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National Religious Broadcasters

June 2002

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NRB CONTENTS

COVER STORY

Confessions of a **26** Dot-com Survivor

BY RICK KILLINGSWORTH

What does it take to succeed online? Get the inside scoop from an industry veteran.



SPECIAL FEATURE

30 TV Faces to Watch

NRB magazine picks a few faces to tune in to. Find out who deserves a second look in television broadcasting.

IN EACH ISSUE

- 4** Signing On
- 6** Washington Watch
- 7** HNRB
- 7** Nonprofit
- 8** Church Media
- 8** Emerging Technologies
- 10** Inspiration
- 10** Internet
- 12** Music
- 12** Television
- 14** Production
- 14** Radio
- 16** Trade Talk
- 25** Members Page
- 32** Ad Index
- 32** Calendar
- 32** Cartoon



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.

NRB Opposes EchoStar/DirecTV Merger

On October 28, 2001, EchoStar Communications Corp. and Hughes Electronics, a subsidiary of General Motors Corp., announced their intent to merge. If approved, this transaction would combine the only two competitive providers of direct broadcast satellite (DBS) facilities: Hughes' DIRECTV and EchoStar's DISH Network.

NRB opposes this transaction because it would harm the ability of video programmers (including Christian broadcasters) to reach the 3.1 million American households without cable for which DBS is the only source of multi-channel video programming distribution (MVPD). If this merger takes place, those rural Americans will only have one choice: Mr. Charlie Ergen's DISH Network.

Competition is healthy. Currently, DBS provides competition to cable TV. Competition keeps prices down and drives quality up. In this case, it also provides for a potential of more diverse programming sources. More than 96 percent of U.S. households obtain MVPD services from two sources: cable and DBS. Where both options are available, consumers today have at least three choices: their local cable operator, DirecTV and DISH Network. In those areas (predominantly rural) where cable is not offered, however, approval of this merger transaction effectively eliminates MVPD competition.

Recently, some well-meaning and well-known Christian ministers, who are not NRB members, sent millions of communications to their donors and constituents in opposition to the merger. Although we agree on the final conclusion of opposing the merger, their primary stated reason is simply untrue. They are saying that Christian TV could be threatened with extinction if this merger is approved. That not only is incorrect, but also absolutely absurd.

The petitioners fail to acknowledge two things. First, Christian-owned Dominion Sky Angel is also a DBS provider, and has 20 all-Christian TV channels and 16 all-Christian radio channels. Sky Angel's 36 channels broadcast 24 hours a day, 7 days a week. Whether or not the merger between EchoStar and DirecTV is approved, Christian TV programming is available via satellite through Sky Angel all over America — in rural and urban settings.

Although Sky Angel also is an MVPD service, they unfortunately are not in a position to compete with EchoStar. In fact, to receive Sky Angel programming, you must purchase an EchoStar dish. The point simply is this: although EchoStar will be in a very strong monopolistic position if the merger is approved, Christian programming will be available through Sky Angel via direct broadcast satellite to virtually every home in America.

Those who claim that Christian TV would disappear if this merger takes place also have not acknowledged the fact that Christian programming on cable television and free over-the-air TV broadcasting reaches more people than DirecTV, EchoStar and Sky Angel combined.

These same ministers should consider that cable TV operators are the most resistant to carrying Christian channels. Perhaps they should redirect their energies toward those cable TV operators and mobilize the same Christian believers to compel cable carriage of Christian networks. Much more fruit for the kingdom would be realized.

A final word on the EchoStar/DirecTV merger: One of the many ways that consumers benefit from MVPD competition is through greater programming diversity; competing MVPDs, in order to attract and retain subscribers, strive to offer the widest possible range of content. But if the merger were approved, the combined company would no longer be subject to such positive competitive pressure. To the contrary, the absence of rivals would provide to the merged company the ability and incentive to engage in anticompetitive behavior vis-a-vis those programmers that seek to reach all Americans, and for which cable is therefore an inadequate substitute. This, of course, includes Christian broadcasters, who are committed to the biblical mandate of sharing the Good News of Jesus Christ with all who will listen.

Thus, in order to ensure that consumers — particularly those who live in areas not served by cable — continue to have access to a diverse array of content, this proposed merger must be denied!

For a detailed statement regarding NRB's position, please visit the Press Release page on NRB's Web site (www.nrb.org/press.htm) or contact Managing Editor Christine Pryor at cpryor@nrb.org or 703-330-7000, ext. 515.

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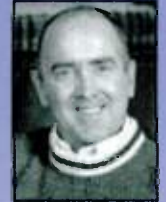
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“Harmful” Web Content Restriction Faces More Court Review

NRB members may be interested in two recent legal developments – a new Supreme Court case partially validating an Internet content restriction and a pending merger that has raised issues concerning direct broadcast satellite (DBS) carriage of local broadcast signals. The matters are distinct but share one attribute: both are likely to reappear in headlines during the coming months.

Supreme Court Partially Upholds COPA

In a complex ruling, the Supreme Court rejected a limited challenge to the constitutionality of the Child Online Protection Act (COPA). The action in *Ashcroft v. ACLU* was the latest chapter in a six-year saga over how lawmakers may protect children from potentially harmful material on the Internet without running afoul of the First Amendment. Efforts began in 1996, when Congress passed a sweeping restriction on any online communications – including Web site postings and e-mail – containing “patently offensive” material that minors might access. The Court struck down that law in 1997, holding that it was an overbroad limitation that “effectively suppress[ed]” a large amount of speech that adults had a constitutional right to receive and address to one another.”

In 1998, Congress enacted a new law designed to address the flaws of the old. COPA applies only to Web site communications that have a commercial purpose and restricts only “material that is harmful to minors.” The statute defines harmful material by incorporating the legal standard for obscenity (which is not constitutionally protected) but modifying it with repeated references to minors, thereby sweeping in some communications that are not technically obscene.

The key issue in the *Ashcroft* decision was the COPA provision requiring jurors in any future case to apply “contemporary community standards” in assessing Web site material. The challengers argued that, because of the global nature of the World Wide Web, the requirement would result in the most conservative community’s standards setting the bar for the entire nation. The Court rejected the contention that this concern alone, in the absence of a real enforcement case, was enough to invalidate the law.

As a practical matter, *Ashcroft* will not change Web site content in the near future. COPA has been stayed pending the outcome of the litigation, and the Supreme Court sent the dispute back to a lower court for further consideration. The justices noted that they had not considered several other First Amendment objections to COPA – which likely will be pressed in the next phase of the legal challenge.

Potential DBS Merger Attracts Attention

In an unrelated matter, both the FCC and the U.S. Department of Justice (DOJ) are reviewing a proposed \$26 billion merger that has attracted hundreds of outside comments – including opposing views from different religious entities. EchoStar, one of the nation’s two operating providers of DBS services, made a bid late last year to purchase DirecTV, the other DBS provider. The pending merger has been a contentious one

primarily because of the impact that it might have on the delivery of multichannel video programming services.

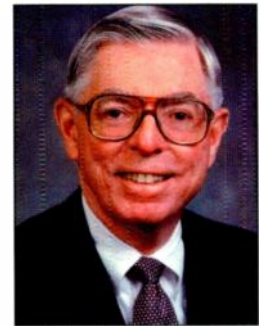
Most comments to date focus on how the merger could affect choices that consumers will have in their own local markets for multichannel services. Critics contend that the combination would hurt consumers by depriving them of one of the few options they now have. Because EchoStar and DirecTV currently can serve essentially the entire continental United States from their satellites, they compete with cable systems in many areas – and DBS has made particular strides in large metropolitan areas, where they retransmit local broadcast signals to subscribers. The competitive arguments often target rural areas, which usually are not wired for cable and may leave the two DBS operators as the only effective alternatives for multichannel services. A number of broadcast entities oppose the proposed combination, voicing concern about how the merger might affect DBS carriage of local television signals.

NRB recently joined opponents of the EchoStar/DirecTV merger. In a recent press release, Chairman/CEO Glenn Plummer explained that NRB is concerned that the combination would “effectively eliminate” multichannel competition “for the several million Americans not reached by cable.” He also stated that “religious broadcasters have an intense interest in ensuring program availability to their potential viewers. Certain programmers, such as Christian broadcasters, have a fundamental interest in audience maximization that extends beyond financial considerations. ... When consumers have options, competition among delivery platforms not only provides an incentive to offer subscribers the widest possible range of services, but also creates a greater opportunity for video programmers to get their services carried on those platforms.”

Another religious entity, Sky Angel, supports the merger. Sky Angel is a Christian DBS provider that uses transponders on an EchoStar satellite to reach its subscribers.

EchoStar defends its proposed acquisition in part by pledging to maintain a uniform pricing policy nationwide, thereby ensuring that rural customers enjoy the same rates as other subscribers. In addition, the company argues that the merger would allow it to quadruple the number of local markets into which it will retransmit local broadcast signals. EchoStar also contends that the merger would speed the delivery of “meaningful satellite-based broadband competition” to cable- and telephone-based systems for high-speed Internet access services.

