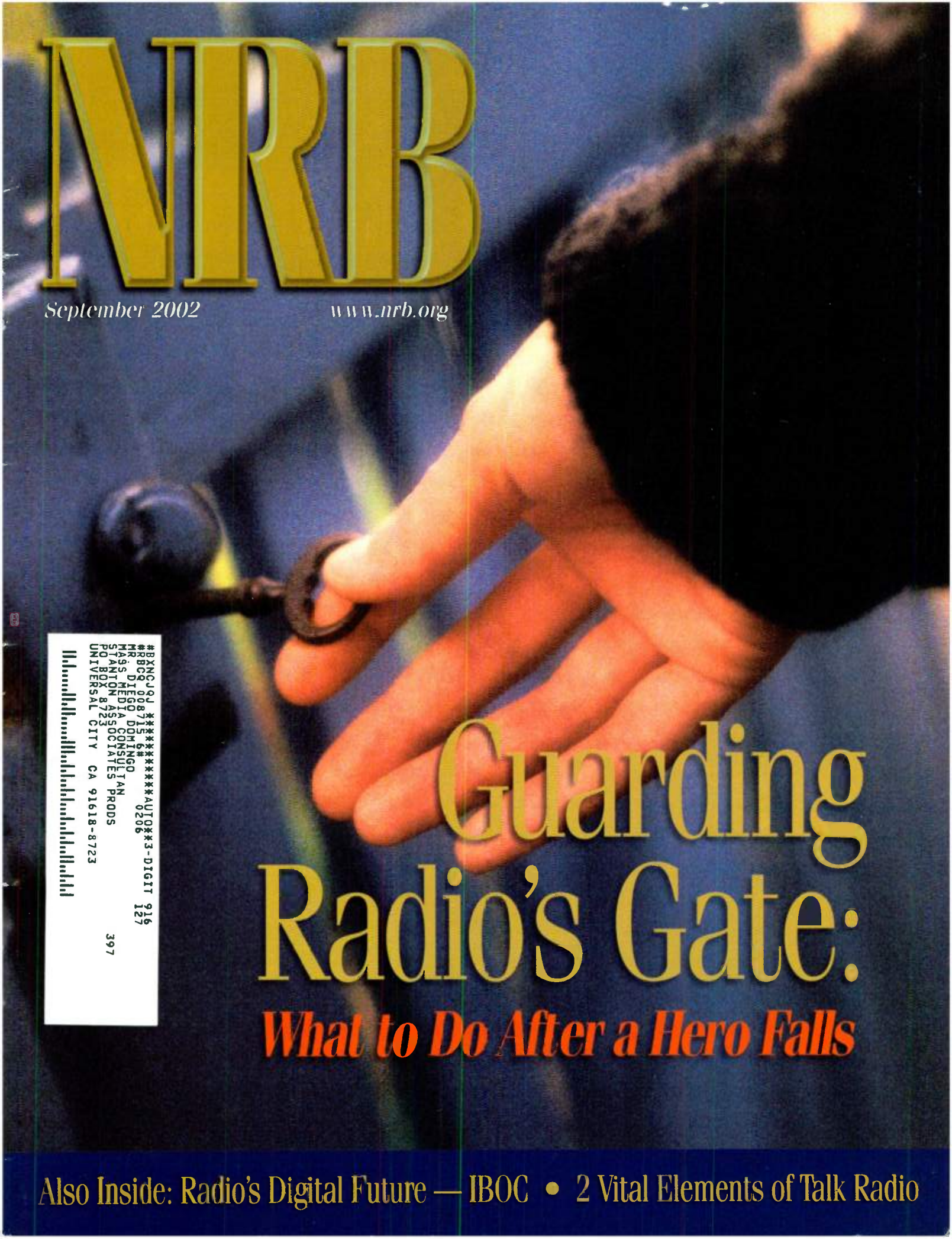


NRRB

September 2002

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Guarding Radio's Gate: *What to Do After a Hero Falls*

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Also Inside: Radio's Digital Future — IBOC • 2 Vital Elements of Talk Radio



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 NAB Radio Show; Seattle, WA. www.nab.org.
- September 18-21**
 RINDA International Conference & Exposition; Long Beach, CA. Danielle Browne, 202-659-6510.
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- October 9-11**
 52nd Annual Broadcast Symposium; Washington, DC. April Nakamura, 732-562-3846.
- October 23-26**
 144th SMPTE Technical Conference & Exhibition; Pasadena, CA. Linda Alexander, 914-761-1100.
- February 8-11, 2003**
 60th Annual NRB Convention & Exposition; Opryland Hotel, Nashville, TN. Patsy Smith, 703-330-7000, ext. 503, psmith@nrb.org.





Christian Media Audience Surpasses Church Attendance

A Barna Research Group nationwide survey conducted in April reports that a greater number of adults experience the Christian faith through Christian media, such as radio, television or books, than attend Christian churches. This is a wake-up call for churches and Christian media distributors. In raw numbers, about 132 million adults attended a church service in the past month, while 141 million used Christian media.

Christian Radio

More than half of the nation's adults said they had tuned in to a Christian radio program during the past month. The most prolific Christian programming — teaching, preaching and talk shows — was sampled by 38 percent. In contrast, 43 percent reported that they had listened to Christian music, the fastest-growing type of Christian broadcasting. When combined, all Christian radio programming reached 52 percent of the nation's adults in the prior month, which translates into 109 million adults exposed to Christian radio content.

Christian Television

The survey showed that 43 percent of all adults had watched some Christian programming on television during the past month, with an aggregate adult audience for Christian programming of 90 million people — approximately the same number who attend Christian churches in any given week. In the past, the three largest secular broadcast networks (ABC, NBC and CBS) claimed more than 90 percent of the audience, which has been greatly fragmented due to the advent of countless cable and satellite channels.

Audience Analysis

Women were generally more likely than men to use Christian media, while African-Americans were substantially more likely than any other ethnic segment to incorporate such media into their life. In relation to the spiritual inclinations of the public, the survey found that 96 percent of the evangelicals had been exposed to Christian media.

Interestingly, researcher George Barna points out that many atheists, agnostics and adults aligned with non-Christian faiths intentionally absorb information from the Christian media. Of the 50 million adults who are not aligned with Christianity, more than 25 percent (15 million) had some degree of exposure to Christianity through these media.

Despite this report, Barna sounded a challenge to the Christian community: "In essence, Christianity is about relationships — a life-changing relationship with Jesus Christ that is fostered through supportive relationships with other Christians. The Christian media is helpful in focusing people's attention on things that matter. That focus is greatly enhanced when impersonal media presentations are made practical through supportive community. ... The people factor must always be incorporated if Christianity is to be a genuine expression of God's intent."

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FCC Clarifies Requirements for Indecency Complaints

The FCC recently issued a broadcast indecency decision that arguably eases the evidentiary burden imposed on members of the public who file complaints. The decision puts licensees on notice that they cannot defend themselves simply by relying on the lack of a tape or transcript of the challenged programming.

Unlike obscenity, indecent material is due a certain amount of First Amendment protection, but the courts have ruled that the FCC may restrict the time period when such matter airs. The FCC defines indecent speech as "language or material that, in context, depicts or describes, in terms patently offensive as measured by contemporary community standards for the broadcast medium, sexual or excretory activities or organs." Radio and television stations may not broadcast indecent programming during the hours between 6 a.m. and 10 p.m.

Amassing the evidence needed for the FCC to evaluate an indecency complaint has been a long-standing problem. The FCC has stated that the airing of a particular vulgar word, in and of itself, is not a violation. Rather, the agency will consider the offensive term in context — and has looked most favorably on the submission of tapes or transcripts to provide that contextual setting.

However, in a recent decision involving a California radio station, the Commission clarified that what broadcasters have sometimes called "the tape or transcript requirement" is not a formal necessity. The clarification follows years of criticism from those who argued that by calling upon complainants to produce such evidence, the FCC was effectively thwarting enforcement of the rule. Last year, several Commissioners discussed the possibility of requiring stations to retain tapes of their broadcasts for some period of time as an aid to enforcement, but no such mandate has been proposed.

The California case concerned the broadcast of a song available in two versions; one contained a number of vulgar sexual terms and one omitted at least

some of the offensive words. A listener filed a complaint alleging that the song aired with terms that were present only in the original, unedited version. Although the complainant was unable to provide a tape or transcript of the broadcast, she submitted a CD recording of the original song.

The licensee responded by stating that it could not verify which version of the material it had aired. The station argued that the FCC nonetheless should dismiss the complaint because there was no evidence directly available from the broadcast itself.

The FCC rejected the licensee's argument and imposed a \$2000 fine. The agency declared that it never had a formal tape or transcript rule but merely a "procedural practice pertaining to the initial processing of indecency complaints." In any event, the FCC stated, complainants need only submit "sufficient information regarding the words and language used during an indecent broadcast and the meaning and context of those words and language." A song recording can satisfy that burden, at least when the broadcaster provides no contrary evidence about its programming.

Several Commissioners issued statements emphasizing their support for the decision. Commissioner Kathleen Abernathy stated that "the Commission cannot allow a licensee to avoid liability by claiming ignorance of what it broadcasts." Commissioner Michael Copps noted that the case indicated that retaining tapes could help, rather than hurt, broadcasters facing indecency complaints.



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

CHURCH MEDIA



Telling Stories to Change Lives

Storytelling is a powerful way to communicate a message. More powerful is the ability to tell a story using the personal account of how God has changed a life.

One innovation we have begun in the ministry where I serve is to incorporate stories into our TV broadcast to reach people for Jesus. In fact, studies show that call-in rates are highest during the testimonial segments of the broadcast. Since evangelism is the goal, our pre-evangelistic strategy must include storytelling that is relevant to both Christians and to the unchurched.

In the program's timeline, we place stories before the sermon begins. A strong story whets the appetite of the viewer and anchors the biblical principle by couching it in a present-day context.

Special direction must be given to the people used as subjects of the interview so that they communicate their stories in a way that engages non-believers. An interview replete with overly churchy language will leave viewers scratching their heads and reaching for the remote control.

Let's outline the story process by dividing it into three categories: pre-production, production and post-production.

Pre-production

The first consideration when planning a story segment is how it fits the theme of the sermon. Whether the sermon relates to an issue about the family, marriage or faith, keep an eye out for godly people with stories that complement the theme. A primary way to find people willing to tell their stories is through the support groups offered at our church. We are very careful, however, that the people we use for story segments have overcome their life's challenges.

