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BY BECKY COOK

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NAB 2003 Radio Show;
Philadelphia, PA; www.nab.org

October 15-17

Broadcast Technology Society
(IEEE) 53rd Annual Broadcast
Symposium; Washington, DC;
www.ieee.org

February 13-17, 2004

61st Annual NRB Convention &
Exposition; Charlotte, NC; Patsy
Smith, psmith@nrb.org

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Walking Circumspectly

One of our greatest challenges is in maintaining (or in some cases obtaining) perspective. The Scripture admonishes us to "walk circumspectly" – literally with our eyes on the horizon (Ephesians 5:15, NKJV). In the vernacular of our day, we speak of keeping the "big picture" in view. This is easy to say but hard to do – especially when it relates to applying a spiritual perspective to everyday events. Our tendency is to view events in isolation rather than see how they are interconnected. We often miss the big picture.

As it relates to the work of Christian broadcasters, the events of the last few months have exemplified this propensity. Four recent court decisions have staggering implications for religious broadcasters. Yet when viewed in isolation, our tendency is to merely shake our heads and remark, "How sad."

Earlier this year a court ruled that saying grace before meals was illegal at the Virginia Military Institute (VMI). The proximate cause is VMI's standing as a state-run school, raising questions about the establishment of religion. We are, of course, not fooled by the rhetorical gymnastics. No rational person believes that VMI, in allowing corporate expressions of thanks to Almighty God before meals, is attempting to establish a state religion. "How sad," we say, as we turn the page of the newspaper or magazine.

In a similar case, another court has ruled the Pledge of Allegiance unconstitutional because it contains the phrase "one nation under God." The establishment clause is cited again, while the free exercise clause remains AWOL from courts everywhere. Again we shake our heads and hope the Supreme Court will intervene.

Much more ominous is the Supreme Court decision in a Texas case where the court, in effect, proclaimed the homosexual lifestyle to be constitutionally protected. By treating homosexual behavior as a civil right, the threat of litigation against churches and other Christian organizations is now dramatically elevated. In fact, I believe it is difficult to overstate the threat to broadcasters embodied in this decision.

More recently, in the court decision regarding the display of the Ten Commandments in a state courthouse in Alabama, we once again see a significant effort to legally stigmatize the acknowledgment of God in public places.

Represented in each of these events is both an assault on Christian values and a threat to religious freedom. The frontal assault on the Judeo-Christian values that have undergirded our culture from its inception is the most obvious. Thirty years ago, people would have laughed if you had predicted that the courts would declare homosexual behavior constitutionally protected while saying

grace in public is not. They would have labeled you certifiable if you predicted that the Pledge would be banned and the Ten Commandments banished. No one is laughing now.

Let me be clear on this. With these few words, I am not attempting to make a case for cultural engagement by Christians. While I believe that is both needed and biblical, my point here is that religious freedom, including (maybe especially) that of Christian broadcasters, is increasingly at risk.

The bigger perspective here is that all these efforts have one thing in common: they are all efforts to drive religious (read Christian) expression from the public square. You may be a person of deep religious conviction – you are just not permitted to display it or talk about it. And of course, the larger spiritual perspective here is that "we wrestle not against flesh and blood." We are, first and foremost, engaged in a spiritual battle.

To preserve the rights of Christian broadcasters to proclaim the grace of God in Christ to a culture that so desperately needs it, I have made one of my first-year priorities the establishment of a government relations division within NRB headquarters. As an Association, our goal should be not only to keep the doors of electronic media open for the spread of the Gospel, but also to expand those access opportunities.

There are three principal forums here in Washington where we must work diligently to secure that access: the Congress, the regulatory bureaucracy and the Executive branch. Each requires a unique and specialized approach, and each is built upon a foundation of relationships. For this reason I have opened an NRB office on Capitol Hill to build and strengthen our relationships with members of Congress, influential congressional staff and strategic members of the Executive branch.

As we walk circumspectly, we must recognize the threats to religious freedom appearing on the horizon. We also must maintain a spiritual perspective, remembering that the weapons of our warfare are not carnal, and that greater is He that is in us than he that is in the world. As the Lord brings it to your mind, I hope you will pray for these efforts.



Dr. Frank Wright is president of NRB. Contact him at fwright@nrb.org or 703-330-7000.



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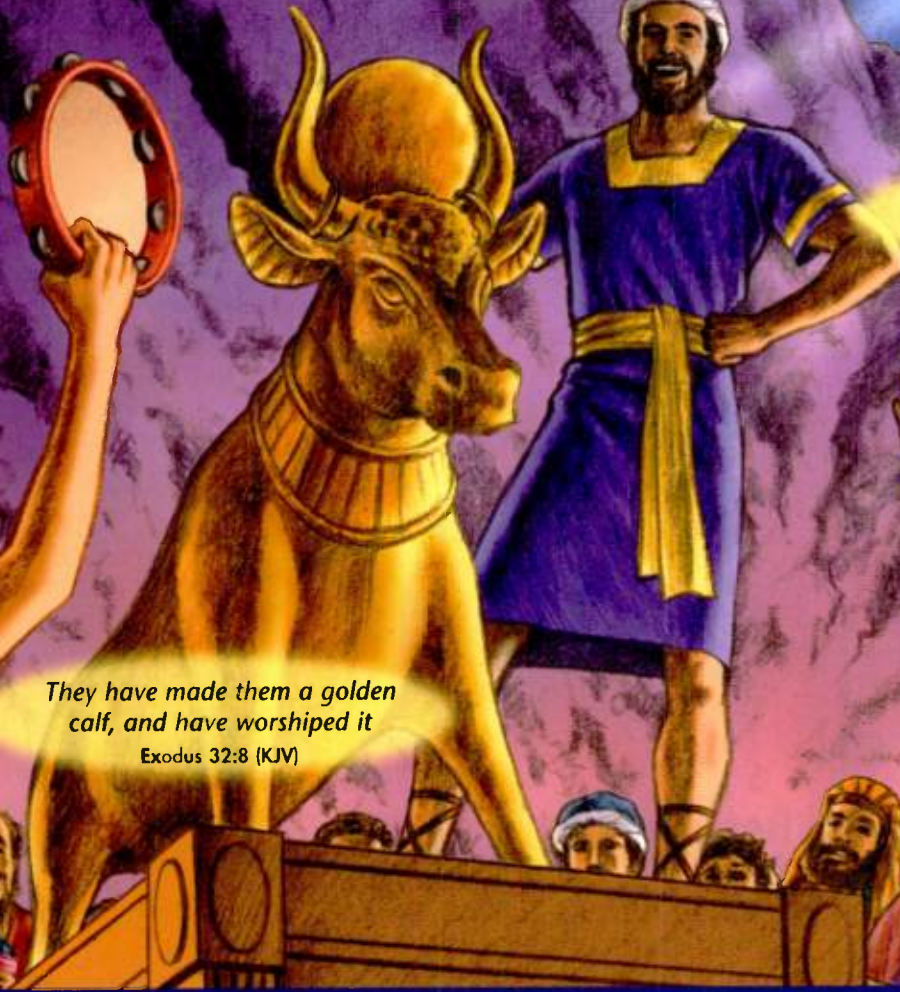


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He saw the calf and the dancing;
and Moses' anger waxed hot
Exodus 32:19 (KJV)



They have made them a golden
calf, and have worshiped it
Exodus 32:8 (KJV)

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How much time each day does the average American spend watching TV?