Observers currently expect that government action on the merger will not occur before October 2002 at the earliest. The timing may depend largely on DOJ; the FCC traditionally defers action on major mergers until after the federal antitrust experts have completed their review.



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.



Key Alliances – The Missing Link?

Radio is faster than a speeding bullet, leaps through buildings with a single watt and is more powerful than a large congregation ... say what?

All three statements are true, as more and more Christian radio stations unintentionally yet subconsciously replace the role of the Church. Maybe it's because we believe she isn't as influential as she once was or should be. Maybe we believe her to be exclusively sacred, impeding progress and impact in the secular world. Or, maybe it's because Christian radio and the Church view each other as neutral competitors that co-exist but do not cooperate with each other in the marketplace for the greater good and growth of both.

Now, admittedly, I have been referring to the Church and Christian radio in broad sweeping terms. This may also lead to some of the ambiguity and reservation in forging a deeper relationship. That won't be easy, but I think it is possible to begin addressing this alliance on a local level, which is one thing both radio and the Church have in common: the ability to be community-minded.

Such a relationship goes far beyond placing announcements on the station's community

calendar or airing a service on Sunday morning. A healthy alliance between Christian radio and the Church requires a proactive approach to release perceived notions of who each other is, and to cooperatively pursue and implement complementary means to reach others for greater growth in Christ.

Consider the following ideas (there are plenty more) to help build those relationships:

- Use a rotating ear when listening to new music. What's being sung in the churches of your community? What titles are appearing in the bulletin as special music? What similarities can be found between the music you air seven days a week and the music the congregation sings every week?
- Select a season (summer for VBS, fall or spring for boys/girls clubs) and have churches register for a possible visit by your radio station. If possible, bring gifts for the pastor, director and/or a small gift (pencil, coloring/activity book) for each child. Each week of the promotion, make brief remote appearances to registered churches. Post pictures of the visit on your Website.

- If the church is hosting an evangelistic outreach, assist with providing marketing and/or production expertise and media contacts. You may even want to develop a small community scholarship program – not just regarding finances, but also resources such as writing, production and mailing list possibilities.
- Invite a number of pastors to a brown bag lunch simply to pray. Pray for each other and follow up with a card to each pastor sharing how God has answered your prayers and ask how God has answered his.

Visit www.goodradio.net/articles, and click on "Key Alliances: Who Was Left Out" for more ideas. Remember, your station has the ability to unify the body of Christ within a specific market. Work with your local churches. Show them that you are there to complement and supplement them. Support the role they have in the community without assuming it. You may be the means God chooses to bring the body of Christ together within the market.

Chris Lemke, program director, WCSG-FM/Grand Rapids, MI, ChrisLemke@aol.com

Livin' the GMA Latin

The Gospel Music Association's (GMA) GMA Week was held April 20-25 in Nashville, TN. Its highlight, the annual Dove awards, represents perhaps the biggest annual event in Christian music, anticipated by Christian musicians and fans each year. This year was no different, however, it had a different feel as it opened doors to the Hispanic community, including GMA's first celebration of Latin Christian Music Awards.

The event was of great significance to the U.S. Latin Christian Community. As the population of Hispanics in the United States continues to explode, the country has taken notice. Secular businesses and organizations are beginning to market to this powerful consumer group, and popular U.S. television includes a myriad of options for the Spanish-speaking viewer.

Hispanics represent the largest minority group in America, surpassing African Americans this year at 12 percent of the U.S. population. More than one out of every 10 people on the streets of America is Latino. Hispanics are adding their own flair to all

areas of American culture. It is exciting for Hispanics to be recognized by corporate giants such as Coca-Cola and Sony Music, but even more exciting for us as Hispanic Christians is recognition from such prestigious organizations as NRB and GMA.

HNRB was invited to play a special role in the week-long festivities, as HNRB President Nestor Colombo joined industry notables such as Jaci Velasquez, Crystal Lewis and Latin Grammy President Enrique Fernandez. Colombo addressed the crowd, speaking on the dynamics of the growing Hispanic population in light of the challenge of evangelization. The week of festivities was rounded off by an exciting awards night as the GMA was "Livin' the GMA Latin."

HNRB is specifically committed to excellence and integrity in communicating the Gospel to the Spanish-speaking world. We not only strive to strengthen Hispanic Christian communications, but also to challenge other industry areas not to overlook the growing Latin community. We endeavor to secure representation and increased opportunity to participate in events such as GMA, and to effect a

higher standard for Spanish communication in the United States. Be sure to check out the HNRB Web site at www.hnr.org to get a full update on the GMA, HNRB's role in the festivities and ways you can be involved in the great work of preaching the Gospel to Hispanics across the United States.

Lolly Colombo, outreach manager, Christian Media Corporation/Christian Ministries Center, lolly@cmcagents.com

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EMERGING TECHNOLOGIES



Webcasting: Interactive Ministry's Power Tool

Millions of Americans anticipate and schedule their lives around a yearly event that generates incredible hype and creates an "it's happening now and I don't want to miss it" atmosphere. Whether it lives up to the hype or not, the Super Bowl brings millions of people together for a common experience and generates unparalleled interest. Although Webcasting probably won't help your ministry equal the hype created by the Super Bowl, it is a tool your ministry can use to create similar excitement and anticipation, foster common experiences, and encourage community.

Let me give you a brief guide on "How to Webcast," based on the assumption that you already are recording or taping your events and programs.

1. Capture the audio or video feed on your computer realtime, as it is happening.
2. Once a connection is established from your soundboard or video deck into the sound or video card on your computer, use encoding software to capture and convert the signal to a compressed, streamable format.
3. Send the encoded signal from your computer to a streaming server – a computer that is connected to the Internet that can serve Real Audio or Windows Media files and support multiple simultaneous users.
4. Create a satisfactory user experience. This can be as simple as providing a link on your site or in an e-mail, but it should entail interactive elements that foster community. Imagine a TV show with the screen divided into three sections: Section One shows the TV program, Section Two shows interesting background information and Section Three incorporates interactive elements, making you a participant by allowing you to ask questions or share opinions. This is what can be created for your audiences by Webcasting.

Although there are many creative ways to benefit from interactive Webcasting, let me highlight three:

Has Your Church Gone Wide?

HDTV. Widescreen. 16:9. All of these are terms you've probably heard in the context of home theaters or maybe the "new" HDTV standard.

Current standard television sets are in a 4:3 aspect ratio, meaning the image is 4 units wide and 3 units high. There is a mindset that the newer 16:9 aspect ratio is primarily for reproducing film (big screen movies) onto video. I want to offer my insight on an application where 16:9 should be used nearly all the time: churches.

Probably the most frequently used function of a projector in church auditoriums today is for song lyrics. A common problem with the 4:3 aspect ratio for song lyrics is that songs do not read the way they sing. In the 16:9 version, the lines can be longer and reflect the way the song is sung, allowing the congregation to see the entire line and know when the break comes. This is particularly beneficial for church visitors, who may not know the song but can better follow the material.

Because these images are almost exclusively generated in Microsoft's PowerPoint or some other worship software (see www.churchmedia.net), the higher resolution computer signals make songs very crisp, clear and utilize large enough fonts for all members to see (assuming the screens are properly sized for the room).

Since several projectors today can do 16:9, the real issue is whether the computer video card can handle the unique resolutions, which brings me to my second point: resolution.

The 16:9 scenario works best if an SXGA chip is utilized because it makes great 1280 x 1024 images. Its higher pixel count significantly improves the video display.

Finally, churches that utilize cameras for reimagining (another term for showing video of the activity on the platform) onto 16:9 IMAG screens will experience better video images for the same reason that 16:9 works for song lyrics and graphics: much better framing of shots and more flexibility in placement of graphics that are keyed over live video. Also, there should be no need to use a digital effects unit to shrink the video in order to squeeze more graphical info onto the screen.

In terms of the praise and worship segments of your service on an IMAG screen, a two-shot (two performers singing side-by-side) will produce a closer picture because of the added width. Likewise, praise teams and choirs will shoot better in 16:9 because of better framing options. Add to that a new breed of (relatively) inexpensive 3-chip cameras that offer 16:9, and the opportunities for churches are real and possible.

Anthony D. Coppedge, CTS display technology specialist, Audio Visual Innovations, acoppedge@aviinc.com

1. If you host a conference or one-time event, offer a Webcast version. It will expand your attendance by eliminating physical limitations such as travel costs, and make it easier for others to interact with your message.
2. Use Webcasting in your fund-raising efforts and communications with donors. Think like your donors: would they be more likely to support a ministry if they read a letter about it or if the leader of the organization spoke to them?
3. Create a Webcast for non-Christians. Put an informative, interactive and interesting presentation of the Gospel on your Web site. Show people that you care about them and personalize what otherwise can be an impersonal, anonymous, online world.

An effective Webcast requires correctly configured computer hardware, appropriate software, a company to do the streaming, a graphic designer to create the interactive environment and a team of volunteers.

Consider using this God-given tool to build up and encourage believers, to introduce others to the life-changing message of the Gospel and to bring glory to God.