Production

The camera work involved in shooting the story should be kept simple. Stick to the basics: wide shot to establish location; medium shot to tell the story and keep it moving along; tight shots (or close-ups) to add depth and feeling. If you are shooting B-roll for a story, look for repetitive action that can be edited in sequences.

Post-production

This is an important step in producing a story. Take notes on interesting parts of the video and log its time code. This will help you visualize the story and provide a reference to where video is located. Then start editing.

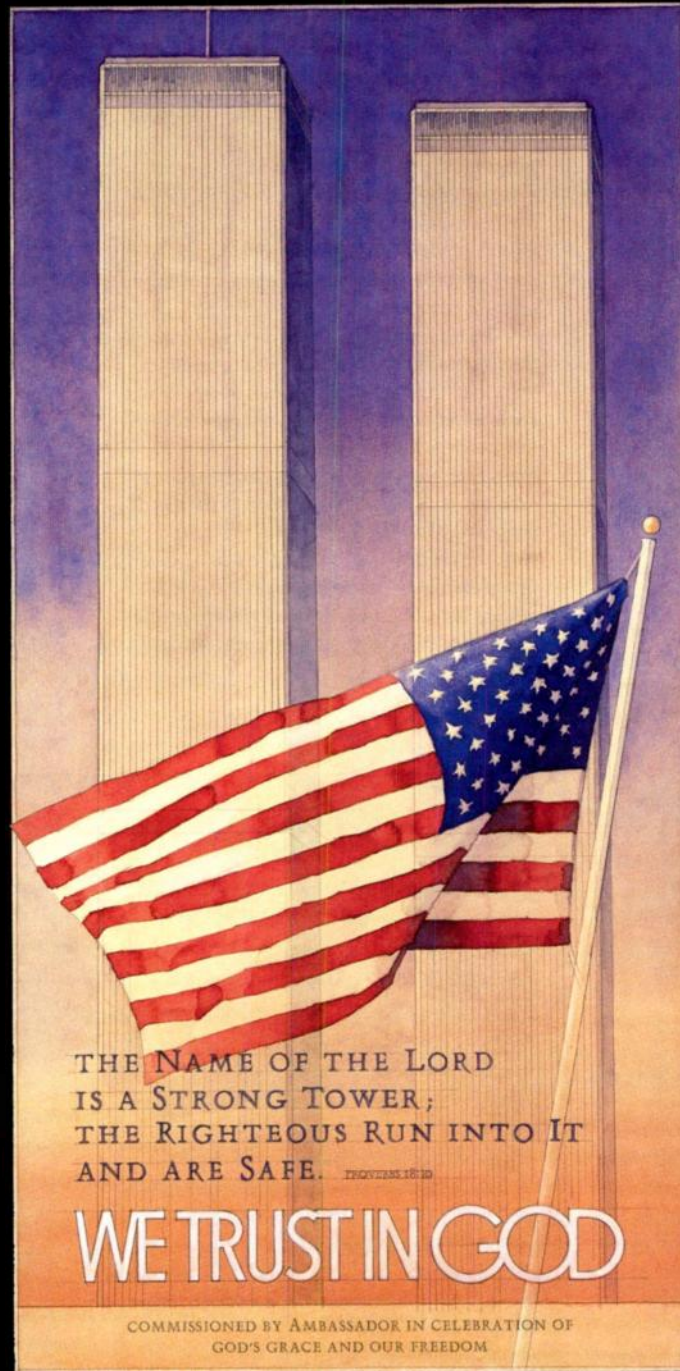
Pacing and music give depth and definition to the edited piece. (Pacing is the rate of shot changes.) The right pace allows your story to move along without the video appearing to move too fast or too slow.

When choosing music, use common sense. Don't use party-type music for a story with a somber beginning. Mix the music under the video, making certain that it complements the story and doesn't compete with the audio levels of the subject.

Stories are a powerful way to reach people for Christ. A media ministry accesses its success when John and Jane Q. Public reach for the remote control not to change the channel, but to change their lives.

Bryce York, Jr., media director, Christ Church, byork@christchurchnj.org.

SEPTEMBER 11, 2001



EVERYTHING HERE TODAY MIGHT BE GONE TOMORROW.
DO YOU SEE HOW ESSENTIAL IT IS TO LIVE A HOLY LIFE?

2 PETER 3:11 IN THE MESSAGE

SOLI DEO GLORIA



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BENEFITS



Biblical Financial Stewardship: Retirement Planning

Money. Now there's a topic most people feel strongly about. Did you know that there are more than 2350 verses in the Bible on how to manage your financial resources? Jesus said more about money and possessions than almost any other subject in the Bible.

Retirement

Your view of what retirement is will determine how you plan for it. Most people think of that time of life as long afternoons golfing, pursuing hobbies or travel. While those activities are worthy, life in your later years is so much more.

Retirement is not a reward for past service, but a stepping-stone to future ministry. While it may take on different forms at various stages of our lives, ministry is a lifelong calling for every believer. The question you need to ask yourself is, "What are my financial resources once my paycheck stops?"

Essentially, we need to wisely manage the money we've acquired in our income-producing years, so when the later years arrive, we will have the finances to carry out whatever the Lord has planned. At Christian Retirement Coalition, we call that "Self-Funded Ministry," financial security for people to continue ministry into their later years – in whatever role God calls them.

Employer's Role

As an employer, you manage both human resources and financial resources. Organizationally, you have a responsibility to support and prompt your employees to become knowledgeable and intentional stewards of God's resources. Individually, we also have the responsibility to manage those resources well.

When you offer savings opportunities, such as a retirement plan, it helps to fulfill not only your biblical financial stewardship goals, but your employees as well. Retirement savings help reduce your taxable income. Many tax-free plans are now available. Even if employees feel they do not have much money to save for retirement, they can start with low monthly minimums and build from there.

Whether you are an employer or an employee, following the principles of biblical financial stewardship will help to more quickly fulfill the Great Commission of Matthew 28:18-20, since we can be more effective when we get out of debt, plan for the future and wisely follow God's standards for biblical financial stewardship.

Bruce Bruinsma, CEO, Christian Retirement Coalition,
bruinsma@crministries.org

Imagine going to a church where nothing seemed to change: the announcements were always the same, the songs were always the same and the preacher even gave the same sermon every week. My guess is that the fruitfulness of this ministry would diminish over time, along with attendance.

While the fictitious church described above seems ludicrous, I think it is a good analogy for many ministry Web sites. They are very attractive and show great attention to detail, indicating that a lot of time and effort went into planning and designing the site, but week after week nothing seems to change.

The main reason to develop a Web ministry is the great demand for Christian resources on the Web. In December 1995, 16 million people were on the Internet. Today, 560 million people use it, and this growth is forecasted to continue. Many of these people are looking for spiritual resources. According to USA Today, more than 25 percent of people who have been on the Internet have searched for religious content. The Barna Research Group estimates that by the year 2010, up to 20 percent of Americans exclusively will rely on the Internet for their religious experiences. What are they going to find?

Discovering the purpose for your Web ministry is really a matter of who and what. Thinking about the who and what of Web ministry makes it much easier to understand what features you should add and when.

Who – your Web ministry needs to provide benefits to different audiences. You don't minister to everyone in the same way, and you shouldn't minister to everyone online in the same way either.

What – since your Web ministry touches different kinds of people, you must provide different types of resources and features for each group. For example, a church has different expectations for members and visitors. Members are expected to contribute to the ministry of the church and to regularly attend services. Visitors are guests and do not have the same obligations.

Whatever framework you choose, don't start by deciding what features you want to support your Web ministry. Start by deciding to whom you will be ministering and then select the features that will support that ministry.

Duncan Rein, president, Christianity.com,
duncan@christianity.com

HNRB



Eye Tracking and Its Applications

Communications and mass media have hit the 21st century by storm. Electronic and digital wonders have given us a sensation of power to transform our culture and reorganize our social structure. We can see the advances in electronic catalogs, TV guides, the Internet and science fiction. The general public needs to be enticed, and it is here that the high-tech industries become obsessed and filled with uncertainty about potential clientele. Traditional market studies no longer suffice.

Did you know that the exact movements of your eyes can be recorded and later viewed on a screen or monitor? Eye tracking had its beginnings in the military field, was later used in publicity testing, and today is employed in the study of reading patterns and television viewing habits. In order to record eye movements, the subject puts on a pair of special glasses that have a micro-camera in the upper part of the field of sight. At the same time, a beam of infrared rays is directed toward the eyes, which, in turn, reflect the beams with each movement.

These reflections are recorded over the images at which the subject is looking. Later, a video shows the fixed points of vision that occurred over the surface of the object by way of colored points that navigate across the screen.

Eye tracking is a technique that has far-reaching significance, even though its principal area of application is graphic design and publicity. It is a classic symptom of a culture that wages political,

commercial, moral and aesthetic battles, in an effort to catch the public eye, in the midst of all the visual "noise" we call home.

In Christian communications we are making concerted efforts in diverse areas to overcome indifference to the course of politics, morality and education in a world that is increasingly global. Even though we are few, our vision is to operate as one voice directed by the Law of God. Persuading people to fix their eyes on Jesus and his foundations is our challenge as Christians. As communicators, our strategic niche is determined by our content: the Word of God, a scarcity in secular media.

The media dedicates itself to generating a pluralist, transparent and competitive field for communications that gives a platform to a diversity of agents and messages. We must create a product that is attractive to the eye in order to create a demand in the market. From the moment that people start to zap themselves through the endless imagery to which they are daily exposed, we can identify the need. It is our responsibility to have evangelistic strategies, based on God's foundations, which respond to the constant spiritual need of man.

"If the foundations are destroyed, what can the righteous do?" Psalms 11:3

Nestor Colombo, manager of Spanish ministries,
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Which Way to Perfect?

I recently saw an ad about a town called Perfect. It described a wondrous place where everyone got along and everything worked exactly as it was intended.

If we lived in Perfect, everyone who went to church or professed faith would probably tune in to Christian radio for his or her daily edification and word of encouragement. They'd take everything Chuck Swindoll and Adrian Rogers said to heart and drive on the expressway at just the right speed, with just the right attitude. Think about it: everything Chuck Colson or James Dobson said would be heeded immediately and no scoundrels would be left in Washington, DC. Come to think of it, there may not be even a Washington, DC!