- a. 2 hours, 13 minutes
- b. 3 hours, 46 minutes
- c. 4 hours, 18 minutes

What percentage of U.S. households have at least one TV set?

- a. 98
- b. 94
- c. 91

How many hours each day is the TV on in the average U.S. home?

- a. 6 hours, 53 minutes
- b. 7 hours, 12 minutes
- c. 8 hours, 7 minutes

(source: Nielsen Media Research, 1998)
Answers: 1. b. 2. a. 3. b



WASHINGTON

Political Proposal Resurfaces

A new bill sponsored by Senate Commerce Committee Chairman John McCain (R-AZ), the "Our Democracy, Our Airwaves Act of 2003," would expand rights to low commercial rates during election period, establish new political programming mandates and raise fees imposed on licensees to fund certain political spots. The proposal largely duplicates a bill that the same sponsors introduced late in the last session of Congress.

The bill would change existing mandates concerning candidate advertising rates in two respects. First, it would expand the right to obtain spots at the "lowest unit charge" (LUC) beyond just a candidate's official campaign organization; national political parties also would be able to buy inexpensive airtime on behalf of their candidates. Second, the proposal would redefine LUC in a way that would appear to allow candidates and their parties to buy essentially non-preemptible time at the (usually cheaper) rates charged for preemptible time.

The proposal also would require all broadcast stations to air at least two hours of "candidate-centered" or "issue-centered" programming per week during the

four weeks immediately before a general election for federal office. At least one of the hours would have to fall between 5 and 11:35 p.m., and requisite time count would not include paid political announcements. Appropriate programming would include debates, interviews, candidate statements or "other programming that provides for discussion" of ballot issues or candidates' positions.

In what would be its most complex mandate, the new bill calls for the establishment of a voucher program to support the purchase of airtime by candidates or their parties. The voucher system would be funded by spectrum fees assessed against commercial broadcasters based on a percentage of a station's gross revenues, which the FCC would be directed to set somewhere between 0.5 to 1 percent. Stations would be required to accept the vouchers as payment for political advertising and submit them to the FCC for redemption.

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.

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• Intercristo, www.nrb.org/intercristo
Retirement Planning
• Christian Retirement Coalition, (888) 879-1376, ext. 214
The Complete Guide to EEO Regulations for Religious Broadcasters
• Gina Ebhardt, (703) 330-7000



The Culture Is Not Our Enemy

Like most of you I realize the importance of numbers, so when the latest Arbitron numbers came out, I was fascinated to find a radio station that shares the majority of its audience with general market radio far more so than with "Christian" radio.

As I looked at this I realized that this station has intentionality, and passionately believes that the culture is not our enemy but our opportunity. It is a station that has and is using the culture to present the timeless truths of Scripture. In short, it is relevant.

Let me share two keys to keeping radio ministries relevant to the culture of this generation.

1. There is a difference between what is cultural and what the Bible says is truth. For some strange reason many Christians tend to fight change, even though God is in the business of changing us daily. We tolerate irrelevance. As Barna Research has shared with all of us, "We are losing this generation; they find no relevance in being a follower of Jesus Christ." However, if the truth of the Bible is presented in a relevant way, the culture will change because people see, hear and observe the difference.
2. It is all about numbers - and it has nothing to do with numbers! Numbers are important to me. Numbers are my scoreboard. Numbers let me and you know where we are, how to set up the next play, how far we have come and how far we need to go. Numbers have even become a sign of success ... but nothing could be farther from the truth! The number of songs we do or do not play, the number of programs we do or do not carry, an increasing budget, better annual Arbitron numbers, etc., can convince us that we are in the center of God's will - but this is not true. The greatest indicator of our relevance is the impact we have on the culture. The true measure of success is what is happening relationally with our listeners. Check out Acts 2. Wherever Christ went He had a reputation of always making people more important than the program or the agenda.

Andy Stanley perhaps says it best, "It is not about who we keep, it is all about who we reach!"

Tom Atema, GM, Blue Ridge Broadcasting, tatema@brb.org



Anatomy of TV Graphics

Although graphics usually function as support to content and message, the effectiveness of that content is directly affected by production quality and the way the message is packaged. With the advent of powerful desktop workstations and equally powerful software, producers of shows can access the quality they see on television without the stress of coming up with massive budgets.

The process kicks off by researching the style of the message and the audience. These parameters dictate which design direction we go, corporate to grunge, daytime to talk shows. Other factors in the design process include budget, music (original or library), voiceover, and whether we will be using video or film footage in the open.

Many times the video or film content comes to us as raw footage. Our job is to take that footage and integrate it into the open, combining the footage with graphic elements and type. In some instances, clients bring us examples of other show opens that use techniques they like.

Once we have the design style nailed down, stills from the footage we've been given are used as content placeholders for designing the look in Adobe Photoshop. Multi-layered Photoshop files are created, defining colors, shapes and text styles. These still designs (keyframe comps), representing 3-10 key moments in the entire piece, are posted to our Web site for approval. Once approved, we move to Adobe After Effects to add movement to the video and graphic elements. We take the pre-recorded music (and voiceover) and use music hits, key scripted words or transitions as visual cues, with the open usually ending with a show logo or title card.

When the movement of elements is choreographed, we render out a small QuickTime movie at 10-15 frames per second for the client to approve online. Once approved, additional elements are designed and built, staying consistent with the look and feel of the open. These are also posted to the Web as movies or stills for client approval.