J. Sebastian Traeger, president, Christianity.com, Sebastian@christianity.com



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A Church With No Walls

From Asia to America, the Church is to reach and impact the world for Jesus Christ. Utilizing new technologies such as the Internet to do that is exciting.

"Once again, the kingdom of heaven is like a net that was let down into the lake and caught all kinds of fish." Matthew 13:47 (NIV)

The message of the Gospel remains the same, but we have an opportunity to make a global impact by blending technology with the message using the Holy Spirit as our guide and the Word of God as our road map. The Internet, the first mass medium to come along since television, has the potential to unleash a worldwide revival. We already have discovered its power and are heeding God's call to go out into the world as fishers of men on the 'Net. I believe that it does not matter in what environment God's Word is presented – print, radio, TV or the Internet – it never comes back void.

While corporate America uses this technology to impact the bottom line, our intent is to utilize the same technology to impact lives. The Internet is not only an information tool or bulletin board,

but it is utilized to build relationships and engage people by building community and exemplifying God's unfailing love. We use the Internet to encourage, equip and inspire people to be more like Christ daily, not just on Sunday. The Internet allows us to make our resources available 24 hours a day, 365 days a year. It's like having a store that never closes, or a personal counselor who is always available.

I recently read a statistic: the Internet is second only to movies as America's favorite pastime. That stat saddened, encouraged and inspired me.

I was sad because I felt the Church was behind in establishing a presence of excellence within this environment, showing how this technology can present a message of love, hope and victory. We have an incredible opportunity to touch the world – at least virtually.

I was encouraged because I felt God provided the Church an opportunity to expand its mission field through the use of technology. We have a tool that shrinks the world, enabling us to establish relationships and engage in global community building.

I was inspired because I felt God gave us a new venue to do His work. The same tool the world uses to impact its bottom line is being used by God to impact lives for His glory. When we lift up Christ, He will draw men to Himself.

At the First Baptist Church of Springdale we use the Internet in the following ways: Webcasts, interactive informational content, calendar, bookstore, greeting cards, flash movies, screen savers, 360-degree virtual tours and more.

Through technology we provide light for the darkness, hope for seekers and encouragement for believers. Our heart is to honor God, taking the Gospel to the ends of the earth and continuing the Great Commission.

To God be the Glory!

Marcus Carruthers, minister of technology, First Baptist Church of Springdale, AR, marcuscf@fbc.net

Back to Basics

I love golf. Anyone who has played knows that the key to enjoying golf is to have success at it. And the key to that success is mastering a few of the basics.

I've learned that when I play poorly, it's almost always a matter of something I'm doing wrong. In that case, I have to revisit the basics of the game and correct my error. For example, I'll ask myself if I kept my head down during my swing or if I was lined up on the ball properly. Usually, when I go back to the basics and make corrections, I start hitting the ball straight.

Sometimes the Christian faith requires us to get back to the basics. I believe that is what Jesus was calling the church to do when He spoke these words to the Ephesian church in Revelation 2:4-5: "But I have this against you, that you have left your first love. Therefore remember from where you have fallen, and repent and do the deeds you did at first."

I believe Jesus is saying, "When you feel like things have fallen apart and there's dryness in your heart, slow down a little bit. Remember the basics." In

other words, go beyond your Christian activity and insights about the Scriptures and remember who delivered you from your sins and made you a new person. In short, go back to that relationship with Jesus.

Sometimes I think we complicate Christianity. We get so wound up in doing and being that we forget the essence of our faith: a loving relationship with Jesus Christ.

Do you need to get back to the basics of your faith? Start by thinking about how it was when you first trusted Christ. You probably didn't know much about the Bible or doctrine or theology. You didn't know much about what you should or shouldn't do. You just knew that you loved Jesus.

I'll never forget when I first trusted Christ as a teenager. When I went to bed I didn't want to fall asleep, because I wanted just to talk to Him in the quietness of the night. I didn't know what to say or how to pray. I didn't understand the theology of what had happened to me. I just knew that I loved

INSPIRATION



Him. To this day, I am aware of my need to take myself back to that time, when all I knew to tell Jesus was how much I loved Him.

When you find yourself in a dry time in your faith, get back to the basics. Tell Him how much you love Him and how grateful you are for what He has done for you. You'll be amazed how quickly that time of dryness will become nothing but a memory.

Here's what I want you to remember today: A personal love relationship between yourself and Jesus Christ is what the Christian faith is all about.

Crawford Loritts, associate director, U.S. Ministries for Campus Crusade for Christ, LAL@ccci.org



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Choices

The choices in television programming seem overwhelming. I recently spent 45 minutes clicking through 400 channels on digital cable. Nothing interested me enough to suspend my motion and enjoy a show that was worthy of my lazy Saturday afternoon. So, I picked up the newspaper to examine the stories I laid aside to read thoroughly. An article listing the salaries of top executives of public companies caught my attention, particularly one referencing Gerald Levin of Time Warner, the provider of my earlier jaunt into the cable abyss.

Levin made \$147 million in 2001, an increase of 216% from 2000. This was somewhat of a shock, considering the tales from Capitol Hill meetings with cable representatives, who described the financial difficulties for operators building out a digital network. I learned that the new infrastructure and technology expenditures would set cable financials back several quarters, and while the consumer might bear part of the additional costs, the cable companies would absorb the brunt.

During meetings with members, staff and the FCC, I was informed that cable was struggling to find room for all of its programming choices, particularly broadcast signals. We had been lobbying on the necessity of cable carriage of all broadcasters' free over-the-air signals contained in 6 MHz of spectrum and were informed that cable was making a strong case that these streams of broadcast programming would be overly burdensome to the cable system. Things were so tight that it was difficult to carry even the original analog signal. Former FCC Chairman Kennard apparently agreed and issued a rulemaking on his last day in office in January 2001 that codified a one-channel-only, must-carry digital requirement.

In 1992, when the analog must-carry became law, the win was incredible. Cable had made the same arguments it is currently making – capacity, technology, financial burdens and first amendment infringement. We won with a hodge-podge group of interested, small, independent, religious, foreign-language and special-format broadcasters; even NAB did not support the legislative initiative, but thankfully came around to work on the court challenges.

Now, we are back in familiar territory. If the one-channel rule stands, our voices will be substantially diluted. If a broadcaster is one voice out of 60 channels on an analog cable system, the new rule will ensure that we remain a single voice among many hundreds of cable channels in digital. This was not what Congress and the Supreme Court intended. A balance was struck requiring cable to set aside up to one-third of its channels for broadcasters.

As cable increases its channel capacity, we must fight to retain the opportunity to reach the same number of viewers we currently serve by applying digital efficiencies to our 6 MHz of spectrum and receiving carriage rights for our FCC-approved, public interest-serving broadcast licenses. With the mass of cable-only channels, it is not unreasonable to seek carriage of broadcast signals that is proportionate with analog distribution. Perhaps then, I would be able to find something worth watching on

television and stop reading newspaper accounts of down-on-their-luck cable owners.

If you would like to join a multicast must-carry effort spearheaded by Jerry Rose (president of Total Living Network) and Dusty Rubeck, (president of Christian Network Inc./The Worship Channel), e-mail Berger@alcalde-fay.com for additional information.

Vicki Iseman, partner, Alcalde & Fay,
iseman@alcalde-fay.com

MUSIC



Letting the World Take Notice: NRB Interviews Steven Curtis Chapman

NRB: What is your perspective on the Christian music industry at the moment?

SCC: God is blessing and growing something that [does] a lot of really good things. Through radio, many people are being reached with music and programming illuminated by the Gospel and the Christian faith is reaching into the homes, ears and hearts of those who might never walk through the doors of a church. That growth has been exciting, but it is a two-edged sword. The Christian music industry has been given much opportunity and growth, therefore more is required of us to be responsible and to truly seek what God would have us to communicate. I've prayed for our industry to see our responsibility, to make Christ more known through the platforms He's given us. That is the goal at the end of the day.

The Gospel Music Association (GMA) took big steps when it began recognizing artists such as dcTalk, Kirk Franklin and Jars of Clay as a valid, vital part of what Christian music was about and the direction it was going. With so many different tastes, likes and dislikes, people now can listen to music that feeds the soul lyrically and thematically in styles they enjoy.

Also, mainstream radio and media are beginning to embrace, or at least acknowledge, Christian music as a valid genre. The American Music Awards added it to one of its categories; the Grammy Awards has recognized Gospel music for many years, but includes it more and more; the arts community as a whole; magazine articles. They're not just saying, "What is this weird, kind of strange thing going on over here?" These have been some concrete, encouraging changes.

NRB: Have you seen an impact on the industry as more labels are owned by secular companies?

SCC: I'm known to be a bit of a "Tigger": seeing the glass at least half-full, possibly to the extent of overlooking things. I've observed God using the system, like a vehicle, in redemptive ways. The vehicle isn't good or bad; it can be driven by a person who is looking for ways to be destructive or by a person with good intentions.

Secular and mainstream labels come to Christian music because they see a business that's unique, growing and having an impact. This is an opportunity for Christians and Christian labels to be salt and light and make an impact on the lives of others, as I've witnessed at the corporate level.