To be honest, it sounds perfectly boring.

Since we don't broadcast in Perfect, our listeners aren't perfect. Christian broadcasters are left to address the same issues, sins and failures that every other format's audience has. In fact, in some respects, the world we live in as broadcasters is even more harsh. For instance, depending on their theological bent, one listener will applaud you for doing sports, while another fully expects you to fry in the great beyond.

An example of that dichotomy comes to mind as I recall the severe tongue-lashing (in love, of course) I received during my first week

on the air in Christian radio. In more time than I would have tolerated during my days as a mainstream DJ, I learned exactly why I was doing Satan's bidding by reading from the NIV instead of the KJV Bible. I was very tempted to remind that caller that there were two knobs on his radio that could remove me as an irritant simply by turning either of them.

Further complicating your world are the individuals who provide programming to your station. I count myself among those who, on the one hand, covet your precious airtime, yet pound you over the head the first time the ROI is out of line. I know there are even those of us who, in their heart of heart, wonder if there really is a way to get secular radio stations to play our programs.

The reality is, Christian broadcasting is sometimes seen as a "glass ceiling" within the walls of many churches and broadcast ministries. I was guilty of that myself, despite spending years in the medium both on-air and in management. When I became engaged by one of America's largest broadcast ministries, I couldn't resist the urge to attempt to secure secular broadcasting as an alternative to what I perceived to be the limitations of Christian broadcasting.

However, the more I pressed to work around Christian broadcasting, the more I found no other viable substitute for changing minds, hearts and lives.

Today, as one who spends time with research from focus groups and Arbitron data, I see much reason for optimism. I believe Barna's estimates related to the number of non-Christians tuning in each week may be too low.

Yet, I still hear voices say that the medium only addresses the choir. Even if that is true, I am reminded of what I once heard Henry Blackaby say. To paraphrase him: "So what if we only address the choir... the choir is sick and needs attention." In fact, it's getting harder to even identify the choir.

No, we don't live in Perfect, at least not yet, but more and more of us are growing in our enthusiasm and support of the medium. We see names added each day, we see support raised, and, most importantly, we see lives changed.

Bob Dobbs, senior VP of Media, KMA Direct Communications, bdobbs@kma.com.

TELEVISION



The Divine Instrument?

It was 1970. We were Bible College grads – uh, actually, we had been kicked out of a certain West Coast Bible College for a variety of shenanigans.

OK, so we were young and full of ourselves, and we were absolutely sure we would reinvent the way ministry was done on planet Earth. Forget homiletics, the time had come for Christian TV! Sitcoms, drama series, cartoons, documentaries, investigative religious journalism, game shows and major motion pictures to rival Butch Cassidy and the Sundance Kid.

I looked at my fellow-ex-Bible-College friend and asked, "Where do we start?" He said, "Well, we've got The 700 Club talk show, and we've got Oral Roberts doing prime-time variety specials, and there's Bishop Sheen ... I guess we'll have to start putting preachers on TV until we learn the ropes."

My friend and mentor (who is now at the top of the religious broadcasting world and will remain nameless because no one would suspect that he had actually been kicked out of Bible College) said to me, "Make me a solemn pledge." I raised my right hand. "Promise never to be uncreative. Promise that Christian TV will not just be 'radio with pictures,'" he said. "I will never make radio with pictures," I promised.

For the next 30 years I was good for it. Always pushing the envelope for my clients, determined never to be ordinary. It's been a good credo for a good long ride.

But it's 2002 and I have just broken the pledge. A Colorado Springs preacher, after 20 years on radio, felt God calling him to do TV. He asked if I could help. I had never heard him on radio so I took his tapes and began listening in my car. I received a jolt. I had failed to notice in our face-to-face meeting that he had a radio handicap: his voice! A Texas twang with a thin reedy nasal quality that had me visualizing Willie Nelson teaching Sunday school.

As I got past my first impression, however, I realized that I was listening to an unusually gifted Bible teacher. The man had a carefully measured delivery; he didn't chase rabbits but kept a laser-like focus on his topic. His illustrations made the Scriptures clear and practical to real life. All of his topics sprang from a deep personal revelation of God's grace.

I recalled our face-to-face meeting. His winsome presence masked all the negative impressions of his voice. That's when it came to me that TV would make all the difference. But on this assignment, I would not re-invent the wheel. With this preacher,

less would be more. One camera, one Beta machine, one Digisuites LE, and one full-time employee to produce a daily half-hour Bible teaching show, distributed worldwide.

And that's how it is. The announcer simply says, "Welcome to Gospel Truth with Andrew Wommack, a teaching ministry that emphasizes God's unconditional love and grace." In 15 seconds, Andrew is quietly, intimately teaching, the way he has done on radio for 20 years, except now he is seen, and no one visualizes Willie Nelson.

In two years, Andrew Wommack's television ministry outstripped 20 years of radio ministry. The organization is departing a 15,000-square-foot headquarters building for a 110,000-square-foot building to accommodate the response.

I'm glad to be older and wiser than I was in 1970. I certainly would not have understood back then that less often is more, and that sometimes it is a very good idea for TV to be merely "radio with pictures."

Stephen Bransford, novelist/screenwriter/some-time Christian TV producer, sebransford@aol.com



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Marlin Maddoux



Good News/Bad News!

Do you remember the good news/bad news stories you heard as a kid? I have one for today:

There was a village in Papua, New Guinea that had never heard the Gospel. That's bad news.

A man from that village found some missionaries and invited them to come. That's good news. But, they could not come for a while. That's bad news.

Finally, they came and were warmly welcomed. Good news. But, they could not speak the language. Bad news.

One man, Matthew, could speak their language. Good news. The man who had invited them got very sick and had to leave before he heard a single message. Bad news.

But, Matthew accepted Christ while helping to translate that first message. Good news. The man who had invited them died. Bad news.

But, not before hearing and receiving the Gospel from new convert Matthew. Now that's good news!

Jesus had a good news/bad news story. We find it in Matthew 9:35-38. In verse 37, He gives us really good news, "The harvest is plentiful!" Wonderful. Let's celebrate that 23,000 people in China will come to Christ today. The harvest is plentiful. Super! Africa produces five times as many Christians every day as people. Plentiful harvest. Great! Latin America's church is growing three times faster than the population. What a harvest! Hurrah!

Then, the bad news: "The workers are few."

So why are there so few workers? I think we've forgotten who the workers are. Think back to your prayer time with God this morning. Remember? "God, bless these people, watch over them, do this, make that happen ..." God has become the worker

and we have taken the role of God. That's why we can tell Him what will or won't work and what we can or can't do. But what did Jesus do?

In this passage, Jesus was "going out" to where the need was and He was "seeing" the people as God saw the people: sheep without a shepherd. And He "cared" or had "compassion." Bottom line? I don't think we care! If we wanted to do what Jesus did, we would have to go out, look and do something about the harvest.

Our favorite battle cry is, "Someone ought to do something." We must change our battle cry to "What can I do?" Ask that question as you look at the harvest around your home, office or classroom. Then listen. Maybe you can be the good news in God's story today.

Ron Cline, chairman of the board, HCJB World Radio, host of Beyond the Call, pjacquin@hcjb.org.

PRODUCTION



Humor in Spots

I have to write a lot of Christian comedy for a living, which can be pretty unnerving. I still hesitate every time I have to write a funny spot or radio bit. I know I lack the punch of a Jay Leno or David Letterman so I have to put a lot of work into writing comedy and have come up with the following basics for writing better humor:

Make a drastic philosophy change. A popular notion is that "Any humor is better than no humor." Wrong! A humbling but true statement is that most of us are not all that funny, including myself. If in doubt, cut the humor. "Less humor" will not leave a bad taste in a listener's mouth, but weak humor will. Always.

Immerse yourself in good quality humor. I actually used to think I was pretty funny until I listened to the Radio Mercury Awards CD from the NAB. I studied that CD, and within a short time, my ability and drive to write really funny spots dramatically increased. So, go online and see if you can get demos from ad agencies. Look for humorous spots, and pay attention.

Catch great ideas in mid-air. Native Americans make dream catchers, believing they can catch good dreams that float in the air. I have a dream catcher, too. It's a clipboard I keep with me to "catch" a few odd, corny or bizarre ideas to toss into my tool chest. We often wait until there is production order in front of us and then start from scratch to come up with ideas. Not good. It's best to have a whole treasure chest of odd ideas stored up for future use.

Don't brainstorm and write a spot at the same time – these are two separate processes. Brainstorm wildly and haphazardly, spilling out every crazy idea remotely related to the subject, writing down every weird notion and mental image! Don't try to write the spot yet. Take your ideas to the refining process on the computer later.

If it ain't out of the box, inside out, upside down or an e-mail from the year 2055, it's probably weak and should not be aired. Once you know and believe that for yourself, you will discover you are a better writer of humor.

Rick McConnell, owner, Monumental Imaging/the AIRSHOW, mcconnell@pcisys.net

INTERNET



Don't Assume They Know

The number of people who access the Web seems to increase exponentially every day. The Internet is woven into the fabric of our society. No longer confined to young techno geeks, the Web can be found on mobile phones and PDAs used by young and old. It is more than a curiosity and is rapidly becoming the core framework of all personal communication.

The Web is a static source of immediate information and an interactive source of personal communication. It is crucial that Christian ministries grasp the importance of this. Consider these two aspects separately.

First, it is easiest to understand a Web site as a source of information. However, simply having a Web site is no longer enough but is a critical first step. Furthermore, a simple Web brochure is no longer sticky enough to satisfy the needs of those seeking information. Customer relations management (CRM) is one of the fastest growing uses of the Web. Notice how many companies now point customers to a Web site for information, store locations, technical support and product information. Yet even this information is now presented in a compelling way that is easy to sort and sift through.