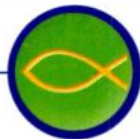
Most graphic packages contain the following components:

- 10-60 second open
- 10-90 second close (room for product sales, contact info, etc.)
- 5-10 second logo bumper
- 1-4 moving backgrounds for text or other overlays
- 2-4 lower thirds in short and tall formats for two- and three-line graphics (can be moving or still)
- Semi-transparent bug (small logo in corner)

The final steps include full-resolution rendering, mastering video to tape, and burning still elements to CD-R. Lower thirds and some pieces of video might have alpha channels included for overlaying onto video using non-linear editing software such as Avid, Media 100 or Final Cut Pro. Motion renders also may be saved on CD-R as digital QuickTime movies to be directly imported in editing software, ensuring top quality.

Steve Taylor, Digital Spatula, www.digitalspatula.com

CHURCH MEDIA



After the Fire

When fire destroyed the 50-year-old sanctuary of First Baptist Church in Lafayette, LA, we were given the opportunity to re-evaluate the programming, production and presentation processes related to media and the other ministries of our church.

A phrase was coined that guided the decisions related to rebuilding: "Everyone in the sanctuary should be able to see and to hear — and it should be invitation friendly."

One of the decisions that came out of the directive was to hire acoustic consultants. In addition to the obvious assistance this firm provided in acoustics, representatives guided our staff and leadership through an evaluation process to prioritize the requirements for the new sanctuary.

We realized that our church had grown faster than our technical systems could manage. If money was initially insufficient for our dreams, the most important thing was the infrastructure. If the conduit, cabling and routing necessary to move audio, video, data and other signals throughout the building were in place, equipment could come and go in the years ahead.

We spent a lot of time thinking about access for equipment, sets, props and people. In our new building, everything comes in at ground level and stays there or fits in an elevator. The front platform and the back seating are at ground level, with a slope down to the altar. A loading dock connects to a storage area near the platform. Orchestra equipment is stored under the choir loft.

Since we were building in a downtown area we evaluated our use of space and doubled up on some areas. We located the media control rooms adjacent to the music rehearsal spaces, and use the voiceover booth as a small rehearsal room. The large choir rehearsal room serves as the television studio. Cable is installed in a number of areas used as backdrops for videotaping, including several offices, the church library, a large seminar room and the main foyer.

What seemed a tragedy four years ago has drawn our church body closer together; forced us to think about the what, how and why of our set-up; and allowed us to build a facility for the future.

Dennis Clark, Media Minister, First Baptist Church of Lafayette, LA, dennis@fbclaf.org



Hitting Multitasking's Off Switch

There is music in the air, a pounding melody rising above the concerto of traffic noise as I gas up my car at the corner station. I look up to see two high-school boys bopping down the sidewalk together, each wearing a headphone umbilically connected to the latest must-have Discman-Walkman-AM/FM Radioman-GameBoy-XXBox techno-thingie slung on their belts like the Colt .45 on a Wild West gunslinger.

As I listen from a distance, I imagine the decibel level for them. The remarkable thing, however, is not the volume, but the fact that they are carrying on a seemingly normal conversation at the same time. How do they do that?

It's not the physics of the thing that has me flummoxed as much as their ability to simultaneously walk, talk, think, listen to music, play a game and still not become a traffic statistic. In the computer world, they call it multitasking - the ability to perform several functions at once.

As I marvel over the teenage mind, I realize that I may not be so far removed. So many times when I'm engaged in a conversation, my mouth is talking, but my mind is occupied with thoughts about my next meeting, things I need to get done, the show I'm producing, what I'm making for dinner...

It's worse if I happen to be talking on the telephone. I can work on the computer, scan the newspaper, surf through 120 satellite channels, play a video game - all while supposedly having a heart-to-heart chat with a close friend. This pattern seems to have become the norm. Rather than fully focusing on the person with

whom we are speaking, we live in several disparate moments at once, talking at the other person, not to them.

We need to remember that there is so much going on in our lives and that we face many distractions, not the least of which is a myriad of media manipulations, siren-like, demanding our attention.

Lack of focus is a principal problem in many relationships. We're missing a genuine respect for the other person because we allow too many diversions to pull at our eyes, ears, hearts and minds.

We are the media mavens. We create this stuff, and pour it out into the world in an electromagnetic tsunami, well intentioned as it may be. But it also is our responsibility to set the example in the proper use of the on/off switch.

We also need to remember that we are ambassadors of Jesus Christ and that the people with whom we speak are more important than our schedules, hobbies and to-do lists.

Multitasking may be a good thing if you're a computer, I suppose. But for human beings, there is a time to turn it off, to focus exclusively on the single task of one-on-one communication, in the workplace and especially at home.

After all, that is our Christian duty ... and what God expects of us as professional communicators.

Ossie Mills, Senior VP/Ministry Development, The Inspiration Networks, OMills@INSP.com

HNRB



U.S. Hispanics: A Religious Profile

Not surprisingly, recent studies show that Catholicism is still the most widespread religion among U.S. Hispanics. Despite predictions made in 1988 by Roman Catholic priest and sociologist Andrew Greeley that the percentage of Latinos who were Roman Catholic was 70% and declining steadily, the figure remained fixed in 2002 at 70.2% (nearly 25 million). However, numbers can be deceiving.

It is estimated that as many as 600,000 Latinos may be leaving the Catholic Church every year. The stable percentage of Latino Roman Catholics is in large part due to the significant numbers of Latinos who leave Latin America behind to call the U.S. home. While the percentage of Hispanic Catholics has remained steady since 1988 predictions, the Hispanic population at large has increased by more than 58 percent. New immigrants are replacing the numbers of Latinos who leave the Catholic Church each year.

An even closer look reveals fascinating statistics among second- and third-generation Latinos. According to a recent study, *Hispanic Churches in American Public Life* (HCAPL, www.hcapl.org), led by Gaston Espinosa, "...we are seeing major demographic shifts taking place among second- and third-generation Latinos ... the percentage of Latino Protestants and other [non-Catholic] Christians simultaneously increases from less than one in six (15 percent) among the first generation to one in five (20 percent) and almost one in three (29 percent) among the second and third generations." In other words, Hispanic youths are looking elsewhere!

As part of the study, Latinos were asked to respond to the following question: "Do you consider yourself a born-again Christian, that is, have you personally had a conversion experience related to Jesus Christ?" An overwhelming 37% self-identified as "born-again." Espinosa states, "To put these findings in national perspective, there are now more Latino Protestants in the United States than Jews or Muslims or Episcopalians and Presbyterians combined. In total, there are 12.2 million (37 percent) Latino 'born-again' Christians in the United States."

The harvest is ripe. Ears are open and today's Hispanics are looking for meaning. Keep this profile in mind as you plan your ministries and program your stations for today's U.S. Hispanic. Now is the time!