Any time that kind of opportunity arises, the challenge to Christians is: will the goal be to fit in so we can sell more records, or will we ask God what He brought us here to say and to do? It behooves each of us to say, "God, I'm ultimately responsible to One Person, not to a record company. I'm ultimately responsible to You with the gifts You've given me."

My favorite movie is *Chariots of Fire*. The main character is a committed believer and runner whose father is a missionary. His father tells him, "Run in God's name and let the world stand in wonder." In other words, do what you do in God's name and do it so well that the world will take notice.

Valerie D. Fraedrich, editorial assistant, NRB,
vfraedrich@nrb.org

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

Hank Hanegraaff
Christian Research Institute
On working with KMA

Proven Strategies and Experience

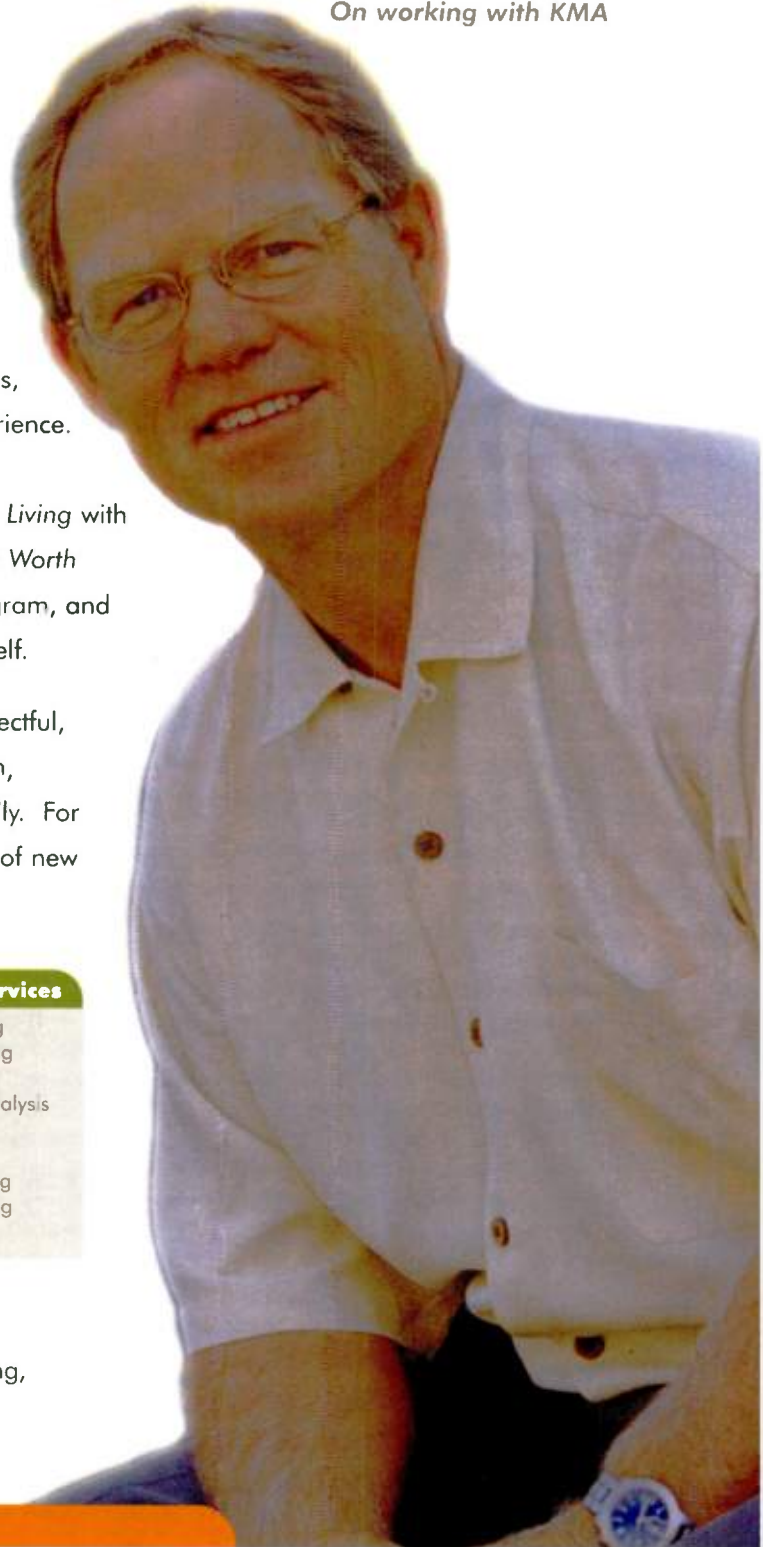
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Agree to Disagree

A number of years ago, Mrs. Billy Graham was in the midst of an aggressive television interview. The host was pressing her on the question if she had ever considered divorcing Billy Graham. Her response, which may not be original to her, was, "No. Murder a few times, but never divorce."

In that same interview, she was asked if she ever disagreed with her husband. She summarized a poignant answer with, "Of course, we don't agree on everything. If we did, one of us wouldn't be necessary."

How do you handle disagreement, especially when you think you are absolutely right? Admittedly, in our Christian worldview there are absolutes, but those absolutes are a lot fewer in number than most of us would like to accept. How do you handle disagreement when the standard baseline of life experience is from two different cultures? What about disagreements on strategy or priorities? Is it possible for differences to be a positive investment rather than a divisive tool?

Whether it is in the context of interacting with our co-workers, working with the "competition" or across cultural lines, in the field of communications we have ample opportunity to spend time with people with whom we disagree or don't understand their worldview.

In our world of everyday radio, there are times when we are accessories to acting like the dominant culture, which is not a good thing. For example, I know of a station manager who gave an employee review with the overall summarization that the employee "...was the finest black announcer he knew." This employee, who simply wanted to do the best at his job without regard to what race he happened to be, responded with mixed feelings, not really sure if it was a compliment or an insult. Within a short time, the employee came to realize the assessment was not meant positively and probably revealed a prejudice that possibly went unrealized by the manager.

A recent multicultural class offered me the opportunity to experience not being from the dominant culture, although I have experienced that to a certain extent being a female in the male dominant subculture of evangelicalism. Although neither my multicultural "experience" nor being a female is quite as penetrating as that of living as someone of a different race or being treated as a minority, they are significant enough to create an intense emotional connection with the minority experience.

It's good to be with folks with whom we disagree and those who are from culturally different worlds. Our American and Christian cultures seem to be so uncomfortable with agreeing to disagree. There is the obvious reality that as Christians we have a biblical mandate to function as a body and to love our enemies and our neighbors. Those directives seem to cover loving just about everyone. And love should transcend disagreements.

They will know we are Christians by our love, which involves embracing one another's differences. Yes, it is possible for difference to be a positive investment rather than a divisive tool, if God's love is flowing through us to accomplish this goal.

Remember, if we agreed on everything, one of us wouldn't be necessary.

Robin Jones, national promotions and marketing director, Moody Broadcasting Network, Robin.Jones@moody.edu

PRODUCTION



The Mini-DV Revolution and Thermonuclear Fallout

It seems like everybody's getting into video these days. New producers are popping up everywhere; digital video cameras are cheap and edit systems are cheaper. A person with a mini-DV camera and Apple's Final Cut Pro or Adobe Premiere can get into the business overnight and give a literal run for the money to established production companies that invested hundreds of thousands of dollars into equipment only a few years ago.

Corporate A/V types suddenly are deciding they can be a producer-director-videographer-editor. They convince their superiors that they can save thousands of dollars by bringing production in-house ... and they have a point. The generation of young producers starting out now is the first to grow up immersed in all current forms of media: radio, film, television, pop music, the Internet, etc. They are media-savvy, and many of them have an eye for what works.

Local stations, networks, national television program producers and local churches also are realizing the value and cost-effectiveness of the miniDV format. But what are the implications for those of us who are industry vets? What started out as a hobby is now a thermonuclear detonation with industry-wide fallout. The video production industry is in the throes of a painful transition, and bankrupted production companies are strewn along the way as we move from a capital investment-driven industry to a talent-driven industry.

Getting into production used to require a huge capital investment. Now, for the cost of a Hyundai, anyone can purchase the equipment necessary to make compelling videos, television programs and Web content. But there's the rub: "compelling." While things are more affordable, not everyone has the talent to create credible, moving and profound content. The availability of the inexpensive, single-lens reflex camera did not 10,000 Ansel Adamases make. But, it did give the ability to pursue such an ambition to the general public.

The transition is not over yet. In the next few years, those who possess some talent will rise and there will be a shakeout of the talent haves and have-nots. Many of the corporate execs who bought the pitch from their A/V departments and invested in equipment for in-house production will discover that it takes more than just hardware to produce gripping content. Dreams will be abandoned and much of the equipment will begin to gather cobwebs. Networks will become pickier about what airs. The new producers will be challenged and forced to learn good lighting, audio and production techniques to accompany their raw talent, and will have to compete on quality rather than price alone.

We who are industry vets also must learn to compete that way, or we'll be waiting tables.