Second, beyond static product information, the Internet is becoming a source of interactive personal communication. The Internet is the framework for all wireless communication. Whether sending text chat over your cell phone, receiving e-mail on your PDA or sitting in a Starbucks using their wireless wi-fi network, the Internet is how

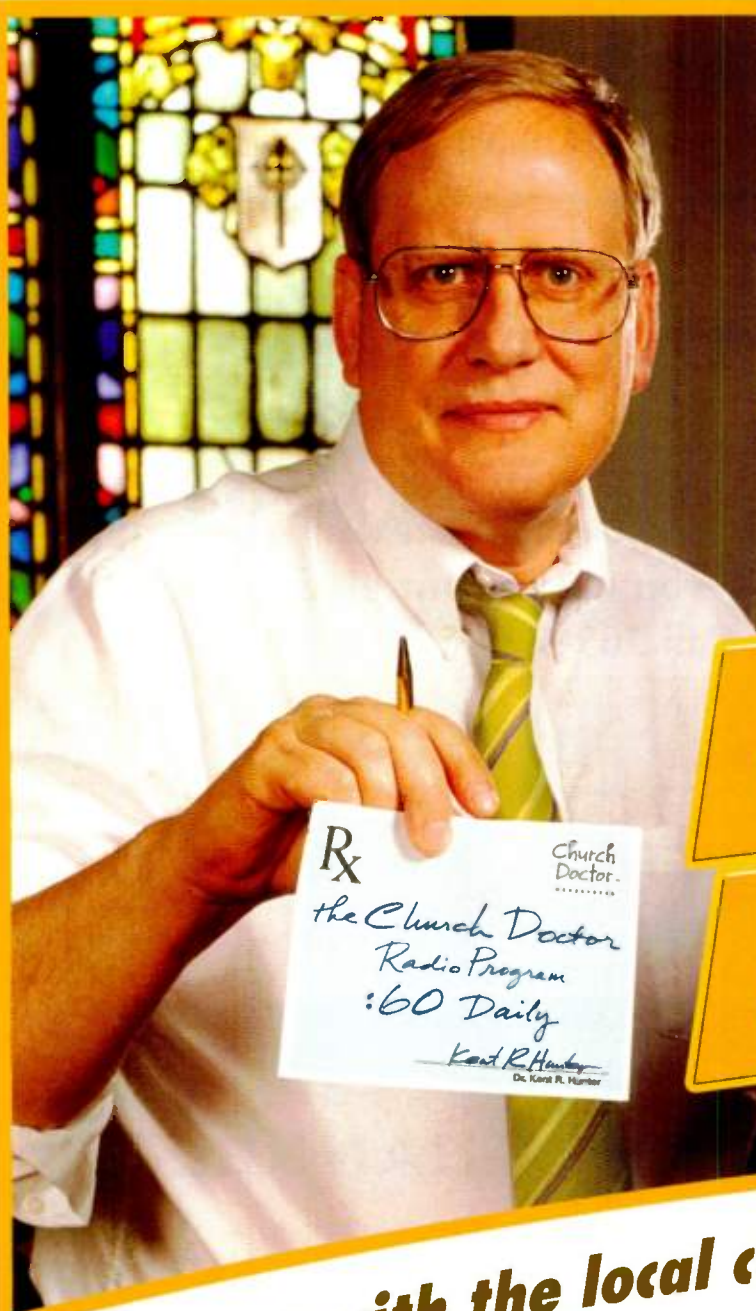
we talk. Entire virtual communities are built around online chat rooms. The Internet is becoming the local diner and town square from days of old. Be creative in ways to interact with your visitors. You may consider adding chat or simple email response to your Web site. Offer interactive channels of communication to those visiting your site.

Now consider your ministry's Internet strategy. How easy is it to navigate through your site? How deep must a visitor dig to find the information they are seeking? It is critical to determine what kind of information they are seeking and what you want to share. If it is understood that there exists in all of us a God-shaped void in our soul, and if we agree that each of us will fill that space with something, then shouldn't each ministry's Web site have an intentional presentation of the Gospel? All of us seek God. Do not assume that the visitors to your Web site have found Him.

If you do not have the time and resources to commit to designing a link on your site that presents the Gospel, check out two ministries that have done it for you: www.nowtrygod.com and www.needhim.org. Consider simply adding them as a link to your site in a prominent place on your main page.

Do a Google search for "God" and you'll get 34,800,000 results. People are searching. Do not miss the chance to share Christ with those who visit your site.

Drew Dickens, president/executive director, Need Him Ministries, drew@needhim.org.



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AIRWAVE ANNIVERSARIES

SWITZERLAND – Gospel Media (GM) is celebrating 15 years of service. The ministry, which reaches Balkan Slavic people, is headquartered in Ljubljana.



GM produces and distributes Christian

audio/video materials and programs suitable for Christian centers, schools, churches, broadcasts and individuals. GM programs have received the International Silver Angel Award (1989), as well as the International NRB Award (1991).

(gospelmedia@bluewin.ch)

Dallas, TX – *Point of View* is celebrating 30 years of broadcasting. Marlin Maddoux is host of the nationwide radio talk show. (pov@pointofview.net)



Marlin Maddoux

Brentwood, TN – *The Dave Ramsey Show* celebrates 10 years of its nationally syndicated talk radio show and has added the Unity 4000 as another means to broadcast. (Bob Borquez, 877-410-3283)



Have you made your pledge yet?
Call 703-330-7000 today!

Fullerton, CA – In honor of HCJB's 70th anniversary, the government of Ecuador released special-issue commemorative stamps. Earlier this year, Ecuador's Education Ministry honored the ministry in a ceremony presenting a medal and a parchment for HCJB World Radio's contribution to education and culture in Ecuadorian society. (714-738-1501)

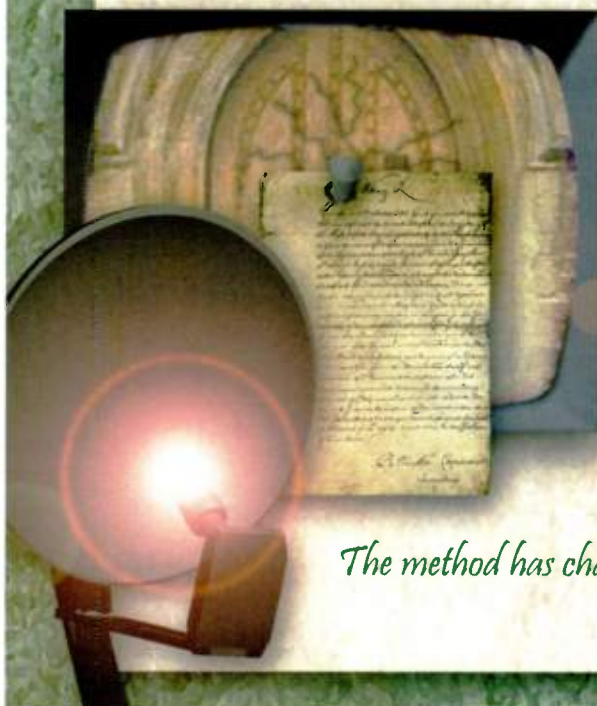


Network, KPNO airs an INSP/light AC format, as well as Bible teaching and family issues programming. (kpno@kpno.org)

Norfolk, NE – KPNO-FM is observing its 10th anniversary this year. Founded by Christian radio veteran Herb Roszhart and a member of the four-station Praise

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TRADE TALK



PEOPLE



Paul M. Stevens

Nashville, TN - Paul M. Stevens, 86, died July 10 from a heart attack. Stevens launched the Southern Baptist Radio and Television Commission in 1953 and led the pioneering broadcast ministry in Ft. Worth, TX, until his retirement in 1977. He was honored with numerous awards and honorary degrees, including an NRB Milestone Award in 1998. After his retirement, Stevens served as a consultant with Cargill Associates (a church capital fund-raising firm), served on the Texas State Board of Education, and wrote and produced spots against drunk driving for broadcast on WBAP-AM/Ft. Worth, TX. Stevens is survived by his wife, Betty, four children and six grandchildren. (Baptist Press, July 11)

Grand Rapids, MI - Richard W. De Haan, 79, former president of RBC Ministries, died July 16 after a long illness. For more than 30 years, De Haan was known as the voice of *Radio Bible Class*, a weekly production of RBC Ministries. The son of RBC founder M.R. De Haan, he assumed the RBC presidency upon his father's death in 1965. In 1968, he expanded RBC's influence with the addition of the television program *Day of Discovery*. He is survived by his wife, Marge, four sons and 13 grandchildren. (Ed Rock, erock@rbc.org)

Huntington Beach, CA - Terry Duffy, 53, died July 18 of ovarian cancer. Duffy, president of The Warren Duffy Organization and on the board of directors for He Intends Victory, is survived by her husband, Warren Duffy; parents, Clark and Nancy Handley; two sisters; and two stepdaughters. (Dan Wooding, assistcomm@cs.com)

Palm Springs, CA - Former NRB President/COO Wayne Pederson recently was named COO of Mission America. Dr. Paul Cedar, chairman of The Mission America Coalition, called the hiring of Pederson a "perfect fit" of passion and ministry. (Naomi Frizzell, 904-262-5202)



Wayne Pederson

Nashville, TN - New hires at Brentwood-Benson Music Publishing, Inc.: Ashley Williamson, Royalty Administrator; Jennifer Roemer, Choral Inbound Sales Representative; Donna Glassco, Royalty Administrator. (Alisha Swindle, aswindle@providentmusicgroup.com)

Black Mountain, NC - Blue Ridge Broadcasting, a ministry of the Billy Graham Evangelistic Association, hosted a banquet on May 28 in honor of Cliff Barrows, longtime board member who was instrumental in the station receiving its license in 1962. Also honored were Dr. Billy and Ruth Graham, for their vision to found Blue Ridge Broadcasting and their 40 years of faithfulness. Each honoree received a book of appreciation, which included letters from programmers and listeners. (Tom Atema, tatemala@brb.org)

Charlotte, NC - Carl Ford marked his 20th anniversary in Southern Gospel radio in August. Ford began as an on-air personality with WRKB-AM. He later purchased the station and WRNA-AM, forming Ford Broadcasting. (Carl Ford, Carl@FordBroadcasting.com)



Tiffany Thorpe

Atlanta, GA - Tiffany Thorpe was named assistant program director for WVJ-FM. Thorpe recently won Sparrow Records' "Music Director of the Year Award" and will continue to handle music and mid-day duties. (Darlene Evans, Darlene@wvfj.com)

Muskegon, MI - David Zeoli, of Gospel Communications International (GCI), recently was selected by the King of Ngwaland in Nigeria as one of 10 new chiefs. Zeoli is the first American to be given the title by the Ikenna Nsulu people. Zeoli's selection stemmed from his work with GCI's television festivals and direct educational and medical programs that benefit the tribe. His title, "Omehe Uzo," translates into "He who opens doors." The chieftaincy is not an honorary position, despite his non-resident status. (Duane Smith, dss@gospelcom.net)