HNRB, hnrbb@nrb.org, www.hnrbb.org

INTERNET



From Anonymous Visitor to Monthly Donor

Each visitor to your Web site is an individual, made in the image of God. Anonymous traffic is somewhat valuable, but it is much more valuable if it is converted into real relationships with real people. What is your ministry doing to build relationships with the people who are visiting your site?

Get creative. Consider integrating an online membership database with an e-mail list serve application and a flexible, feature-rich online donation engine. Here are some ideas:

Communicate. The easiest way to begin a relationship is to send consistent, regular, information-rich communication about your ministry. Give recipients the ability to subscribe and unsubscribe, either via e-mail reply or on your Web site. A popular way to introduce someone to your ministry content is to give away a free gift. These premiums provide people with a helpful resource and allow you to begin regular communication with them through your e-mail newsletter.

Campaign Creation. Often, people are more inclined to donate toward a one-time need, or a particular cause or initiative. Set up giving campaigns so that visitors to your Web site can give directly to particular causes or make a general donation to your ministry, which can be applied where it's needed most. Online giving is a rapidly growing method for people to make charitable contributions. Research shows that people who give online are likely to give more per donation than those who give offline. Provide an easy and reliable way for people to give online. Send quick thank-you notes to your online donors.

Recurring Donations. Give people visiting your site the opportunity to set up recurring gifts, whereby they select an amount to donate each month. This amount can be automatically charged on a regular basis. Migrating visitors that change from one-time donors to regular monthly donors can drastically increase your online revenue and help in budget forecasts. The growth of your online donations is a sure sign that your Web ministry is bearing fruit.

J. Sebastian Traeger, sebastian@christianity.com and Duncan Rein, duncan@christianity.com, co-founders, Christianity.com



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Dennis Griffith

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AIRWAVE NEWS TELEVISION

La Mirada, CA – On October 11, the Biola University Mass Communication



Department begins a new series of events designed to help Christians learn what it takes to make a difference in the entertainment industry. The series, *Inside Media - The Real Story of How the Industry Works*, kicks off with an all-day seminar, *Getting in and Staying in - How to Succeed in Hollywood*. NRB Board Member Phil Cooke is hosting the event, which includes practical information regarding perception, branding, pitching, career growth, networking, influence, biggest mistakes Christians make, moving forward after mistakes, God's unique vision for you, interviewing techniques, agents and the principle of favor. To register for the all-day event, which includes a free lunch, call toll-free 86-MEDIA-CON (866-334-2266). Cost is \$55. (Phil Cooke, phil@cookefilm.com)

Farmington, NM – Missionaries Don and Lynn Cartright are developing new programming geared to diverse American Indian languages and cultures, while paths for airwaves are being mapped out for

new translators. UHF Channel 47 in northwest New Mexico is working to get Christian television into the remote areas of American Indian tribes and has three translators in Colorado. Some Navajo, Ute and Jicarilla Apache already receive Christian programming 24/7 because they paid for a translator on their Reservation to receive it. More translators and better equipment are urgently needed. Studies are being done to reach into the Hopi Reservation and the Grand Canyon Tribes. Also, UHF 47 and Christian radio station KNMI-FM joined forces in June to simulcast the morning show via four TV channels. (Lynn Cartwright cbctv@acrn.net)

Ft. Worth, TX – FamilyNet presented *Hermie: A Common Caterpillar* August 13-16, based on the book by best-selling author Max Lucado. The one-hour, 3-D animated family special featured the voices of entertainment legends Tim Conway and Don Knotts. (Denise Cook, dcook@FamilyNet.com)



Naples, FL – FE TV, a 24-hour Christian Spanish-language television network, and Totally Gospel Urban Radio, featuring African American gospel music and ministry programming, are the newest additions to the Sky Angel Christian satellite television and radio service's family of networks. In other news, Dominion Video Satellite, Inc., owner and operator of Sky Angel, has officially taken ownership of 23 acres in Collier County, FL, where it plans to construct its permanent uplink facility and international headquarters office. Construction of Phase I, which will comprise the company's 47,000-square-foot technical center and transmission and receiving satellite dish antennas, is scheduled to commence the first half of 2004. Phase II will consist of two 15,000-square-foot studios, a 20,000-square-foot reception facility and 125,000 square feet of administrative offices. Phase III will comprise a 50,000-square-foot international programmer lodging facility and a 30,000-square-foot convention center. (Nancy Christopher, nancy.christopher@skyangel.com)

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PEOPLE

Atlanta, GA – *PDA Advisor* reports the following staff moves: The FISH KAIM-FM/Honolulu, HI, promoted AM co-host Kim Harper to MD; Michael Shishido remains as PD. Spirit FM WBVM-FM/Tampa-St. Petersburg, FL, welcomed Wendy Templeton as mid-day host and Britta Hammond as promotions director. The FISH WFZH-FM/Milwaukee, WI, morning co-host Colleen Colloton left the station at the end of August. Salem/Cincinnati OM C.C. Matthews moved to OM for Salem/Louisville. (*PDA Advisor*, 08/07/03)

Humble, TX – In July, KSBJ-FM GM Tim McDermott spoke at two major events in Australia. Association of Christian Broadcasters President Phillip Randall asked McDermott to be the keynote speaker at its annual conference in Sydney, which attracted 45 broadcasting leaders. Hillsong Church's Mark Zschech invited McDermott to be a guest lecturer for the media track of the Hillsong Worship Conference, which drew approximately 22,000 people. (Sheila Thornton, 281-446-5725)

Mobile, AL – Michael Coleman, president/founder of Integrity Media, was recently honored at the 2nd Annual Retailers Choice Awards in Orlando, FL. Coleman, who launched Integrity in the mid-'80s, received a VIP Award in recognition of his long-time commitment to creating products of excellence for Christian retailers. (Shannon Walker, shannonw@integinc.com)

Zarephath, NJ – Veteran radio personality Johnny Stone joined Star 99.1 FM, WAWZ/New York, NY, as its morning drive show host. Stone also serves as PD. (Scott Taylor, Scott@star991fm.com)



Johnny Stone

Nashville, TN – Lori Cline was promoted to director of national promotions for the Word Label Group. Cline, formerly manager of the department, leads the day-to-day operation of the radio team. (Anita Crawford, Anita.Crawford@WBR.com)

Nashville, TN – Angie Alsop recently joined the W Publishing Group as marketing director. Alsop most recently served as director of corporate support for Nashville Public Television (NPT), where she was responsible for creating a corporate sponsorship department and developing marketing strategy and materials. Prior to NPT, she was public relations manager for Easter Seals of Tennessee. (Shanon Underwood, sunderwood@thomasnelson.com)