Ed Flanagan, president/executive producer, Manitou Motion Picture Company, Ltd., info@manitoupix.com

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TRADE TALK

NRB Building Campaign

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AIRWAVE ANNIVERSARIES

Tulare, CA – Genesis Radio Productions announced the 20th celebration of *Brand New* with Bill Ritchie, which began under the name *The Word of Faith* on KPdq-FM/Salem, OR. The 26-minute program is heard across the United States via the Calvary Satellite Network and other stations. Throughout May, select studies from the past 20 years were aired on the program as *The Best of Brand New*. (Dave Johnson, dave@genesistrp.com)



Arlington, VA – On February 12, WAVA-FM celebrated 10 years of service to Washington, DC. VP/GM David Ruleman joined General Sales Manager Tom Moyer and Don Kroah on *The Don Kroah Show* in a review of WAVA

history and high points. Other participants included: Dr. James Dobson and John Fuller of Focus on the Family; Dr. Bill Bright of Campus Crusade for Christ; Bishop Harry Jackson of Hope Connection; David Treadwell, Director of Central Union Mission; Salem VP of Operations Ken Gaines; and U.S. Representative Frank Wolf (R-VA). (703-807-2266)

Chicago, IL – April 2002 marked the completion of two years of broadcasting *Free Indeed* and the introduction of its Spanish language counterpart, *Libres de Verdad*. Each two-minute program features the testimony of a life transformed through the power of Jesus Christ, followed by an invitation to respond by calling 1-888-NEED HIM. *Free Indeed* is a daily feature heard on more than 250 stations. (Dudley Donaldson, freeindeed@pgm.org)

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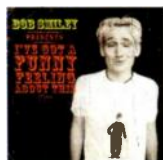
MUSIC

Chicago, IL – Michael Card is partnering with Moody Broadcasting Network (MBN) to produce *In The Studio with Michael Card* each week-end. Originating from Card's studio in Franklin, TN, the 55-minute broadcast is hosted by Card and Wayne Shepherd, who welcome guests for conversational Bible study, content-driven dialogue and studio performances of Card's music. (Robin Jones, Robin.Jones@moody.edu)



Michael Card & Wayne Shepherd introduce *In the Studio*.

Nashville, TN – Effective April 19, *The CCM Update*, owned by Salem Communications Corporation, began a two-year strategic alliance with *Radio & Records* (R&R). *Update* has served as a free-standing newsweekly for more than 19 years. The alliance includes the cessation of the Pop, Adult Contemporary, Contemporary Praise and Rock radio airplay charts. Subscribers to *Update* will receive *R&R*. (Jim Cumbee, 615-312-4268)



Nashville, TN – Comedian Bob Smiley signed with inpop records. Smiley also writes for *Christian Musician* magazine. Visit his site at www.bobsmile.com. (Tiffany Borgelt, t.borgelt@theresourceagency.com)

Franklin, TN – Newly formed, church-focused label Doxology Records will launch its debut release through Chordant Distribution on June 18, *Somebody's Praying Me Through*, from new artist Allen Asbury. (Melissa Hambrick, SpinCyclePR@comcast.net)



NEWS

Dallas, TX – KMA Companies announced that two of its agencies began operating under KMA Direct Communications: KMA the Agency (direct mail fund-raising and marketing agency) and KMA Media Group (media services agency). (Melanie Dobson, 719-282-3822)

Seattle, WA – The Domain Group launched Rooftop, a new PR practice, to serve the non-profit, faith-based and cause-related sectors. The venture is a distinct entity within the Domain family of companies with offices in Atlanta, GA. (Jim Jewell, 404-681-9746)

Nashville, TN – Grammy Award-winning ForeFront recording artist, Rebecca St. James, 24, is the youngest member of The Presidential Prayer Team's prestigious Honorary Committee. St. James joins Franklin Graham and an array of national leaders on the committee, which encourages America to pray for the President, the Cabinet and the nation. (Jackie Monaghan, jackiem@websterpr.com)

Nashville, TN – Jars of Clay and its Sputnik Studio were featured in the "Life" section of *USA Today* on April 2. (Rick Hoganson, Hoganson@Prodigy.net)



Jars of Clay members at Sputnik Studio in Nashville: (l-r) Charlie Lowell, Dan Haselline, Matt Odmark and Stephen Mason

Nashville, TN – Memphis-based band Brother's Keeper continues to build its relationship and



Brother's Keeper performs for 1000 Chick-fil-A operators. Pictured (l-r) Chick-fil-A founder and chairman, S. Truett Cathy, Brother's Keeper member John Sanders, Christian Blind Mission International President Alan Harkey and Brother's Keeper members Gabe Dunlap and Philip Enzor

support for Chick-fil-A, one of the nation's largest quick-serve restaurant chains, and Christian Blind Mission International. (Rich Guider, 615-459-9870)

Albuquerque, NM – CLASServices, Inc., and LifeWay Conference Centers signed an agreement awarding CLASServices the management of the Glorieta Christian Writers Conference. Formed in 1997, the conference is one of the top five Christian writer conferences in the country. (505-899-4283)



CLASServices President Marita Littauer

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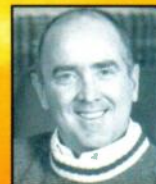
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TRADE TALK



VeggieTales creator/Big Idea Productions founder Phil Vischer (L) and NRB Chairman/CEO Glenn Plummer get acquainted during the NRB Breakfast during NAB 2002 in Las Vegas, NV. Vischer gave the keynote address to 150 attendees, sharing not only the genesis of his beloved characters Larry and Bob, but also the importance of storytelling. After opening with a summation from Plato, "Whoever tells the stories shapes society," Vischer described how a storyteller can shape society in a positive way and get people to want what they need: "Make an apple that tastes like a Twinkie."

For an audiotape of Vischer's excellent speech, please contact Tammy Singleton at tsingleton@nrb.org or 703-330-7000, ext. 503. The cost is \$10, plus shipping and handling.



INTERNATIONAL NEWS

Washington, DC – Radio Sonora (RS) of Jakarta, Indonesia, and the Canadian Broadcasting Corporation (CBC) received NAB 2002 International Broadcasting Excellence Awards, presented April 10. Specifically, the CBC was lauded for its National Satellite DVC Project, a system of advanced video coding and modulation technologies that created an efficient network for the distribution of multiple television programs by satellite. RS was recognized in the single station category for its sustained efforts to improve the lives of its listening audience through local public affairs programming and off-air community service. (Stacy Perrus, 202-429-5350)

N'Djamena, CHAD – Missionaries Bill and Sonia Shaw received permission to establish Chad's first Christian radio station. Building the station and gathering equipment is in progress. (EP News Service, March 22.)



INTERNET

Nashville, TN – TheFish.com Web site, by Dove Award nominee Mad Dancer Media, recently was



featured in *Radio Ink Magazine* and named "Best Radio Station Web Site" at Atlanta's "Achievement in Radio" awards. (Gina Adams, 615-331-3314)



Washington, DC – In late March, Paul Weyrich, president of the Free Congress Foundation, launched an online audio-based news service, FCF: News on Demand.org (FCFNewsOnDemand.org). The site supplies original conservative news content (interviews, sound bites, story packages, com-



mentary, entertainment and culture reviews) to radio stations, news services, talk shows, radio networks and the general public. Broadcasters visiting FCFNewsOnDemand.org can download high-quality audio for use in their formats. (Steve Lilienthal, 202-204-5304)

Keller, TX – *Gospel Country Round-Up* began airing live on the Internet March 21 at www.kxvilive.com. (817-379-9840)

Washington, DC – U.S. Department of Health and Human Services (HHS) Secretary Tommy Thompson announced the launch of a redesigned and expanded Web site for the department's Center for Faith-Based and Community Initiatives. The site, at www.hhs.gov/faith, pulls together resources for faith-based and community organizations looking for information about HHS programs and opportunities. Thompson established the HHS Center for Faith-Based and Community Initiatives in March 2001 as part of President Bush's Faith-Based and Community Initiative. (HHS Press Office, 202-690-6343)



AIRWAVE NEWS TELEVISION

Denver, CO – The Burst Group recently helped KCNC-TV to complete a high-definition (HD) installation that enables the station to broadcast digital high-definition television signals. The installation is one of the first in the country to allow an HD network tape delay. (Randy Teeuwen, rctpr@earthlink.net)

Fort Worth, TX – Effective April 4, Dr. Jack Graham, pastor of Prestonwood Baptist Church in Plano, TX, succeeded Dr. Frank Pollard as host of FamilyNet Television's (FN) *The Baptist Hour*. In other news, FN's daily, one-hour, live, magazine-format program, *At Home—Live! with Chuck and Jenni Borsellino*, celebrated its second season on April 3. FN original programming also won 19 awards from four organizations: The Baptist Communicators Association's Wilmer C. Fields

Awards, the DeRose-Hinkhouse Memorial Awards, the Telly Awards and the Communicator Awards. (Denise Cook, dcook@FamilyNetTV.com)