David Zeoli

Fort Worth, TX - Ralph Baker is new co-host of FamilyNet Radio's syndicated program *MasterControl*. Baker's 30 years of experience include hosting *HomeLife*. (Denise Cook, dcook@FamilyNetRadio.com)

Tampa, FL - Sharron and Herman Bailey, best known for their nationally syndicated daily television programs *It's Time for Herman & Sharron* and *Action Sixty's*, received honorary doctorates from Trinity College. (William Kilchenstein, billk@ctnonline.com)

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

Hank Hanegraaff
Christian Research Institute
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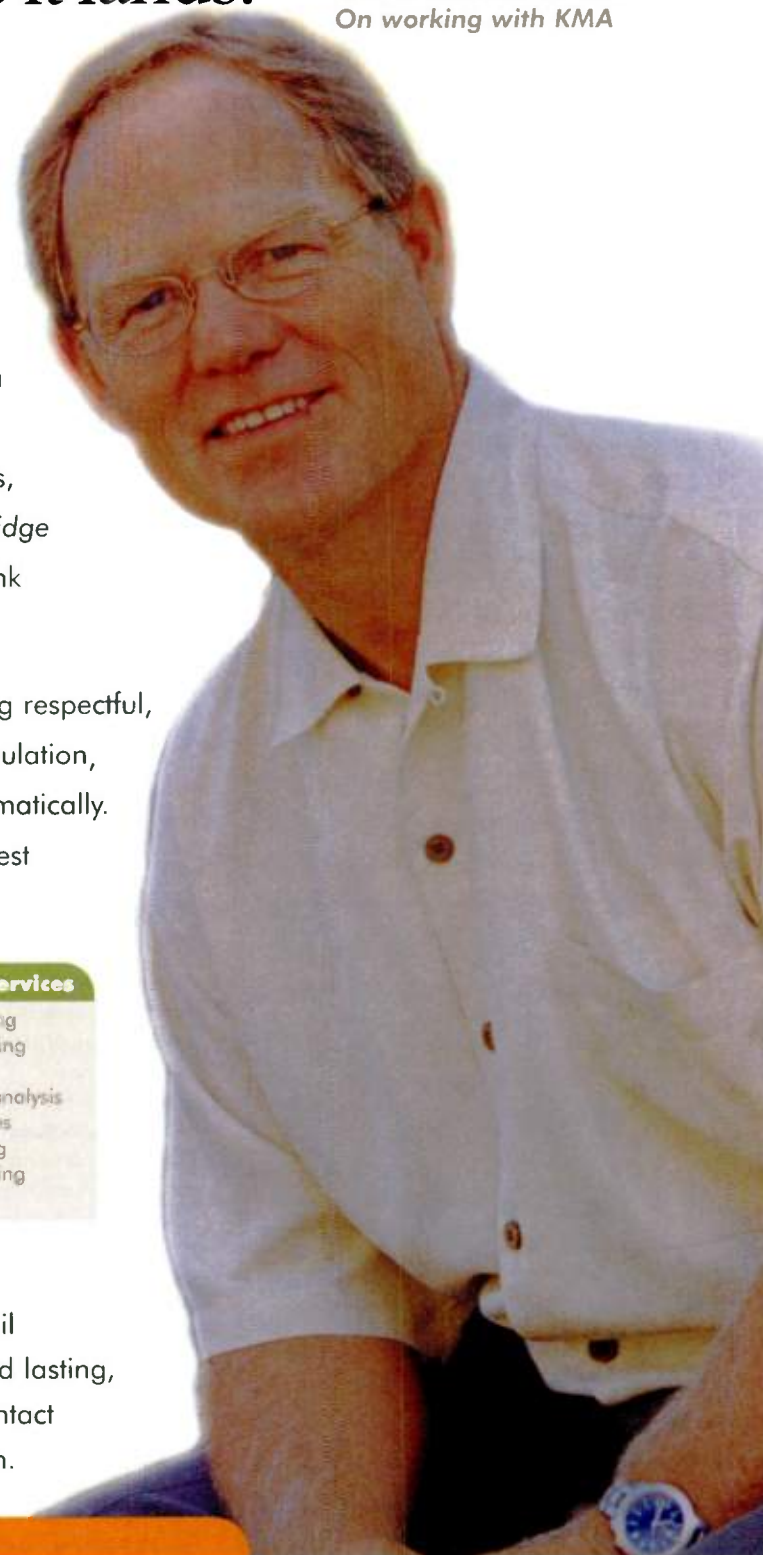
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WASHINGTON WATCH

Washington Watch, one of America's most trusted radio commentaries, has a new host. **Ken Connor**, president of the Family Research Council, brings unique insight and vast experience to this timely, issues-oriented feature.

"Inspired by his faith and devoted to his family, Ken is a tremendous advocate for the beliefs Americans hold dear."

—Chuck Colson
Prison Fellowship

To find out more about "Washington Watch" and how your station can add this daily 90-second feature to its lineup contact Briargate Media at 719-531-3300.



Franklin, TN – Provident Music Distribution announced the following promotions and new hires: Darrell Turner, promoted to director of Sales Systems; Rod Riley, promoted to senior director of National Account Sales; Vanda Copley, hired as executive assistant to the senior VP of Distribution;



Darrell Turner



Rod Riley



Tim Marshall

Nikki Rowland, hired as Human Resources assistant; Bill Craig, hired as CBA Customer Service Representative; Gary Drummond, hired as CBA Field Sales Representative; Tim Marshall, promoted to VP of Marketing. (Alisha Swindle, aswindle@providentmusicgroup.com)

Brentwood, TN – Chordant Distribution announced the following promotions and appointments: Renee McCain, promoted to senior director of Sales Administration; Donna Dufresne, appointed to label manager; Shawn Fowler, promoted to senior director of National Sales for General Markets; Doug Truex, appointed to national sales and marketing manager for General Markets; Troy Vest, moved to senior director in the Major Accounts Group; Mike Sligar, appointed major accounts group manager for Christian retail; and Drew Hendry and Rodney Bowen, appointed major accounts managers. (Tricia Whitehead, spinhouse@bellsouth.net)

Chicago, IL – Moody Broadcasting Network (MBN) announced the following personnel changes: radio pastor Don Cole retired after more than 30 years of service, but will continue to serve as an Open Line host and MBN commentator;



Don Cole and daughter, Olga, celebrate during Cole's retirement party.

Elizabeth Grattan was named promotions coordinator for WCRF-FM/Cleveland, OH; and



Rich Monteith



Elizabeth Grattan

Rich Monteith, former assistant manager/PD of KMBI-AM-FM/Spokane, WA, was promoted to station manager. (Doug Hastings, 312-329-4101)

Albuquerque, NM – Erin Meyers was promoted to product manager for CLASServices, Inc. (Marita Littauer, 505-899-4283)

Virginia Beach, VA – Operation Blessing International (OBI) hired William Horan as its newly appointed COO. Horan, the founder of Michigan Aggregate Machinery, came to OBI with more than 25 years of business and international relations expertise. (Deborah Bensen, 757-226-3440)

Virginia Beach, VA – Eric Scalise, associate professor in Regent University's School of Psychology and Counseling, was named director of the Counselor Care Ministries of the American Association of Christian Counselors (AACC). Scalise coordinates all the counselor care activities at the regional and world conferences of the AACC. (Baxter Ennis, 757-226-4093)



Pastor Jack Graham

Plano, TX – In June, Pastor Jack Graham of Prestonwood Baptist Church was elected president of the Southern Baptist Convention (SBC) at its annual meeting in St.

Louis, MO. Graham, who will continue to pastor, presides over more than 42,000 churches nationwide. Graham also will lead 12 SBC agencies, including six seminaries. (Giles Hudson, 972-267-1111)

LaMirada, CA – FEBC Indonesia director Samuel T. (name withheld for security reasons), is the inaugural chairman of the Indonesia Radio Ministry Fellowship (IRMF), a new association of Christian radio stations in Indonesia. Similar to NRB, IRMF convenes to strengthen not only its entity as a united conglomerate of Indonesian Christian radio stations, but also to increase the impact of the Gospel through radio in Indonesian communities. Chartered May 15, IRMF is comprised of 34 radio stations, nine program suppliers and four churches. (Melinda Cheng, mcheng@febc.org)

Akron, OH – InfoCision Management Corporation announced the following promotions: Carl Albright to COO; Mike Langenfeld to VP of call center operations; and Nancy Korzeniewski to director of inbound operations. (Jerry Harris, jerryh@infocision.com)



Carl Albright



Mike Langenfeld

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INTERNET

Los Angeles, CA – CBA (www.cbaonline.org) and Innovative, Inc. (www.thinkinnoative.com), debuted the CBA Cyber Café during the 2002 CBA Convention in July. Innovative's Signature Websites powered the state-of-the-art workstations and laptop connections. (Theresa Perry-McNeil, cws@christianwireservices.com)

New York, NY – Morality in Media launched ObscenityCrimes.org, a new Web site for people to report possible violations of federal laws that prohibit the distribution of obscene materials on the Internet. MIM forwards such reports to the appropriate United States Attorney and to the Justice Department's Child Exploitation and Obscenity Section in Washington for investigation and possible prosecution. (Theresa Perry-McNeil, cws@christianwireservices.com)

Camarillo, CA – Salem Communications Corporation (SCC) signed a letter of intent to acquire Crosswalk.com. The \$4.1 million acquisition is subject to approval by SCC's Board of Directors and Crosswalk.com shareholders. (Amanda Strong-Larson, amandas@salem.cc)