Nashville, TN – Provident promoted 13-year industry veteran Jimmy Wheeler from senior director of national Christian sales for Zomba to VP of mainstream sales and marketing for Provident Music Group. Wheeler continues to manage all aspects of Provident's Christian music sales to the mainstream market, including Best Buy, Wal-Mart, K-Mart, Borders, Target and Circuit City. In other Provident news, Provident Label Group named Andrew Patton VP of national promotions. Patton formerly directed national promotions for Word Records. Also, Cindy Hamilton, former coordinator of national Christian and gospel sales for Zomba, was named coordinator of mainstream sales and marketing for Provident Music Distribution. Hamilton continues to serve as the liaison between BMG and the Christian sales department. (Jackie Marushka-Smith, jmarushka@providentmusicgroup.com)



Andrew Patton

Nashville, TN – With more than 20 years' experience in the Christian music industry, Lucy Diaz Kurz re-opened the Lucy Diaz Kurz Consulting firm. Kurz was instrumental in the growth and development of many of Christian and gospel music's leading artists, including Steven Curtis Chapman, Kirk Franklin, BeBe & CeCe Winans and Don Moen. (lucykurz@msn.com)



Lucy Diaz Kurz

Ventura, CA – Linda Reedy was hired as development manager for Gospel Light Worldwide. (Linda Reedy, lindareedy@gospellightworldwide.org)

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TRADE TALK



INTERNATIONAL NEWS

UNITED KINGDOM – The Evangelical Alliance UK is disappointed that the new Communications Bill has not completely removed all the restrictions on religious organizations owning any broadcast license. Under the new legislation, religious organizations are still prohibited from owning Channel 3, Channel 5 and the three national AM/FM radio stations. Similar restrictions also apply to their associated data services (e.g. teletext services) and to multiplexes (digital radio and TV networks). However, religious bodies will be able to own the program companies whose services are carried on the multiplexes. The Alliance believes that, despite the presence of restrictions, the bill should open the way for Christian broadcasters to take advantage of the many new licensing opportunities, especially in digital terrestrial radio and TV broadcasting. J. Peter Wilson, the Alliance's broadcasting consultant, says the bill does have much to commend it: possibly the first major step to the complete removal of restrictions on religious license ownership, the specific requirements for religious broadcasting – including worship – on public service broadcasting channels (BBC, ITV, Channel 4 and Channel 5), the early lifting of the existing digital radio license restrictions on religious broadcasters in September, the public interest plurality test, and the change of some of the "local-ness" requirements on local radio. Wilson and the Alliance, with other Christian organizations, have worked closely with government and Parliament to try to increase the opportunities for religious organizations wishing to be involved in broadcasting. (Jenny Craig, jcraig@eauk.org)

London, ENGLAND – Radio London returns to the airwaves as family radio, and is offering religious organizations the opportunity to broadcast their programs to its ever-growing audience. CEO Steve Marshall states that London and the South East of England total more than 22 million people, many of them churchgoers. Radio London covers most of Britain and Europe, a potential audience of more than 60 million people. (Steve Marshall, radiolondon@hotmail.com)

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INTERNET

Chesterfield, VA – Salem Web Network launched an all-new Christian eCard Web site at www.Crosscards.com. The site features greeting card originals, customizable cards and the ability to schedule deliveries to an e-mail address. (804-768-9404)



Nashville, TN – notfortheweak.com officially launched its online teen community (www.notfortheweak.com) with a live chat with recording group downhere. The site helps teens to promote honesty with themselves, each other and God, and provides visitors a relevant approach to the 21st Century through articles, music, streaming video, message boards, live chat and Q&A with trained youth leaders. (BuzzWORD, 08/01/03)



Toledo, OH – WYSZ-FM is focusing its Internet broadcast to service the tri-state region of Ohio, Michigan and Indiana with a strong emphasis on the Detroit market. WYSZ-FM has already begun promoting the CHR/Rock Webcasts, developing relationships with youth groups and centers, and co-sponsoring concerts in the Detroit metro area. (PDA Advisor, 08/07/03)

CLASSIFIEDS

ACCOUNT EXECUTIVE. Star 99.1 FM, NY & NJ's new Contemporary Christian Radio Station, seeks qualified sales representative to handle ad sales/underwriting/sponsorships. Media sales experience required; mid-size or large market radio experience preferred. Letter & resume to jobs@star991fm.com (subject: AE position). EEO Employer.

AIRWAVE ANNIVERSARIES

Warwick, RI – NRB Chairman/CEO Glenn Plummer and his wife, Karin, joined WARV-AM listeners on a three-hour cruise of Narragansett Bay to celebrate the station's 25th anniversary. The special evening featured testimonies, singing, games and prize giveaways. WARV also will be featuring a Bible conference with Alistair Begg, Jimmy DeYoung and John DeBrine on October 24-25 as part of its anniversary celebration. The station is owned by Blount Communications. (Bill Blount, 401-737-0700)



Glenn and Karin Plummer (L) join Debbie and Bill Blount on a cruise celebrating WARV's 25th anniversary.



(L-R) Morning show co-host Kim Bindel; Witter; Point of Graces's Denise Jones, event emcee; and morning show co-host Doug Griffin.

Franklin, TN – Curb recording artist Jim Witter was a featured performer at the combined celebration for both 93.7/94.1 "The One" FM's one-year birthday and the Franklin, TN, LifeWay Christian Store's five-year anniversary. (615-261-1818)

Are You Talking To Yourself?