Irwindale, CA – Digital System Technology is conducting the first-of-its-kind feasibility study on the economic and operational benefits of implementing a centralized distribution model for Cox Broadcasting, which operates 15 TV stations nationwide. (Robin Hoffman, robinh@pipecomm.com)

Atlanta – On April 8, *Leading The Way with Dr. Michael Youssef* began distribution via satellite to television stations. The program is aired on more than 175 stations. (Chuck Powell, 404-841-0100)

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Author and Praise Leader



Dr. Andrés Panasiuk
Writer, Teacher and Speaker



Dolly Martin
Spanish Program Director
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TECHNOLOGY

Las Vegas, NV – Miranda Technologies entered a purchase agreement with ADC Telecommunications, Inc., a leading global supplier of network equipment, fiber optics, software and systems integration, to acquire NVISION, Inc. (www.nvision1.com). (Sunny Branson, sunny@wallstreet-com.tv)

Kennesaw, GA – Digital Projection International (DPI) and NEC Viewtechnology Ltd. (NEC) formed a strategic alliance for the development, manufacture, marketing and distribution of advanced digital projection systems. (Tim Butler, tbuller@digitalprojection.com)

Las Vegas, NV – Hitachi Denshi America Ltd.'s Broadcast & Professional Group recently unveiled



its dockable DVD-RAM recorder and a one-piece, three-CCD DVD-RAM camcorder. The predecessor to the new three-chip camcorder, the one-CCD DZ-MV100A, won a

Technical Emmy last year for its tapeless recording technology. (Robin Hoffman, robinh@pipecomm.com)

Poway, CA – Promicro Systems won the Peak Performer Award in the Business of the Year category at System Builder Summit Spring 2002.



(Sandy Pichitpai, sandy@kanatsiz.com)



AIRWAVE NEWS RADIO

Columbus, OH – WZIO-FM/Portsmouth, OH, is a new affiliate of RadioU Network and is the second mainstream-owned station to join the network. Additionally, RadioU Network's Matthew Risher received several TESLA Radio Production Awards: Best Humor Radio Spot, Best Campaign, Best Image Spot, Best Special Event and Best Contest Promotion. The RadioU's Music You Crave image spot also received the TESLA Coil Award. (Michael Buckingham, 614-839-7137)

Duluth, MN – On April 6, Paul Harkness and the staff of KDNW-FM hosted an open house to launch HIS KIDS Radio in Duluth.



KDNW is the second Northwestern College radio station to join the HIS KIDS Radio Network in the past year. KTIS in Minneapolis signed on September 2000. (Dodd Morris, 800-530-9779, ext. 132)

Atlanta, GA – WFSH-FM won a Dove Award for Radio Station of the Year in the Major Market Category. The category is judged on overall station sound and production, community involvement, ratings, and industry leadership. (Taylor Scott, 404-995-7357)

Costa Mesa, CA – Crawford Broadcasting Company recently launched *The Paul McGuire Show*, a live, daily talk program on KBRT-AM. The program also is syndicated through the Crawford Broadcasting Network. (714-754-4450)

Nashville, TN – For the sixth consecutive year, WWCR-SW worked with students from Ballyfermot College in Ireland to broadcast on International Shortwave Radio for project "Emerald Radio." The live broadcasts were relayed from Dublin to WWCR on April 22 and April 26. (Adam Lock, 615-255-1300)

Florence, KY – Mountain Broadcasting Corporation agreed to purchase the assets of WWGB-AM/Washington, DC, from Mortenson Broadcasting for \$2.9 million cash, making its debut entrance into the DC market. (John Pierce, 859-647-0101)



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The Victory Hour
Russ Doughten
Spiros Zochiates
La Hora Nazarena
Don Johnson
Genera Council of the Assemblies of God
Luis Palau

TV Station of the Year Award

KSCE TV-38/El Paso, TX

TV Program of the Year Award

Life Today

Radio Station of the Year Award

KCBI-FM/Dallas, TX

Radio Program of the Year Award

Joni and Friends

Talk Show of the Year Award

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Internet Award

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News Award

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International Ministry Award

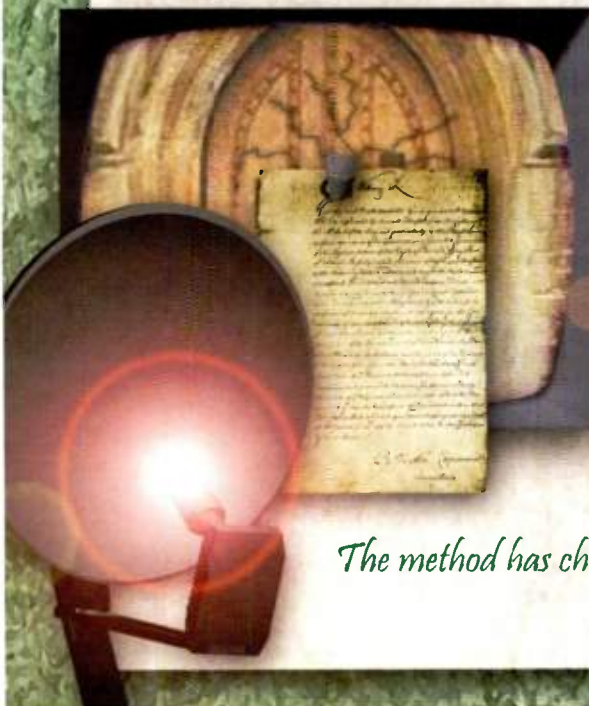
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PEOPLE

Minneapolis, MN – Roy W. Gustafson, 87, associate evangelist with the Billy Graham Evangelistic Association, died April 12 after a period of declining health. Franklin Graham said, "It was through [Roy] that I first felt the calling to get involved in ministry ... Roy's influence on my life helped shape and mold the direction of my life. I might not be where I am today had it not been for the influence of this great and unique Christian statesman." Gustafson, an ordained minister, led more than 150 trips to the Middle East and was renowned for his teaching in the land of the Bible. Gustafson is survived by his wife, Gwendolyn, and three daughters. (Kristol Bosshardt, 612-335-1371)

Des Moines, IA – Russell S. Doughten, Jr., received the Landmark Award for outstanding lifetime contribution to Christian movies from the WYSIWYG film festival in San Francisco.



Doughten with Milestone

Doughten, who has been called the Father of the Modern Christian movie, is a pioneer in moving Christian movies to video. He is credited with more than 150 projects, including *A Thief In The Night*, and has received more than 50 awards, including the NRB Milestone Award during NRB 2002. (Cheryl Neufeld, cneufeld@rdfilms.com)



Andrew Leuthold

Atlanta, GA – WAFS-AM, part of the Moody Broadcasting Network, promoted Andrew Leuthold from program host/production assistant to production director/senior announcer. Leuthold will concentrate on writing/producing and hosting the evening drive-time program, *Tapestry of Praise*. (Rocky Payne, rocky.payne@moody.edu)

Nashville, TN – GSF & Associates promoted Internet Services Director Casey O'Quinn to client services coordinator. O'Quinn joined GSF in 1998. (615-361-1810)



Dan Wingard

Jacksonville, FL – ParkerVision, Inc., appointed Dan Wingard to Southeastern regional sales manager for the broadcast market. (Robin Hoffman, robinh@pipecomm.com)

St. Petersburg, FL – Moody Broadcasting Network announced the promotion of Michael Gleichman to station manager. Also, Pierre Chestang was named program director and host of *Tampa Bay Today*. Chestang formerly worked at WMBI-FM/Chicago, IL, as a senior producer. (Michael Gleichman, michael.gleichman@moody.edu)



Michael Gleichman (L) WKES-FM/WKZM-FM station manager and Pierre Chestang, program director and host of *Tampa Bay Today*

Birmingham, AL – Dr. Donald W. Hawkins was recently installed as president of Southeastern Bible College. The former executive director of the Minirth Meier Clinic, Hawkins has authored or co-authored 20 books and most recently was co-host and producer of the *Back to the Bible* radio program. (Nathan Ingram, Nathan@sebc.edu)

Nashville, TN – Brentwood-Benson Music Publishing, Inc., announced the following promotions and new hires: James Rueger, assistant creative director/archive director to creative director; Betty Stirsman, production manager to director of production; Andrew Frey, royalty administrator to manager of royalty administration; Dorinda Biggs, administrative assistant for creative director to administrative assistant for creative director/project coordinator; Aimee Hansen, CBA sales advertising coordinator for Provident Music Distribution to senior production coordinator; Sharkeisha DeMass, inbound sales representative to outbound sales representative; David Harbin, inbound choral sales representative to outbound choral sales representative; Michel Dunn, hired as choral marketing design coordinator; Lisa Greer, hired as a staff accountant; and Barry French, hired as Web coordinator. (Brooke Elder, belder@providentmusicgroup.com)



James Rueger



Betty Stirsman

Charlotte, NC – Cathy Snyder joined the Inspiration Network as Internet content coordinator. (Sara Lowe, 704-561-7728)

Virginia Beach, VA – Jeffrey Pittman was named VP for student services at Regent University. (Baxter Ennis, 757-226-4093)

