999
Total Gifts: \$2,175.00
Pledge Balance: \$2,000.00

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Filter Value: [No Filter]

Type	Fund	Appeal	Gift Amount	Balance
D	FT	APPEAL	\$2,000.00	\$2,000.00
D	FT	DFL001	\$125.00	\$0.00
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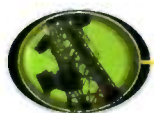
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TRADE TALK



AIRWAVE NEWS RADIO

Saint Paul, MN—Northwestern College Radio presented a check for \$250,000 to the Salvation Army's September 11 relief fund in a live broadcast on KTIS-FM on March 7. Morning drive-time



(l-r) Joseph Smith, VP for development at Northwestern College & Radio; Chuck Knapp and Jon Engen, KTIS morning drive-time hosts; Harv Hendrickson, acting VP for Northwestern College Radio; Brent Voight, Salvation Army community relations; and Lt. Col. Jack Gotez, Salvation Army divisional commander.

hosts Jon Engen and Chuck Knapp hosted the presentation. (Janell Wojtowicz, 651-628-3387)

Nashville, TN—Christian Hit Radio WAY-FM partnered with Habitat For Humanity and recording artist Third Day to build a home in Nashville, TN. WAY-FM is scheduled to make a large donation to the organization at the station's upcoming 10th Anniversary "Come Together Celebration" featuring Third Day. (Tara Rigby, 615-261-9293)

Miami, FL—Voz Cristiana now airs the daily two-minute program *A Minute with Marcos Witt* from its shortwave station in Chile and via satellite on its 66 affiliates in 19 countries throughout Spain and North, Central and South America. (Kenneth MacHarg, 305-884-8400)

Houston, TX—KSBJ-FM celebrated American History Month by giving away five vacations in its All-American Trivia contest. The trips consisted of vacations to Chicago, Niagara Falls, Colorado and two trips to Honolulu. (Jason Ray, 281-446-5725)

Washington, DC—The million-member Presidential Prayer Team (PPT) unveiled its new "Prayer Over the White House" campaign at NRB 2002. The PPT also debuted its radio program *American Inspirations* in February. The daily feature highlights the role played by people of faith in the founding and building of America. As of March 8, more than 1000 radio stations have agreed to carry the program. The PPT also announced its first recipient of the American Inspiration Award, designed to honor those in leadership positions who boldly demonstrate faith in God while serving in public life. President George W. Bush was chosen as the first recipient. (Sally Barton, 520-797-7173)



AIRWAVE NEWS TELEVISION

Naples, FL—The Dominion Sky Angel DBS Television & Radio System, FaithTV and Christian WYSIWYG Networks



announced a collaborative agreement for a new 24-hour Christian entertainment television channel, scheduled to launch May 1 exclusively on Sky Angel. The 24-hour television channel will feature wholesome movies, documentaries, historical events, original sitcoms, docudramas, news and other entertainment-type programming with its primary focus on Christian themes and content. (Nancy Christopher, 941-403-9130)

Hollywood, CA—In March, Global Kid Vid & Film Factory, in association with Marcia Silen Films, launched the world premiere of its children's series, *Bloodhounds, Inc.*, on FamilyNet TV. (Melanie Araneta, 310-273-5360)



Nashville, TN—Grammy Award- and Dove Award-winning recording artist Charlie Daniels was featured on the Billy Graham television special, *Starting Life Over Again*, which aired nationally in March. (615-261-1818)

Nashville, TN—Nationally recognized author, speaker and postmodern itinerant pastor David Edwards was a featured guest during recent tapings of *The Al Denson Show*, which airs on TBN, INSP, Cornerstone Television, and the Sky Angel Digital Broadcast System. Edwards also participated in a panel discussion on the topic of frustration. Edwards' latest book, *Living Christ's Character From The Inside Out*, is now available from Howard Publishing. (615-261-1818)



Edwards (left) and Denson on the set of *The Al Denson Show*.