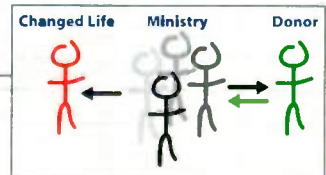
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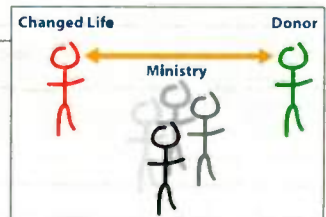
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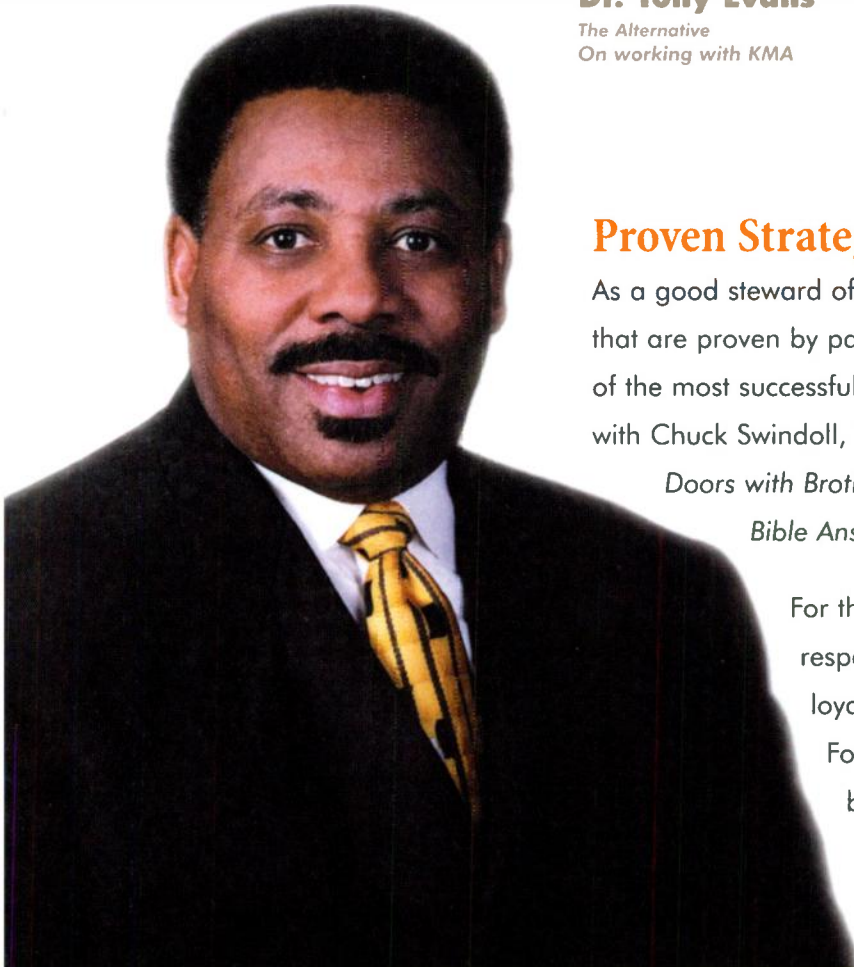
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TRADE TALK



MUSIC

Nashville, TN – U.S. Army Capt. Joshua Byers, 29, brother of Milam and Jared Byers of the Christian rock band Bleach, was killed in action in Iraq on July 23. Byers of Fox Troop, 2nd Battalion, 3rd Armored Cavalry Regiment, was formally decorated for his military excellence and known among those closest to him for his deep commitment to faith, family and country. Milam wrote a song inspired by his brother that will be featured on Bleach's next album. Joshua is survived by his wife, parents and brothers. (*ZEEBO E-zine*, 08/04/03)

Estes Park, CO – The 29th Annual Seminar in the Rockies wrapped on August 1 by honoring Amy Grant and Michael W. Smith as the first recipients of the Gospel Music Association's newly created Seminar in the Rockies Summit Award. The award recognizes "individuals, groups or organizations in the Christian music industry that have demonstrated remarkable achievement over time, and have a meaningful connection with Seminar in the Rockies." GMA President John Styll presented the award. (*PDAdvisor*, 08/07/03)

Newport, NC – Decyfer, an independent, Christian, modern/hard-rock band that hails from the Crystal Coast of North Carolina, opened a leg of ShoutFest 03 in September. Headliners included Skillet, Tait and Tree63. Decyfer's members are Brandon Mills, Josh Oliver, Chris Clonts and Caleb Oliver. (info@decyfer.org)



Nashville, TN – On August 10, six-time Stellar Award nominee and Gospo Centric recording artist Byron Cage appeared on BET's gospel music video show, *Lift Every Voice*. Label mate Dorinda Clark-Cole, a member of The Clark Sisters gospel group and this year's Stellar Award-winning Female Vocalist of the Year, also recently appeared on the program. (Lynn McCain, lynn@mccainpr.com)

Nashville, TN – Sparrow Records groups Newsboys and Jump5 will be featured on Disney's upcoming *Extreme Skate Adventure* video game. Newsboys "Live In Stereo" and Jump5's "Spinnin' Around" will be featured alongside other names such as Lil' Romeo and Grits. (*ZEEBO E-zine*, 08/04/03)

Nashville, TN – On September 30, Andy Griffith released *The Christmas Guest*, produced by country music icon Marty Stuart. A companion gift book of the same title will be released in October by J. Countryman Publishing. (*ZEEBO E-zine*, 08/04/03)



Nashville, TN – Essential Records group FFH announced its major-market fall tour that launches on September 11 in support

of its fourth album, *Ready To Fly*. The 46-city, 27-state tour features Fervent Records' best-selling band Big Daddy Weave and special guest Warren Barfield, Creative Trust Workshop artist. (Rick Hoganson, Hoganson@Comcast.net)

Nashville, TN – On August 2, Wrinkle Free Records rock band Re:Zound was the headline performer at the 2003 Joyful Noise Music Festival in Marinette, WI. While in Wisconsin, the band also led worship at Faith Christian Family Church in Marinette and Integrity Christian Center in Appleton. (Lynn McCain, lynn@mccainpr.com)



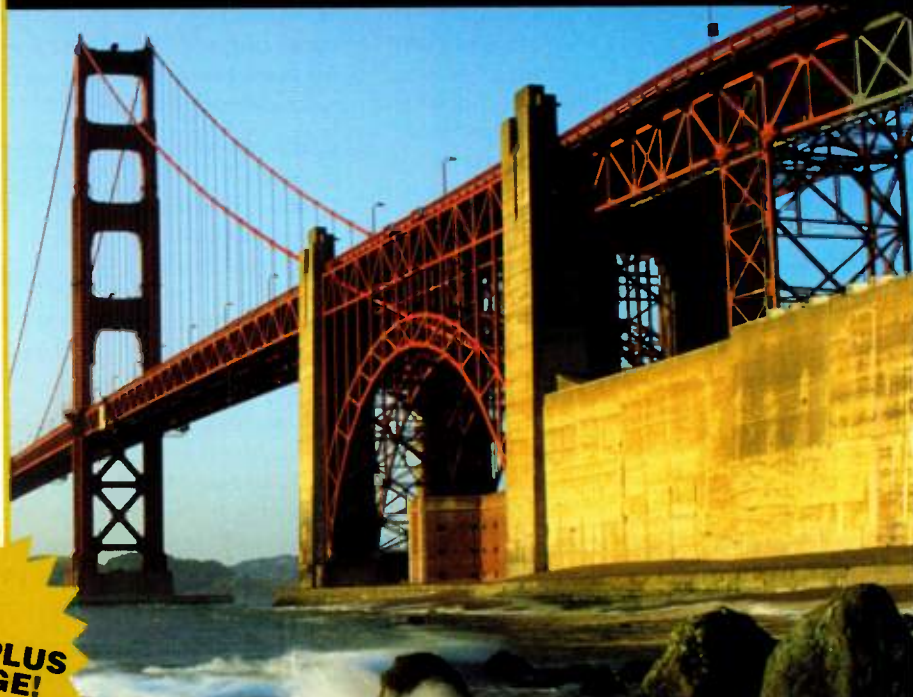
David Crowder with his Crowdster Acoustic.