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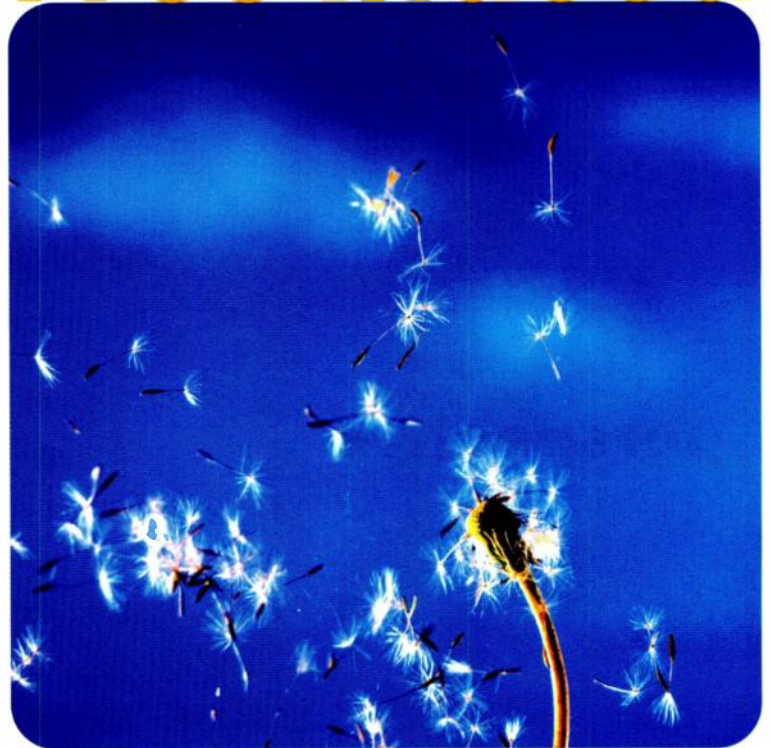


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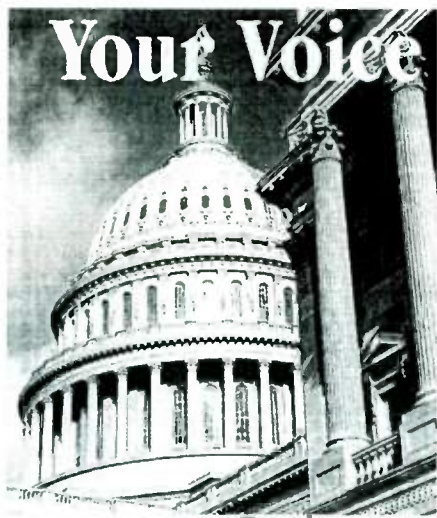
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TRADE TALK



MUSIC

Nashville, TN – Boston mega church New Covenant Christian Center and music industry veteran Dina Andrews launched the new label Axiom Entertainment. The label's first project is from Freda Battle and the Temple Worshipers. (Kia Jones, KiaJonesPR@msn.com)

Nashville, TN – On September 10, Sparrow Records unveils *This Is Who I Am*, the solo debut from Avalon's Jody McBrayer. (Stacie Vining, s.vining@theresourceagency.com)



McBrayer with his production team (L-R): Engineer Dave Dilbeck, McBrayer, Producer Mark Hammond and Grant Cunningham, A&R Sparrow Records.

St. Paul, MN – On June 8, the KTIS-FM/ Northwestern College Summer Music Festival attracted a crowd of 13,000. Michael W. Smith headlined, with appearances by Sara Groves, Lenny LeBlanc, Chris Rice and Nicole C. Mullen. (Janell Wojtowicz, jbw@nwc.edu)

Jacksonville, FL – On July 27, SSR Group presented "A Gospel Gift To You" featuring Stellar Award winning Dottie Peoples and Grammy nominee Troy Sneed live in concert. (Kishia Kimbrough, Kishia@theintegritysolution.com)

Chicago, IL – Ardent recording artist Steve Wiggins spent time with Moody Bible Institute's broadcasting, retail and publication personnel during a promotional tour for his latest recording, *Faith That Is Real*, which released June 18. (615-261-1818).

Nashville, TN – Multi-platinum recording artist Bob Carlisle, Christian music industry veteran George King and Michael Rinaldi formed The Butterfly Group, which features the following record label divisions: Christian Records, Gospel One Records, Flying Leap Records and Butterfly Kids. Dove Award-nominated singer/songwriter Russ Lee is the first artist to sign with the flagship label, Christian Records. (Emily Kohl, emily@turningpointpr.com)

Nashville, TN – Squint Entertainment band 38th Parallel is featured on an exclusive Wal-Mart compilation sampler, *Sonic Fuel*, available nationwide August 27. (Rick Hoganson, Hoganson@Prodigy.net)



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Send information on: membership advertising convention resources



**AIRWAVE
NEWS RADIO**

Montgomery, AL –

On May 8, Faith Radio signed on its third full-power radio outlet, WDYF-FM/Dothan, AL. (Jon Bulkley, 334-271-8900)



Boise, ID – Finalists in the Religious category in the National Association of Broadcasters Marconi Radio Awards are NRB members KFSH-FM/Los Angeles, CA; KGBI-FM/Omaha, NE; and WRCM-FM/Charlotte, NC. Other finalists are KTSY-FM/Caldwell, ID; and WVLE-AM/Pekin, IL. The awards are announced September 14 in Seattle, WA. (Jerry Woods, jwoods@ktsy.org)

Florence, KY – Word Broadcasting Network, Inc., of Louisville, KY, agreed to purchase the assets of WCKO-AM/Norfolk, VA and WOBS-AM/Jacksonville, FL from Metropolitan Radio Group for \$1.25 million. (John Pierce, 859-647-0101)

Lewisburg, PA – WGRC-FM was recently recognized for Best Newscast in the state among Small Market radio stations during the Pennsylvania Associated Press



Broadcaster's Association (PAPBA) Convention in Harrisburg. The department consists of Terry Diener, news director; Don Casteline, sports director; and Jennifer Lunt, anchor/reporter. WGRC-FM also earned a third place award in the Sports Feature category and was cited for Outstanding Membership Cooperation for the seventh consecutive year. In related news, Lunt was elected Third VP of the PAPBA Board of Directors. (Larry Weidman, 570-523-1190)

Ojai, CA – Pastor Dick Brown, baritone for Charles E. Fuller's Old Fashioned Revival Hour Quartet in the 1940s, started a new radio program sponsored by Christian Heritage Ministry: *The Old Fashioned Revival Hour*. The program, which began airing June 23, is a 26-minute version of the old one-hour program that was heard around the world from the 1930s into the 1950s. (Dick Brown, brownric@pacbell.net)

Florence, KY – Clear Channel Communications purchased the sole radio property of Ruarch & Associates, WAZR-FM/Harrisonburg, VA, for \$1.35 million. Ruarch & Associates exits radio ownership but retains ownership of six LPTVs in the Shenandoah Valley. (John Pierce, 859-647-0101)



Atlanta, GA – WFSH-FM, also known as The Fish, won the Gabby for Excellence in Broadcasting 2002 for "Radio Station of the Year Major Market

(Class AAA)" at the recent Georgia Association of Broadcaster's Annual Meeting. Additionally, WFSH received an Award of Merit for "Locally Produced Radio Program." (Taylor Scott, 404-995-7357)

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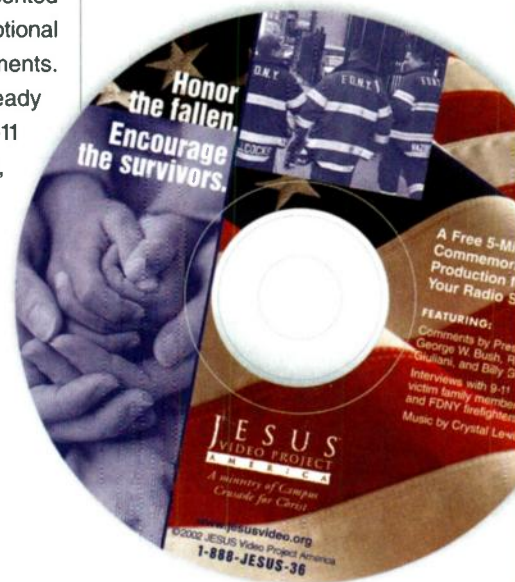
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MEMBERSHIP: Educational Opportunities from NRB and Regent University

NRB and Regent University (Virginia Beach, VA) are developing a robust education benefit for NRB members. Regent University's Norman Mintle, chair of the Television Department of the School of Communication and the Arts, explains, "We're approaching this relationship with the NRB as a long-term strategic partnership aimed at accelerating the overall growth within the Christian communications community."

NRB and Regent will offer a three-point approach to meet and develop the educational needs of members:

- Online non-degreed certificate programs (each class earns a certificate)
- On-campus certification in production and post-production workshops, and
- Online graduate (M.A., M.F.A. and Ph.D.) studies

Certificate Programs

Beginning November 1, 2002, NRB members are eligible for a tuition discount of 50 percent on any non-

degreed certificate program, whether online or on-site at the Virginia Beach campus. A matching scholarship program is available for students wishing to enroll in full graduate programs. Additionally, Regent University will equal the financial aid provided by a student's employer or church, up to 10 percent of tuition. Online classes, which allow NRB members to work at their own pace, also begin November 1.

Initial online certificates (non-degreed, no standard admissions process necessary) are offered in three areas:

- Writing – The Feature Story
- Budget and Scheduling for Productions – Using Movie Magic Software
- Issues in Public Relations

Advanced Media Workshops

The on-campus Advanced Media Workshops are hands-on, two- to five-day workshops covering all phases of production and post-production, including:

- 9 levels of AVID editing
- Final Cut Pro
- Lighting – workshops for remote or studio lighting techniques
- Audio – remote, studio, foley and post (utilizing ProTools system)
- Advanced camera technique
- MAYA – 3-D animation software used in *Shrek* and *Toy Story 2*

For More Information

Inquiries regarding online classes and campus workshops are available by calling 757-226-4220. Information about online graduate level programs is accessible at www.regentrevolution.com or by calling 800-373-5504. Don't forget to mention you are a member of NRB when you call.

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

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AIRWAVE NEWS TELEVISION

Virginia Beach, VA – In July, *Preparing the Way* began airing on INSP; WACX-TV/Orlando, FL; WPXV-TV/Hampton Roads, VA; and other networks and stations. The program is hosted by Ron Smith and Robert Phelps and is described as a cross between *Politically Incorrect* and *Crossfire*. Newton Media is the program's agency representative. (Steve Newton, snewton@newtonmedia.com)

Fort Worth, TX – *The Victory Hour*, which broadcasts from Grove Avenue Baptist Church in Richmond, VA, joined the FamilyNet lineup.