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MEMBERSHIP: What's New for NRB Members

NRB Executive VP Mike Glenn and I are members of ASAE (American Society of Association Executives). On the ASAE e-newsletter, I came across a great article: "Value of Membership" by Michael S. Olson, CAE, a perspective of the significance of Association membership.

The timing is excellent, as we're in the midst of our spring membership drive, offering a free Directory of Religious Media on CD for new members who join prior to July 1. Read what Olson has to say:

Value of Membership

Unfortunately, some business leaders faced with shrinking budgets have questioned the value of membership in associations and societies. This short-sighted approach could have future ramifications far greater than the cost of dues. Each of our organizations has a substantial number of valuable member benefits. In addition to those benefits, it's important to realize the value propositions that our organizations provide.

Ask your membership to think about the difference in trying to run their business with or without the content available only from your organization. When do they need the most support? When

do they need the fastest answers? When do they need a network of friends?

When all is well or when you are under intense pressure? When there is plenty to go around or when you've run out of options? Associations may be an easy line item to cut except that we need each other now more than ever.

Where can associations take you? Intangible benefits of membership can be overlooked if we don't do our part to remind our members of their importance. Benefits such as enhancing professional growth, career development and training, access to information, industry promotion and representation before the government.

With today's increasing market pressures associations help companies manage the strategic challenges of shrinking budgets, downsizing staff and rapid advances in technology. We forecast trends in industry to help businesses plan their futures and capture best practices in areas as diverse as financial management, technology, communications and government relations. These best practices are tangible benefits that save organizations time and money. All of this is done collectively with input from members of an entire industry, and the shared economies of

scale enable many to benefit at a much more reasonable cost — it doesn't work single-handedly.

For example, a membership in ASAE provides you with 800 volunteers and 140 full-time employees searching, reading, gatekeeping, solving, debating, analyzing, projecting, publishing, sharing, winning. Ask your members: What will it cost you to do this all by yourself? What will it cost you to do all this without your association?

But membership is more than that, it's also about civic responsibility. Perhaps Teddy Roosevelt said it best, "Every man owes part of his time and money to the business or industry to which he is engaged. No man has a moral right to withhold his support from an organization that is striving to improve conditions within his sphere."

Share these thoughts with your members and help them understand the significance of their association's contributions to their own professional growth and that of their industries.

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Anne Tower is VP of Membership. Contact her at atower@nrb.org or 703-330-7000, ext. 511.



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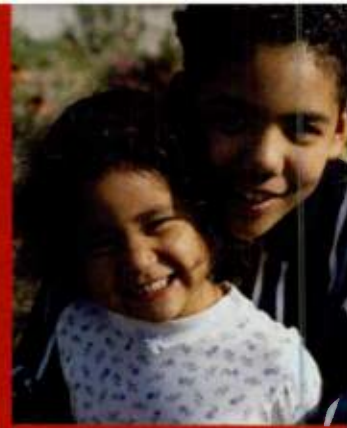
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Executive Summary

- Spend time with families.
- Observe how families interact.
- Listen to what children say.
- Follow a child's thought process.
- Play with children.
- Watch how children behave.
- Look for the humor in everyday events.
- Write role models using parental power structure.



Make



A Hollywood veteran talks about writing good comedy from everyday situations

Me Laugh

BY CHARLIE RICHARDS

There's a saying in my house: "If you can't say anything nice, it had better be funny." Let me explain.

Good comedy can diffuse a lot of negativity. It makes us laugh at ourselves and at the world around us. And most of what makes us angry, in retrospect, is just plain silly: traffic, spilled coffee and the child who says 100 times in 30 seconds, "Daddy-Daddy-Daddy-Daddy-Daddy-Daddy."

One time, my wife and I were arguing over something small, although it felt big at the time. I was angry, she was angry. And in her argument, she suddenly got me with a very funny jab. Not cruel, just funny. I conceded the argument then and there. We like comedy in our house. Most people do.

So, my entry into the sitcom world was a natural fit. Except one problem: too much of the comedy in sitcoms is the byproduct of bitterness, and it shows. There's a lot of anger and pent-up frustrations in the hearts of the writers who control what we see every day.