Nashville, TN – Premiere guitar maker Tom Anderson, of Los Angeles-based Anderson Guitars, named his latest guitar in honor of David Crowder of the David Crowder Band, calling it the Crowdster Acoustic.

Anderson, a fan of the artist, presented Crowder with the prototype of the Crowdster Acoustic prior to a Los Angeles concert. (Rick Hoganson, Hoganson@Comcast.net)

Nashville, TN – Having recently played the Woodsong Festival, indie artist Katy Bowser has been touring on the Girl Tour with Sandra McCracken and Lori Chaffer of Waterdeep. (bcgraves@att.net)

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AIRWAVE NEWS RADIO



KMBI-FM DJ Derek Cullip in the dunk tank.

Spokane, WA – The KMBI-FM staff recently hosted live remotes at area Christian thrift stores encouraging listeners to drop off donations. The remotes featured

interviews on the ministry outreach of each store and a "Dunk the DJ" dunk tank. (Rich Monteith, Richard.Monteith@moody.edu)

W. Palm Beach, FL – For its "Back-to-School Backpack Blitz," WAY-FM partnered with a local community mental health center to collect 350 backpacks filled with basic school supplies for local inner city students. The station encouraged listeners to donate backpacks filled with paper, pencils, erasers, notebooks, etc. (PDAdvisor, 08/07/03)

Riverside, CA – On July 25, KSGN-FM celebrated "Christmas in July" with Mission of Mercy by raising nearly \$20,000 to feed hungry people in Calcutta, India, for one week. (PDAdvisor, 08/07/03)

Camdenton, MO – On August 19, approximately 1500 teens attended KCVO-FM's "Ultimate Storm Invasion," a teen outreach festival featuring Souljahz, Riley Armstrong and comedian Bob Smiley. (PDAdvisor, 08/07/03)

Grand Rapids, MI – WJQK-FM raised \$50,110 in 12 hours for Cross International to provide school lunches for 911 children in Haiti. (PDAdvisor, 08/07/03)

Sarasota, FL – On August 11, WJIS-FM Network launched its new morning show, *Bill & Friends*, hosted by Bill Martin, Laura Chase and Dan Brodie. (Andrea Kleid, andrea@thejoyfm.com)



Baton Rouge, LA – WQCK-FM teamed with Wal-Mart to give away five "Back-to-School Survival Kits" consisting of new book bags for students, a Bible devotional book, a gold cross necklace, a pen and pencil set, and CDs. One grand-prize winner also received snacks/lunch items every day for the entire school year. (PDAdvisor, 08/07/03)

Orlando, FL – WPOZ-FM partnered with Samaritan's Purse to collect more than 3500 shoeboxes for children in Zimbabwe for the Operation Christmas Child project. The shoeboxes were filled with toys, clothes and hygiene items. (Theresa Ross, Ross@zradio.org)



Gray, TN – Mark Schultz had WCQR-FM PD Jason Sharp holding on for dear life before a recent Schultz/Big Daddy Weave sold-out show in Johnson City, TN. The two drove around the concert venue in a golf cart before the show, surprising attendees with impromptu meet-and-greets. (wbrc.publicity@wbr.com)

Los Angeles, CA – FISH FEST, sponsored by 95.9 The Fish and KKLA-FM, served up a day of music and family fun on July 27 at the Verizon Wireless Amphitheater in Irvine. More than 11,000 listeners enjoyed a wide variety of top Christian artists, including Third Day, Jaci Velasquez, TobyMac, Jeremy Camp, Five Iron Frenzy and the OC Supertones. A festival area featured sponsor booths and family friendly attractions such as a bounce house, a petting zoo and a skateboard demo park. (Mary Anderson-Harris, 818-729-9291)



New Orleans, LA – WBSN-FM recently held its first LifeSongs Music Video Awards for an annual "make your own music video" contest. More than 300 listeners visited a local coffee shop to watch music videos of their favorite Christian songs performed by listeners. Prizes included "The Golden SPF (Summer of Prizes and Fun) Award" – a bottle of sunscreen painted gold; a WBSN tote bag filled with DVDs, CDs and concert tickets; a pizza and laser tag party; and a karaoke machine. (PDAdvisor, 08/07/03)

Springfield, OH – WULM-FM's Radiothon 2003, held in July, raised more than \$36,000 for Urban Light Ministries (ULM). ULM programs serve children, families, the hurting and the hungry. Radiothon 2003 was the official kick-off to Campaign Brighter Light, a three-year drive to finance ULM's continued operation, development and advancement. (Eli Williams, ewilliams@urbanlight.org)

Lubbock, TX – KOFR-FM kicked off "Shoes for Orphan Souls" in August with a 12-hour radiothon, with listeners donating 300 pairs of new children's shoes on the way to the station's month-end goal of 2000. Shoes will be sent via a foster care agency to needy children in locations such as Russia, Romania and Guatemala. KOFR partnered with a local Chick-fil-A to distribute prizes in the station's parking lot during the radiothon. (PDAdvisor, 08/07/03)

Chapter News

Chicago, IL – The Southwest National Religious Broadcasters (SWNRB) convention attracted 265 attendees in Dallas, TX, July 24-26.