Originating in 1952, the program debuted on FamilyNet August 2. (Denise Cook, 817-570-1400)



Kansas City, KS – Although reports by *Charisma News Service* and *Charisma Magazine* reported the demise of the popular

Bibleman Live tour, *Bibleman* star and producer Willie Aames states that the show is continuing this year and is in planning for 2003. (Melissa Hambrick, SpinCyclePR@comcast.net)

Atlanta, GA – On June 26, *Leading The Way With Dr. Michael Youssef* began airing weekly on the Trinity Broadcasting Network. (Chuck Powell, cpowell@leadingtheway.org)

Toronto, ON – Principal photography of *Left Behind II: Tribulation Force* wrapped on June 9, with a release date on VHS and DVD October 29. Produced by Cloud Ten Pictures and starring Kirk Cameron, Brad Johnson and Chelsea Nobles, the movie picks up one week after the original movie left off. (Melisa Richter, melisa.richter@cloudtenpictures.com)



Woodstock, VA – The Virginia Association of Broadcasters honored television station WAZT and Ruarch Associates, LLC, licensee, at its annual convention in June. WAZT, a low-power TV station received the "Outstanding Editorial Award" for the second time. (540-459-8810)

Louisville, KY – Namesake Entertainment, in asso-



ciation with Total Living Network and Hollywood producer Ralph Winter, completed production of the screenplay adaptation of author Frank Peretti's novel, *Hangman's Curse*. The feature is scheduled to hit theaters in fall. (Melany Elthridge, 972-267-1111)



INTERNATIONAL NEWS

Central London, UK – VT Merlin Communications — formerly Merlin Communications, now part of the Vosper Thornycroft Group (VT Group Plc) — signed a contract with Family Radio to deliver current programming on its global shortwave network for one year, commencing June 2002. Merlin will transmit Family Radio programming to Africa, Russia, India and the Middle East. (Laura Jelf, laura.jelf@merlincommunications.com)

RUSSIA – The fourth annual ACB broadcasters conference was held in Moscow May 17-19, with 250 delegates from Russia gathering for training in media, strategizing, equipping, fellowship and prayer for the spiritual condition of Russia. NRB Members involved include HCJB; Phil Cooke of Phil Cooke Pictures, Inc.; Edward McDougale of CBN; and Sebastian Traeger of Christianity.com. NRB Member Alex Leonovich received an award for 57 years of service. A message from Kazakstan invited ACB to hold a regional conference in Central Asia in October, a first for the region. (pirjo@irrtv.org)

CLASSIFIEDS

ACCOUNT EXECUTIVE NEEDED. WEMP-AM 1250 is looking for a sales professional with a passion for Christian radio to call on businesses in the Southeastern Wisconsin area and assist them with radio advertising. If you have reliable transportation, a professional appearance, great communicative skills, and prior sales experience please fax or e-mail your resume to Rob Balge at 414-529-2122 or rbalge@entercom.com. EOE.

FOR SALE. North American production rights for tapes of Hollywood Shakespearean actor John Carradine, who played Aaron in *The Ten Commandments*, reading the Psalms and New Testament. If interested in this offer contact Dr. Ray Brubaker of *God's News Behind The News* at 727-347-3913.

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GUARDING THE GATE



What do you do when an artist, program host or personality you air crosses a spiritual, moral, theological or ethical line? Do stations have a monitoring obligation? Should you take them off the air or limit their exposure? If so, under what conditions?

Moderated by Bob Lepine, director of broadcasting and communications of FamilyLife, this workshop from NRB 2002 gives you opinions from several facets of the radio industry.

Panelists:

- TIM McDERMOTT, GM, KSBJ-FM/Houston, TX
- FRANK BREEDEN, President of Gospel Music Association
- ROGER KEMP, VP of National Programs, Salem Communications Corporation
- GENE BENDER, Station Manager, KIXL-FM/Austin, TX
- Ron Harris, VP/GM, Criswell Communications

Lepine: Tim, tell us how you have addressed the issue of gatekeeping in your environment, and what criteria you use.

McDermott: Galatians 6:1 reads, "Brethren if a man is overtaken any trespass, you who are spiritual restore such a one in a spirit of gentleness, considering yourself lest you also be tempted." That's one of the important scriptures for us as radio station gatekeepers. It's so easy to point the finger at somebody else and later on find ourselves in the same spot. This is a great warning.

KSBJ has a "when artists fall" policy developed by our board that states the concern is protecting the integrity of our ministry. People we air are in the public spotlight and must hold a standard of conduct that is consistent with that public position. So, when someone has fallen spiritually, whose sinful actions have negative repercussions on their ministry and on the ministry of our radio station and the body of Christ, we remove them from the airplay.

We believe in restoration, but it also takes time. Part of our process is to go to that person and try to contact them. We get their permission to talk to two people who are spiritually mature to whom they are accountable through the restoration process, someone like their pastor or from their small group, who knows their heart and can speak to us. We don't want to find out the details, but seek to know that they are in a place of repentance and asking forgiveness. We're concerned with the process of their road to restoration.

Once we get a thumbs-up from their minister, the person they're accountable to... at least two people who will talk to us and confirm the restoration, we will consider them for airplay on KSBJ.

Lepine: Frank, as the head of GMA, do you feel that you have a responsibility in relation to artists and issues of integrity? Is it a station responsibility? Label responsibility? Church responsibility? How does GMA as an organization respond to issues of moral failure?

Breedon: We find ourselves sometimes in the middle. We are in the position at times to be the gatekeeper of who we will put forth in certain platforms that the media covers, such as who will appear on our Dove Awards or who we will put into a story that we're doing with major media about Christian music. So, on that side of things we are having to be judicious and a good steward of our platform.

Sometimes we're on the other side of the coin, almost playing referee or defense, or "we can't find them, so we'll holler at you" mode: How did you let this person get into the industry!? So, we'll take those calls as well.

We feel it is our role to listen to what is going on. Sometimes we will receive input from Christian retailers or Christian broadcasters whenever there is a situation involving a personality that is inconsistent with the message they are trying to put forth to their viewers, customers or listeners. I think the answer to the question, "Do we have a responsibility?" is yes. If we were not involved in Christian media, we would still have that responsibility. These are public trusts that are granted to us by the powers that be, the elected officials, so irrespective of our religious involvement we are responsible to our communities for not violating their standards. That's a very loose paradigm these days, but nonetheless there is a responsibility implied and also explicit. That being said, our view mirrors in a lot of ways what Tim said. All of that does not exempt us from scriptural principles of dis-

pute resolution and restoring someone who has fallen. That's a larger discussion of how that happens and what works.

We know of some situations, where some artists for instance, have been involved in accountability groups and they just did nothing but fail. They had the window dressing of having an accountability group, and yet the sin or the behavior persisted. My personal belief is that people are better advised to find an accountability structure that is not tied to a vested interest in their career or ministry. I know of no better relationship than a church. If you're a pastor, you probably need to find another body besides the one that employs you so you can go to someone and say, "Look I'm actually two steps into this inappropriate relationship and I need someone I can tell in confidence and not worry whether I'm going to blow my raise or promotion by just giving you this information ... or hurting my airplay, or my ministry, record sales, etc.

I've personally gone to my pastor and said, "I'm here as a church member and that's it. I'll be a servant wherever I can, but if you ever see me saying something in the media you believe betrays the Kingdom of God, I'm counting on you to call me on the carpet in a constructive way and do something about that."

The big problem and the big issue is how do we do that? Scripturally is the answer, but still it takes a lot of forbearance and partnership between believers to do that in a way that doesn't kill somebody in the process.

Lepine: Roger, please address this from the programming side of things. Does Salem have an official policy or do you have guidelines that you've used in past circumstances to tell us how you deal with these things?

Kemp: We have an official policy in our policy and procedures manual, not only for those who are programmers but also for advertising and any other facet of being on the air. I think there are several different levels here because in the kind of work I'm doing with block programming, you're working with 501(c)3 ministries who have their own boards of accountability and they're also usually part of a church as well.

I think it's important to make the distinction that while the radio station is not a church and doesn't function as such, it

does reflect the church and therefore we should reflect it in such a way that is very consistent with Scripture and every other standard. That would lead to the accountability systems that are built up or described biblically. I always look to that support group that is around a given pastor or ministry, the board of directors, ECFA and those other institutions that safeguard us.

This is becoming much more complicated as we acquire stations that have a format in place and we're getting acquainted with new programming. Even though I've been doing this a long time I've not necessarily heard of a program. So, as we think not only of the moral issues, but the theological issues, we do a fair amount of research trying to figure out who these people are, what they're teaching and how consistent it is. That's frankly a growing challenge in our area — doing a serious investigation at that level to make sure our teaching and theology is correct.

Lepine: Gene, how have you dealt with this at a station management level in past situations and do you have a formal policy that you use at KIXL?

Bender: From my vantage point as a radio station in a medium market, a lot of times — particularly because we're dealing with talk shows and syndicated ministry programs — we're dealing with spinmeisters. I don't think I've ever had anybody call me up and say, "You know, I blew it. I was in this inappropriate relationship and I'm sorry." Instead, what we get are a lot of rationalizations and justifications and ... all of a sudden I find myself in a position that I don't know what truth is.

So, the answer to your question about having a formal policy is no. We're in the process of making one. We're trying to understand the challenges that ministries are up against, but at the same time we're trying to be good stewards of our responsibilities to ensure that our radio station represents integrity. Many times, that puts us in the position of being the one who decides what truth is.

The challenge radio stations have at my level is access to the people involved and the necessary information to make an educated decision. We spend a lot of time talking to other people in the industry who may have some insight or perspective. I know that sounds like fostering the rumor mill, but the

challenge is to make decisions based on accurate information. And that seems like one of the most difficult things to find.

Lepine: Ron, I know you faced this issue in the past several years in a number of different applications. What criteria do you use?

Harris: Tim had a good run-down on areas that I believe we all have to do. I believe we do need to be gatekeepers and understand that. Our responsibility is to God and then to the listeners. The opportunity we have is to share God's message through music, spoken word and various ways.

We have to determine if a person's lifestyle is becoming a barrier to the clear message coming through. In other words, when you begin to hear someone sing, is your first thought, "Who are they with now?" or "What's going on in their marriage?" Suddenly, our minds are diverted off track from the message that was intended. If that's a consistent pattern, then we've got a problem getting that message across.

Our responsibility is not to help an artist become popular, to give them a lot of airplay or to sell records. Our responsibility is to get God's message through them to the people who are listening. That becomes the guiding thing. It's not a popularity contest. We should not be swayed by the number of letters we receive or the calls that we get.