Sitcoms: many situations, little comedy

Not long after I started as a staff writer on NBC's *House Rules*, what began as a nat-

ural fit developed into an allergic reaction: the other writers were allergic to me. I was the oddball, the clean-cut one who made them itch and scratch. Even when I was silent, my Christianity bothered them greatly.

By refusing to use filthy humor, I also was the rebel. The executive producer on the show was 25-year veteran Chris Thompson, the self-proclaimed bad-boy of the writing world. Ironically, the fact that I was a Christian made us comrades. We were both rebels, although headed in different directions. And that, friends, is where the similarities stopped.

There were a lot of areas, I discovered, where I differed from my sitcom friends. I prefer to write character-driven jokes that make everybody laugh. Many of the sitcom writers I worked with insisted on envelope-pushing humor that makes fun of someone or something; it is biting humor, born of anger.

If you can take a joke and switch the characters, and it still works, it's not a character-driven joke. Most shows have a lot of dialogue that could easily be spoken by any of the characters. A character-driven

joke comes from the personality of the character. It's a much more delightful feel.

To make me even stranger to these people, I like to write family comedy, which, I quickly discovered, isn't hip.

Writing family comedy

As a writer in Hollywood, when you get a good agent, you're suddenly sent into meetings. Everybody wants to get to know you and discover if you're the guy they want on their team. The first time I told a network producer I like to write dialogue for kids, he stared at me, waiting for the punch line. "You really like writing kids?" he asked. "I mean ... really? Nobody wants to write dialogue for kids."

"I do," I answered. "I love what kids say." Again, he waited for the punch line. Finally, he gave up. "Well, that's ... that's nice, I suppose."

Writers, I was quickly informed, don't like to write kids' parts. And, if forced to write children, they simply make them smart-aleck adults in small bodies. Gone is Opie, replaced by a thousand Bart Simpsons. What a shame.

...kids are marvelous thinkers. They don't just think out of the box—they have no box!

Why write for kids?

I finally decided that I couldn't be hip. After having a child, shortly after *House Rules* was canceled, I realized I'm not willing to sacrifice the years for any amount of money.

I left the sitcom world and ventured out on my own, creating a children's radio program that lets me target families using comedy and biblical morals. How could you not want to write for kids and families? It's the basic structure of society, yet many writers run from it.

I believe kids are marvelous thinkers. They don't just think out of the box — they have no box! They are a complex combination of innocence and hedonism. They have the sin nature of man, but have yet to be inflicted with the sin nature of society. And kids love to laugh and smile. In writing for kids, you can deal with issues adults refuse to admit they have, such as fear, selfishness and confusion.

My writing uses creatures (mainly a frog, a turtle, a duck and an alligator). A nice thing about creatures is that any of them can be, essentially, kids. They're all part of a family; they're different creatures with common ground and similar overall goals: to be better, to be more Christlike, to learn how to get along and to help each other in the process.

Contrast that with many television families. They tend to be enemies, have no common goal, no overriding principles and no code of ethics. It's one of the reasons why people have trouble connecting with them. The interaction is one biting joke after another. Insults are their method of communication. If a family existed in real life the way they do on screen, there would be nothing but hatred and resent-

ment between the members. (There are exceptions to this, of course, but more in dramas than comedies.)

To complicate matters, in the entertainment industry, a family isn't made of a mother, father and kids. It's whatever group of people they can fit into an apartment or workplace. And there is no leader; all are equal. If they can't define a family, how can they be expected to write for one?

Another roadblock for writers on family television shows is the horrible hours. For nine months, many of them rarely see their children awake. If you don't live a life, how can you write about one?

Character matters

Much of my inspiration comes from my children. When my son dismantled several toys (toys that were made of one part), I wrote a story in which Floyd the turtle learns a lesson about being destructive. When my three-year-old announced he wanted everything he sees, I had a story about gluttony. Kids are stories writing themselves.

Another key component to writing good families is respect for parents. Kids are greatly influenced by what they see on the screen. And the entertainment industry is teaching kids that parents are hapless morons.