Los Gatos, CA – Patrick Davis was appointed VP of Sales for Streaming21, Inc. (Sinan Kanatsiz, 714-854-0800)



Patrick Davis

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Midwestern Chapter Joins With Inspo

June 26-28
Northwestern College, Saint Paul, MN

Featuring: Michael Youssef, Walt Larimore, Tom Minnery, Cal Thomas, Mike McVay, John Fischer, FFH, Don Moen, Lenny Leblanc, Mark Schultz, cruise, volleyball and golf tournament

Chairman remarks: "The combined gathering of Skylight's Inspo Conference and Midwest NRB's annual convention takes place in St. Paul, MN, in observance of the 100th anniversary of the ministry of Northwestern College."
— Dale Davis



Southwestern Chapter "Communicating the Truth"

July 25-27
Marriott North at Dallas/Fort Worth, TX

Featuring: Charles Stewart, Liz Curtis Higgs, Phil Cooke, James McDonald, Bruce Carroll, Marco Barrientos, Patsy Perrault, Ashton Hardy, Joe Cautin and Belarmino Gonzales

Chairman remarks: "The Southwestern convention is cutting edge, relevant and encouraging. It's a great atmosphere with time to fellowship, workshop topics that matter led by people in the trenches, and speakers who remind us this all about God and seeing the big picture about what He is doing. From Thursday's Fellowship Night to the World Famous BBQ and Auction to the Saturday evening Banquet, the SWNRB is professional interaction, practical information and personal inspiration." — Gene Bender



Southeastern Chapter "Salt & Light Challenging the Secular City"

August 19-21
Billy Graham's Training Center,
The Cove, Asheville, NC

Featuring: Crawford Loritts and Michael Card, Ice Cream Socials, Awards Banquet and workshops

Chairman remarks: "This year SENRB will equip you to minister effectively in the shadow of 9/11. Challenging speakers, worshipful music and practical workshops combine with the beautiful Blue Ridge Mountains of North Carolina for a time of refreshing challenge." — Chuck Burge



Western Chapter

August 25-27
Catamaran Resort Hotel, San Diego, CA

Featuring: Jim Burns, Crawford Loritts, David Jeremiah, Joni Eareckson Tada, Steve and Susan Caudill, and Greg Buchanan

Chairman remarks: "Join us for an evening at the Horton Grand Theatre and final banquet aboard the William D. Evans Sternwheeler. The Hotel on Mission Bay in San Diego promises to be an extra-special and worthwhile time. Our conference will be a time of retreat, a time for gaining knowledge and insight, and a time for renewing old friendships and making new ones." — Dave Kersey



Eastern Chapter

September 22-24
Sandy Cove Conference Center
North East, MD

Featuring: Alistair Begg and George Hyde of RAB, Ice Cream Social and Awards Banquet

Chairman remarks: "Our Chapter convention provides you with the opportunity to get acquainted with fellow broadcasters in a relaxed and friendly atmosphere, while at the same time being inspired spiritually and challenged professionally to serve Christ more effectively."
— Ward Childerston

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Confessions of a Dot-com Survivor

BY RICK KILLINGSWORTH

It's hard to believe it has been three years since I left a promising career as the leader of Salem Communications' national sales division for a start-up dot-com company. At the time, it seemed like a really good idea.

I was leaving to be a part of the "New Economy." After all, nothing smells quite like a new car. Especially if the new car has stock options attached.

It's a long story, but I was wooed back to Salem six months later to work on the new media side. It was July 1999, back when it was still fashionable to be working on the Internet. The last three years have been the most demanding, yet rewarding, of my career. I must admit though, it feels like 10 years' worth of challenges and experience crammed into three.

At a recent management meeting we were reflecting on the last three years and why we have survived in this volatile industry. Our hope was to learn from

our successes and failures, as well as those of our unfortunate colleagues that somehow did not make the cut.

As I reviewed the list, I realized that what came out of that meeting was not just a list of how to survive on the Internet, but how to survive in any business. Allow me to share with you the list we developed: *continued on p. 28*



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 Summary By: Annual Fund
 Chart Type: Pie Chart

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

Gift History

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 Filter Value: [No Filter]

Type	Fund	Appeal	Gift Amount	Balance
✓	ORL01	ORL001	\$2,000.00	\$2,000.00
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✓	ORL01	APPEAL1	\$50.00	\$0.00

Count: 3

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1. God's Divine favor

In His infinite mercy and wisdom, God saw fit to allow us to continue this effort. Does that mean that I believe, I Christian and others did not have God's favor? I know most of the people who led those organizations. They are good people whose motives seemed pure. I also assume they have God's favor on their lives.

So why are these companies, at least as we once knew them, no longer a part of the landscape? I am not an expert in theology, so I have come up with this very practical answer, "I have no idea." That's the Divine part.

It is possible they were pursuing a flawed idea, were under-funded, had bad timing, were poorly executed or simply weren't good managers. Then again, it could be none of the above. I just know my company wouldn't be where it is today without His hand on our efforts.

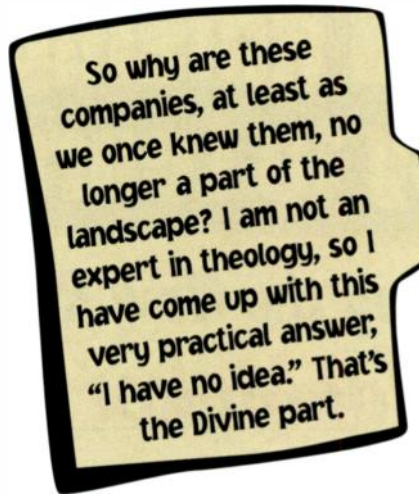
2. Forget the exit strategy

Many companies in the dot-com world focused solely on an exit strategy. They were so busy looking for "the IPO story" that it was difficult to execute "today's deliverables." We decided very early that we were going to be in this space for the long haul. The Internet is a logical extension of Salem's commitment to Christian communications, so the notion of "cashing out" didn't cloud our judgment.

3. Put every idea through the grinder

I learned this from the book, *It's Not the Big That Eat the Small, But the Fast That Eat the Slow* (Jennings & Haughton, HarperBusiness, 2001). It is one of the best practices that I believe kept us in the game. Lots of good ideas have come across my desk in the last three years. We put every new idea through the grinder and then focus all of our effort and attention on the very few ideas that make it through the process. Here is a partial list for evaluating new ideas:

- **Does success rely on the greater fool theory?** If your strategy depends on someone else's stupidity to succeed, it's a bad idea. Even if you could succeed, why would you want to?
- **Will you be swimming upstream?** Because of your core competencies, call-



ing, gifts or talents, certain ideas will feel like you are swimming downstream. It takes some effort, but at least you are working with the current. Pursue those ideas. You might say, "But Rick, salmon successfully swim upstream to lay their eggs!" Yes, and they also die shortly thereafter. I am not saying you can't be successful with an idea that is upstream. I am simply suggesting that you pursue the ones that are downstream first, and don't bet the farm on the others.

- **Has someone proven the math?** Is your success based on Chinese math that explains that success is inevitable because there are 1.4 billion people in China, and all we need is 1 percent of the population to use our product. Surely we should be able to get 1 percent of the population on board, right? Wrong. You would need one incredible marketing strategy and budget to get 14 million people to do anything. If it looks too good to be true on paper, it probably is.
- **Will it be a good thing even if ...?** What if your closing rate is 10 percent instead of 15? What if the economy goes into a recession? What if some terrorists decide to fly airplanes into buildings? Figure out the "what ifs" that could affect your model and then see if there is a plan to survive them. Hopefully, you will never have to implement Plan B, but if you are going to succeed, you should develop one before you need it.
- **Will it sidetrack you?** This was a big one for us. We are not retailers. We are not a software company. We determined, long before it was popular, to focus on our niche and stick to what we're good at.

4. Radical cost-cutting often leads to surprising innovation

We have been forced to do a lot more work with a lot less people. We have a little game we play in our company. I love it; the employees hate it. It's called "could you get this done by the end of the week if you knew you would lose your job if you didn't?" It is not nearly as harsh as it sounds. There is not a person in our company who doesn't understand it is just an exercise. It is, however, an exercise that forces us to focus on execution above activity. If your job is on the line, it is amazing how creative and productive you can be. At Oneplace, we function as though our jobs are on the line every day, because ... they are.

5. Focus on the customer

Every decision we make is held to the standard of, "Is this good for our customers?" If not, we don't pursue the idea. When forced to cut the technology budget or the customer service budget, there is no choice. Without customers you don't need technology.

6. Constantly reassess strategy without abandoning mission and values

Early in my career I hated change. Four years ago I tolerated it. Now, I thrive on it. I come to work every day prepared for nothing or everything to change completely.

I hope you find some of these ideas helpful. To my colleagues who have pioneered this difficult market space with us, I offer a sincere thank you. Even the lessons learned from the casualties helped pave the road for those who came after you. You made a difference not only in our company, but also — and more importantly — in the lives of believers and non-believers around the world. The torch we share with other Internet companies burns brighter because of your efforts. Pray for us to have the wisdom to carry it in a worthy manner for as long as He sees fit.