The responsibility falls on us, as others have said, to go back and find out first-hand everything we can about that person, where they are in their spiritual walk, if there is restoration, if they are following through in accountability. That helps us to make good decisions as to who's on the air.

I think prayer is the key. We don't make decisions lightly, but weigh them heavily. I've spent months sometimes not only in talking with people and the individuals, but also praying about it, trying to get a sense of rightness and direction from God. When you have an understanding, move ahead. You're going to get criticism, you're going to get a barrage from people not understanding it, but the responsibility is under God to be able to hold up people of integrity and your ministry as a ministry of integrity.

2 Vital Elements of Christian Talk Radio

BY MARK ELFSTRAND AND ED SHANE

Mediocrity a discouraging challenge in Christian radio. Every radio station has a profound mission to effectively relate to its audience. Talk shows can be one of the best ways to do that.

There is no law that says anyone has to listen to radio. It's up to the stations to be compelling enough to make them want to listen. If we're doing dull, boring radio, no one wants to listen ... and no one does.

If Jesus were doing a radio talk show, what would His share be? The temptation is to think that if we could just get the guy who's attracting thousands and put him on radio ... wow! We'd have the most listened to station in all of wherever you live. But talk radio is not a magical solution to grab a big audience, particularly if other station programming is not compelling. A talk show is not going to fix an audience issue for your radio station.

Talk radio that attacks people and not issues, or leaves that perception, is a certain exit for non-Christians as well as many Christians. It's one thing to disagree on issues, but quite another to attack people or people groups. Remember that people hold viewpoints on issues: tackle the issues, not the people.

Two vital elements of successful talk radio are relating to the audience and branding your station.

Relating

Talk radio is a commitment. If you're looking to start a program, consider your resources. It takes a lot of people a lot of time, there's no music to fill the slots, and

no tapes you can rack up and play for a half-hour. You never know what's going to come next and that's the excitement of doing it and the wonderful part of listening to it. But, if you can't support it with a quality host who's better or as good for your market as a national host, with somebody behind the scenes who can do some production and call screening, then it's going to fail.

Start with a solidly done weekend program, like a one- or two-hour show on Saturday. Use a volunteer for a couple of hours to screen calls and a volunteer 15-20 minutes a day for booking the show. Don't think of going on the air without a screener. Taking calls straight onto the air is too much of a risk.

Don't get caught up in the political maneuvering of aggressive public policy positioning. Although many members of the body of Christ have the same concerns about problems, we disagree on how to address them. Some people are activists, while others are prayer warriors. If you can move away from the politics and embrace the listeners without compromising the message, then people will receive the message and more will be engaged in the talk show.

When broaching difficult cultural issues, come alongside your guest and audience and take issue with them without rejecting them. Radio doesn't necessarily have to make the audience feel good, and talk radio should make you feel only like yourself. One of the wonderful things about talk radio is that it has the ability to help people to articulate their own feelings and reinforce them.

Branding

What are the issues that people want you to talk about? As talk show hosts, or as stations that present talk programming, are you looking outside of the Christian environment? Across that fence you have a lot of influence, meaning there's a lot of influence coming back.

Unless people know who you are and what you do, all you're going to get out of this is the wonderful job of spreading the Word of the Lord. However, we have a second job and that is to make some money for our owners and to gather an audience. Branding will help you do that.

One station in Southern California brands everything with frogs. There is frog net traffic; a reporter named Ann Phibian; disc jockeys named I.B. Green, Web Foot and Forest Jump. Everything that happens on that station is designed for "2 x 4 marketing" that whacks an audience. Part of the station's success is the strength of the brand.

Look for ways to brand your station, even though Christian radio by its nature has a different event going on every half hour. What do you do between those half-hour events that take it back to your station and make people remember you? Salem Communications Corporation's FISH stations are a great example of branding, although it's doubtful they're going to have a morning guy named Holy Mackerel.

Excerpted from the "Talk/Personality Programming" workshop presented by Mark Elfstrand and Ed Shane during NRB 2002 in Nashville, TN. Elfstrand is morning show host for WMBI-AM/Chicago, IL, and served for seven years as a talk show host in Pittsburgh, PA. Shane, former news director/PD in the Atlanta, Chicago and Los Angeles markets, founded Houston, TX-based Shane Media & Research Consultants for general market radio consulting. Shane is the author of Disconnected America.

Executive Summary

- Talk radio is a commitment.
- Talk radio helps your audience articulate their feelings.
- Don't get caught up in aggressive public policy positioning.
- Look outside of the Christian realm for discussion topics.
- Brand your station.



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Radio's Digital Future: IBOC

BY PATRICIA J. PAOLETTA

When will radio's digital future arrive? The timing hinges on FCC action this fall. The FCC has a pending rulemaking on terrestrial digital radio. Digital radio promises FM-quality audio in the AM band and CD-quality audio in the FM band. iBiquity Digital Corporation has developed this technology, known as In-Band On-Channel (IBOC), for AM and FM radio. IBOC technology allows broadcasters to introduce a digital signal alongside existing analog broadcasts without disrupting current radio service.

This technology offers numerous benefits: higher audio quality, more reliable reception, ancillary data services, competition with satellite radio, expanded AM format choices and new products. All of this can be achieved without the need for the FCC to allocate additional broadcast spectrum or issue new licenses.

Supporters of an immediate transition to digital radio, including iBiquity Digital Radio and its owners, are asking the FCC to endorse its IBOC technology at its September meeting, and permit both FM and AM broadcasters to begin broadcasting in digital. The final round of comments ended in late June, with reply comments on AM coming into the FCC on July 18. Comments on FM operations came into the FCC earlier this year. Most commenters in both the FM and AM round urged the FCC to act quickly to realize digital radio.

Proponents of digital radio have argued that the FCC must authorize IBOC operations this fall, in order to support commercial introduction of IBOC receivers at the January 2003 Consumer Electronics Show (CES). Receivers won't sell in January if the broadcasters are not already broadcasting in digital at the time of the show. And, broadcasters won't have made the investments to upgrade their stations to digital by January unless they get the green light from the FCC in the fall.

IBOC supporters include the nation's top 12 radio broadcasters, the second largest U.S. manufacturer of radio receivers,

the largest manufacturer of radio transmission equipment for the U.S. market, one of the nation's largest semiconductor manufacturers and a U.S. automobile manufacturer. iBiquity has technology or marketing relationships with all major receiver manufacturers, numerous manufacturers of receiver components and consumer electronics retailers.

So where does the industry stand in preparing for the digital future? iBiquity's technical development work is complete and the IBOC system is being prepared for commercial introduction. Commercial IBOC transmission equipment was introduced at the National Association of Broadcasters (NAB) Show in April 2002. iBiquity plans to have stations on the air by the end of this year in six rollout markets with the largest consumer electronics demand: Chicago, Seattle, New York, Miami, San Francisco and Los Angeles. Receiver manufacturers are on schedule to launch commercial receivers at CES'03, and retailers are preparing for commercial sales by mid-year.

The National Regulatory Standards Committee (NRSC) endorsed iBiquity's FM system and recommended that the FCC endorse it and move forward with FM IBOC implementation. The NRSC includes the NAB in its organization. The NRSC also endorsed iBiquity's AM system, recommended the FCC adopt it for daytime service and called for additional studies of AM IBOC for nighttime service.

iBiquity would like the FCC to adopt an order in September that endorses IBOC as the best means to implement DAB in the United States. To realize the future of digital radio, the order would have to note that the FCC is discontinuing consideration of new spectrum alternatives for DAB. The order also would have to endorse the iBiquity IBOC system as the path for a digital future, given the absence of any competing technologies at this point. Most importantly, to get digital radio over the air, the order would have to immediately authorize stations to begin digital broadcasts. These operations would have

to be consistent with the operating parameters in iBiquity's test report, pending development of final IBOC rules.

More complex issues about the long-term operations of digital radio could be addressed in a Further Notice of Proposed Rulemaking (FNPRM), argues iBiquity. iBiquity would like the FCC to adopt two things: an FNPRM proposing final IBOC technical and transition rules, and an industry-developed IBOC standard.

A proposal for final rules would be necessary because no rules were proposed in the initial NPRM in 1999. Likewise, the question of whether to adopt a standard is appropriate because the initial NPRM asked whether the FCC should adopt a digital radio standard.

To keep the momentum going on digital radio, iBiquity and the broadcasters and manufacturers would like to see final rules adopted by mid 2003. Final rules from the FCC will further support the launch of commercial receiver sales next year.

Patricia J. Paoletta is a partner with Wiley, Rein & Fielding and heads its International Telecommunications Group. She represents IBOC inventor iBiquity Digital Corporation at the FCC. Contact her at tpaoletta@wrf.com or 202-719-7000.

DAB Costs

Upgrading to DAB should require an exciter and transmission equipment investment of approximately \$75,000 for most stations. The space involved is comparable to a narrow bookshelf or refrigerator.

Additionally, commercial stations would pay iBiquity a software licensing fee, which is derived from a formula based on a percentage of the annual FCC licensing fee. Nonprofit stations would pay only a nominal software licensing fee.

NAB 2002 discussion included speculation that stations would need a second tower, however, iBiquity states that second towers are not necessary.

— Paoletta

"The confidence to walk away"

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

December 7, 2001

Broadcast Software International
1925 Bailey Hill Road, Suite A
Eugene, Oregon

As a team leader, I've learned to be happy when my team is happy. When our on-air product was suffering under a sub-standard automation system, we knew a change to something reliable was absolutely critical. We entered the process of locating such a package with a little bit of fear and trepidation because you can never be sure of what you're getting into, until you're into it. We settled on BSI's digital automation system and have not once regretted that decision. The consistency BSI has brought to our on-air sound is a 200% improvement. Being unmanned for many hours on weekdays and completely automated on weekends, we now have the confidence to walk away from the studios knowing that everything will proceed as scheduled, including satellite records and live feeds.

I've been particularly impressed with the tech support personnel. One night we had to reformat the hard drive and reload Windows. BSI's tech rep was right there with us till 2:30 am, talking as softly as she could so as not to wake up her sleeping little boy. BSI's products, despite their potential complexity, are very easy to learn and work within. And coming from the old radio tradition of manually pushing every button, that's saying something. But perhaps the greatest benefit is the affordable price. Small to medium market stations like ours need something we can reasonably get into. So now my announcers are happy, and my CFO is happy, which makes me really happy.

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