The Hollywood father figure, when there is one, usually is dumb and possesses no leadership qualities. Television children rarely respect their parents. And just that quickly, the writers remove a positive role model. It's a tragic loss. A character that represents authority and wisdom makes a family complete. It provides someone who can make sense of a mess.

That's where Christian writers are filling a gaping hole in entertainment. CBS's

Touched by an Angel is a family staple, but it's not about a literal family. However, when you break down the characters, you see there are parental figures that make sense of the insanity.

Improving your writing

They say there are two things that can't be taught in writing: comedy and dialogue. You either have the ability or you don't. Story and structure, however, can improve constantly. Writing for families gets better when you live in a family; when you listen to your kids, when you play with them; when you listen to your spouse. Then, in front of your computer, the daily dialogue is in your head. The interaction is a part of you.

In a sense, it's research. (I can see it now, millions of writers trying to write-off family time on their taxes as "research"!) If you spend any amount of time with kids, you know even the smart ones don't talk like the children in television and film. Kids simply don't have any idea how life works. They see what's on the surface. And their interpretation can go in any direction — usually a comical one.

It's why I love to write for them. And when you do it well, kids and parents enjoy watching, reading or listening to it.

Charlie Richards (CharlieRichards@aol.com) is writer/creator of The Pond, a radio program airing on approximately 150 stations. For more information, visit www.lifeatthepond.com.



"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
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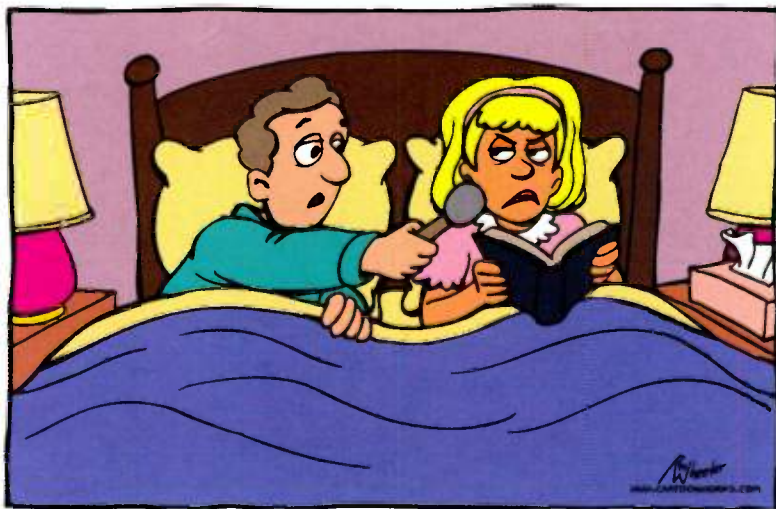
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- **July 25-27**
Southwestern NRB Chapter Convention; D/FW Marriott North, Dallas, TX. Joe Willis, 372-278-8277, joewillis@juno.com
- **August 19-21**
Southeastern NRB Chapter Convention; The Cove, Asheville, NC. Chuck Burge, 954-334-3785.
- **August 25-27**
Western NRB Chapter Convention; Catamaran Resort Hotel, San Diego, CA. Dave Kersey, 520-742-6976 or dkersey@flc.org.
- **September 12-14**
NAB Radio Show; Seattle, WA. www.nab.org
- **September 12-16**
IBC 2002 International Broadcasting Convention; Amsterdam, The Netherlands. Gina Sherman, 44-171-611-7500.
- **September 18-21**
RTNDA International Conference & Exposition; Long Beach, CA. Danielle Browne, 202-659-6510.
- **September 22-24**
Eastern NRB Chapter Convention; Sandy Cove Conference Center, North East, MD. Larry Souder, 570-278-2811.
- **February 8-11, 2003**
60th Annual NRB Convention & Exposition; Opryland Hotel, Nashville, TN. Tammy Singleton, 703-330-7000, ext. 506, tsingleton@nrb.org.