Rick Killingsworth leads Salem Communications Corporation's Internet division, Oneplace.com. Contact him at rickk@oneplace.com or 804-768-9404, ext. 107.

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Ministry: Touching Lives
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Agency Representation: In-House
Aired on: 1 international station; 3 national broadcasts; 2 local broadcasts in Atlanta

Mission Statement: To go throughout the world and preach the Gospel of Jesus Christ, evangelizing the lost and encouraging the Christian through television, radio, literature and the Internet.

Program: *The Central Message*
Ministry: Ron Phillips Ministries
Address: 5208 Hixson Pike, Hixson, TN 37343
Web Address: www.ronphillips.org
Agency Representation: BMC Advertising, Tulsa, OK
Aired on: 100+ stations

Mission Statement: To reach the greater Chattanooga area for Jesus Christ; to be a catalyst for spiritual awakening; to touch our nation with revival and to reach our world through every possible means at any cost.



Ron Phillips



Program: *The Winner's Way with Mac Hammond*
Ministry: Mac Hammond Ministries
Address: PO Box 29469, Minneapolis, MN 55429
Web Address: www.mac-hammond.org
Agency Representation: John Hammond
Aired on: 10 stations

Mission Statement: To proclaim the simple but life-changing truth that "God wants you to be a winner in every area of life," in unique and practical ways, to as many people as possible.



Mac Hammond



Program: *Living on Course with Casey Treat*
Ministry: Christian Faith International
Address: PO Box 98600, Seattle, WA 98198
Web Address: www.caseytreat.com
Agency Representation: Ellison Media Company, Phoenix, AZ
Aired on: Three networks: Trinity Broadcasting Network, Daystar and Inspirational Network; two Seattle stations

Mission Statement: To make successful Christians of all people. Our commitment is to pastor the Northwest, teach the nation and inspire the world. The goal of every ministry provided by Christian Faith International is to cause people to be successful spiritually, intellectually, emotionally, physically, financially and socially.



Casey Treat



Program: *Master's Touch International with Dr. Mark Chironna*
Ministry: Mark Chironna Ministries
Address: PO Box 620545, Orlando, FL 32862
Web address: www.markchironna.com
Aired on: Trinity Broadcasting Network



Larry Huch

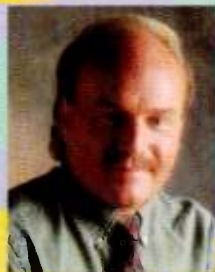


Program: *Called to Conquer*
Ministry: Larry Huch Ministries
Address: PO Box 66700, Portland, OR 97290
Web Address: www.larryhuchministries.com and www.newbeginnings.org
Agency Representation: Fresh Impact, Scott Spiewak, Harrison, NY
Aired on: Trinity Broadcasting Network

Mission Statement: Bringing salvation and deliverance, teaching God's people to win! Ministries that cross all social, ethnic, geographic and economic barriers.

Program: *Harvest With Greg Laurie*
Ministry: Harvest Ministries
Address: PO Box 4000, Riverside, CA 92514
Web Address: www.harvest.org
Agency Representation: A. Larry Ross Communications, Dallas, TX
Aired on: DirecTV Church Channel 371, Trinity Broadcasting Network, Sky Angel Satellite Network, Christian Television Network, i-Life Digital TV, Inspirational Network and Australian Christian Channel Cable TV-30

Mission Statement: "Knowing Him and Making Him Known."



Greg Laurie

Program: *Touching a Hurting World With the Love of Jesus Christ*
Ministry: Dennis Leonard Ministries
Address: 9495 E. Florida Ave, Denver, CO 80231
Web Address: www.dennisleonardministries.com
Agency Representation: Affiliated Media, Master Media & Dennis Leonard Publishing
Aired on: 15 stations

Mission Statement: Touching a hurting world with the love of Jesus Christ by breaking down racial, denominational, social and economic barriers; and bridging the gap between the different ethnic groups, forging cultural and economic interests into one cohesive, loving unit.



Dennis Leonard





Paula White

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CALENDAR

■ June 24-25

Wireless Communications Association International Annual Convention; Boston MA. Megan Manlove, 202-452-7823.

■ June 26-29

Midwestern NRB Chapter Convention; Northwestern College, St. Paul, MN. Dale Davis, 651-631-5000.

■ 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

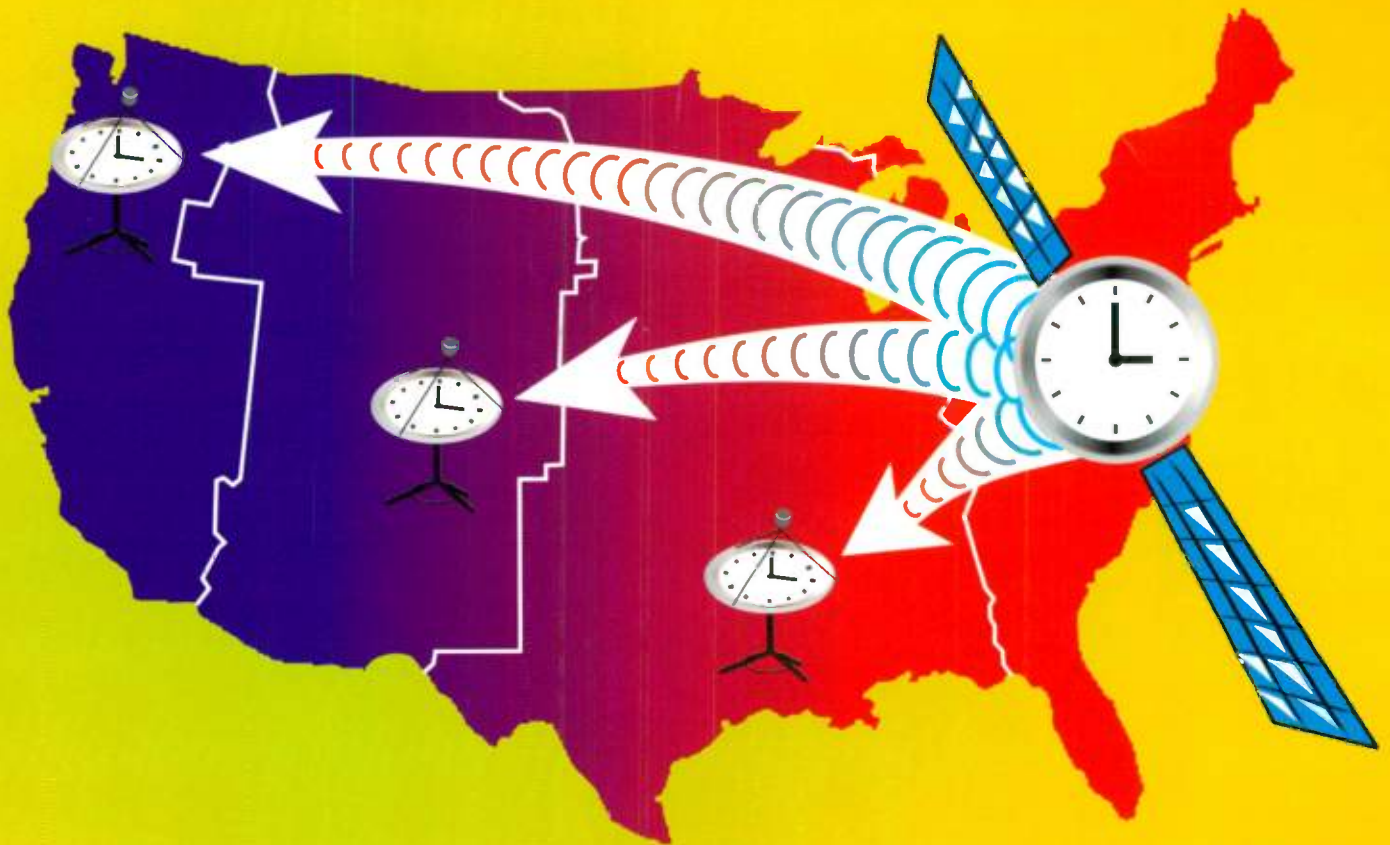
60th Annual NRB Convention & Exposition; Opryland Hotel, Nashville, TN. Tammy Singleton, 703-330-7000, ext. 506, tsingleton@nrb.org.

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ADVERTISER	PAGE
Billy Graham Evangelistic Association	1
Bott Radio Network	5
Broadcast Software International	IBC
Christian Captions and Subtitle Services, Ltd.	22
Daniels & Associates	11
Genesis Radio Productions, Inc.	16
InfoCision Management	2
KMA Direct Communications	13
Life Issues Institute	16
Masterworks	9
National Right To Life Committee	18
NPR Satellite Services	15
NRB Membership	25
NRB Southwestern Chapter	17, 19
Oneplace.com	Corner Cover, BC
Paula White Ministries/Without Walls International Church	31
Promise Keepers Radio	20, 21
SofTrek	27
SuperChannel-WACX TV	29
Total Living Network	IFC
Word Broadcasting Network/Jesus Is Lord Ministries International	23
Xulon Press	24



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