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Loren Olson of LifeTalk Radio has been using BSI's digital automation for over 2 years...



December 7, 2001

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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
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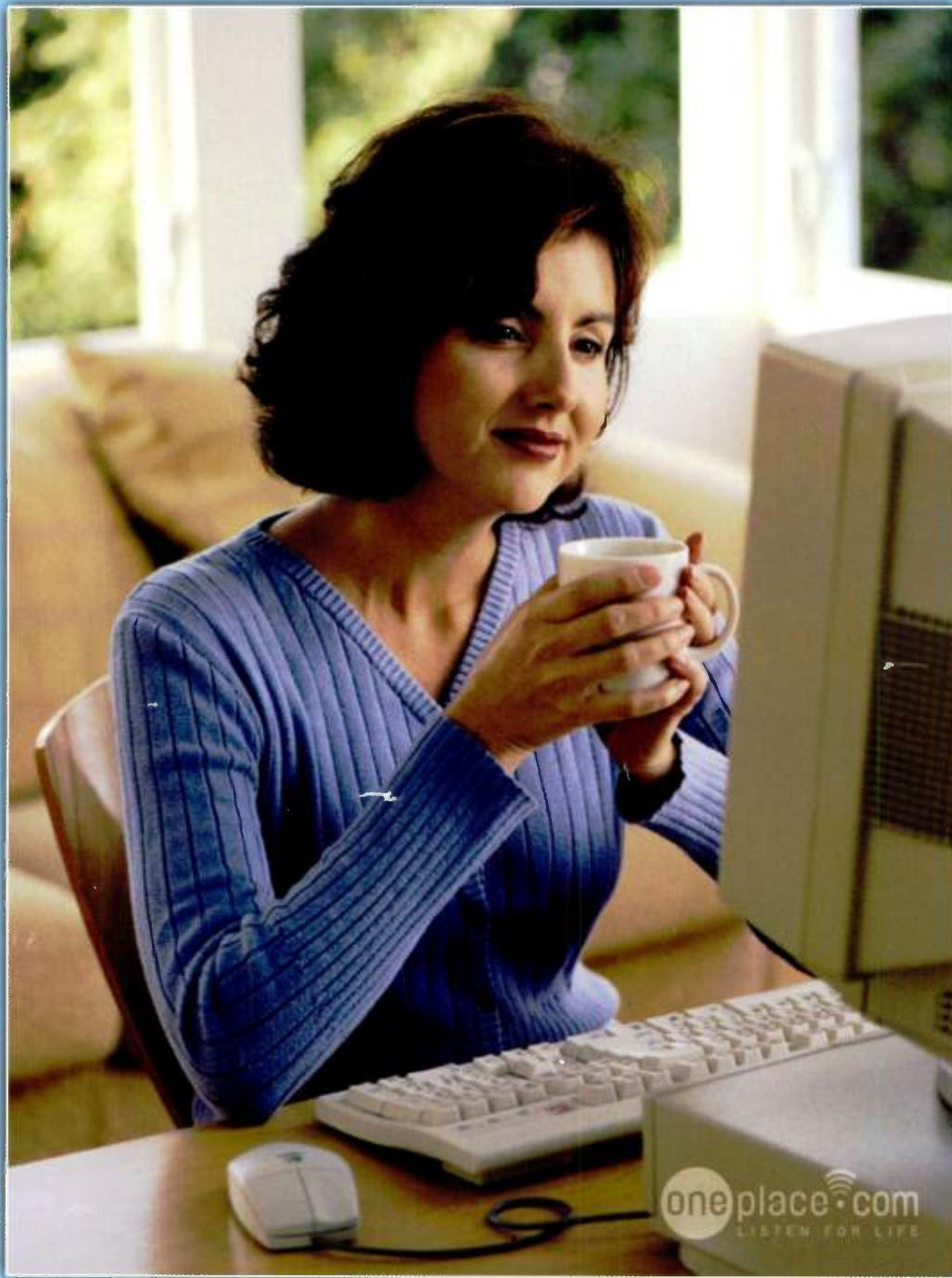


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