Charles Pack, SWNRB Pioneer Award Recipient

SWNRB presented its Pioneer Award to Charles Pack, founder of Thy Kingdom Come, Inc., and featured speaker on the TV program, *Prophecy Watch*. Convention highlights included a job fair in conjunction with InterCristo, an LPFM legal seminar, an introductory meeting for Women in Christian Media and workshops, some in Spanish and translated into English. Special guests: musicians Chonda Pierce, Dennis Agajanian and Rebecca St. James; and speakers NRB President Frank Wright, Andres Panasiuk, K.P. Yohannan, Stephen Arterburn and Henry Blackaby. (www.swnrb.com)

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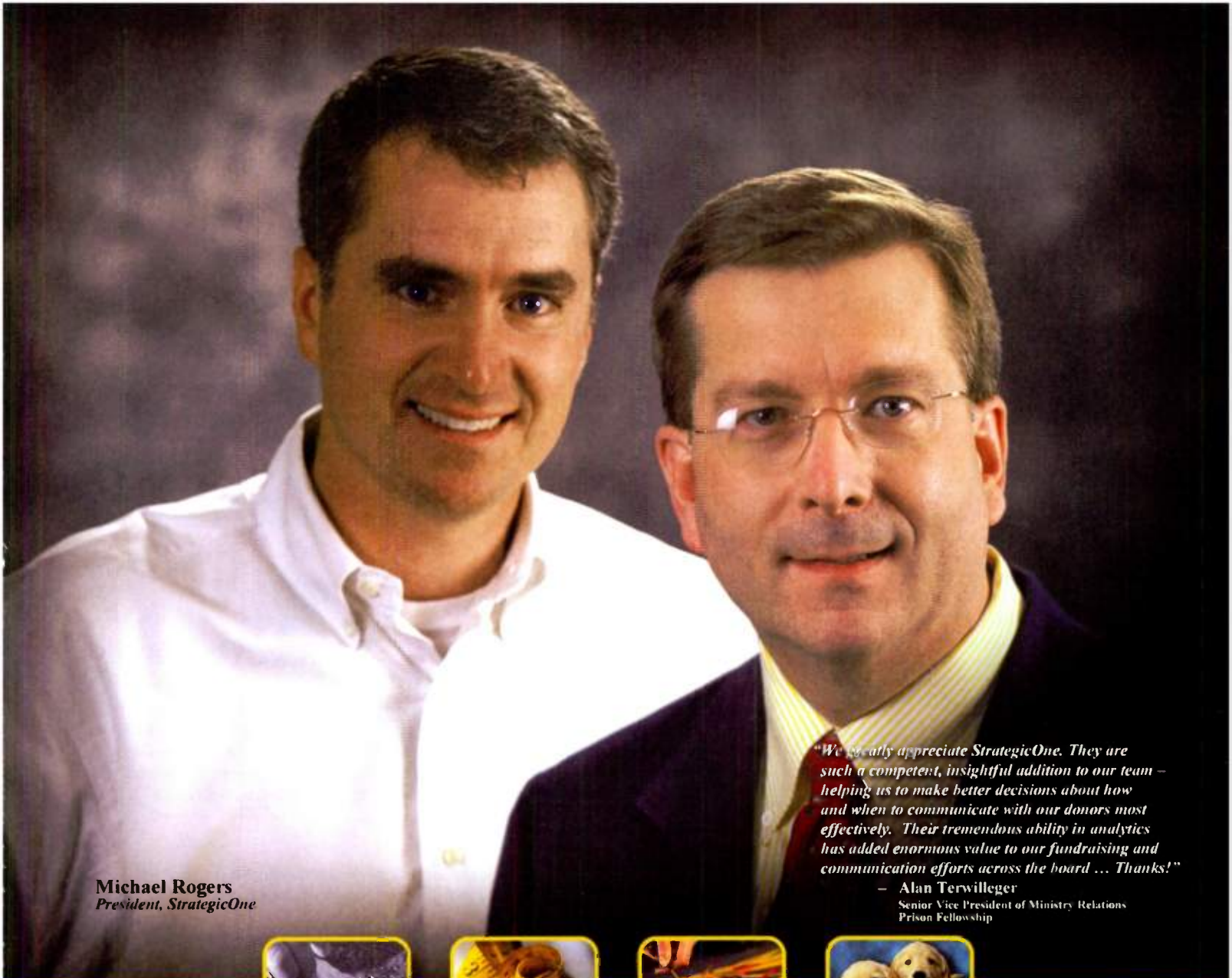
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TRADE TALK

What's New in Membership!

BY ANNE TOWER, NRB VP OF MEMBERSHIP



Leadership Institute

The Leadership Institute and NRB are partnering for media education and training. The first class exclusive to NRB members is "Effective Television Techniques," held on October 24. Learn how to look and perform your best when making on-screen appearances. Tom Crowe, coordinator of media training says, "This course will help you convey your message as effectively as possible. It will help the audience receive your message and eliminate non-verbal distractions." This hands-on, one-day class is limited to six. To sign up or for further details, call me at 703-330-7000 ext. 511.

The Heritage Foundation

NRB has a new exciting partnership with The Heritage Foundation in Washington, D.C. One of Heritage's primary goals is to promote public policies friendly to faith and family. NRB's members-only e-newsletter, *Inside NRB*, provides frequent updates on current, well documented and researched studies just released by Heritage. These studies promise to be of significant benefit to religious broadcasters in planning and producing programs. The Heritage Foundation and NRB soon will announce other partnerships beneficial to NRB members, including an unveiling of Heritage's state-of-the-art media center. As an added benefit, Heritage experts will be available at upcoming NRB conventions to discuss current policy issues of the day and to take questions from Christian communicators.



La NRB Informa

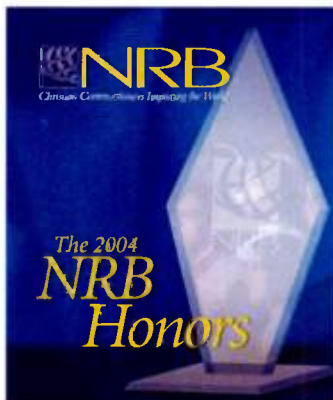
Do you have a ministry or broadcast to the Spanish-speaking population? If yes, don't miss out on NRB's new monthly e-newsletter, *La NRB Informa*. This Spanish-language publication covers current news and stories important to Hispanic ministries and broadcasters. E-mail the membership office (bpowers@nrb.org) for your free copy and put *La NRB Informa* in the subject line.

Member-Get-a-Member Campaign

This special promotion offers gifts to all members who get a new member to join NRB. The member who refers the greatest number of new members receives a free registration to any Leadership Institute class in Arlington, VA, plus \$300 toward the transportation fees and overnight lodging, if needed. Check your mail or use the link in *Inside NRB* for your personal invitation and start-up materials.

NRB Honors

The NRB awards program, now known as NRB Honors, is updated to reflect changes in the industry. NRB President Frank Wright states, "The NRB awards program has never been about promotion, but about honoring excellence and commitment to the highest ideals of religious media. We've felt for some time that we needed to rethink the awards, and we're excited about the changes this year." Wright and NRB Chairman Glenn Plummer tapped veteran producer and NRB Board Member Phil Cooke to spearhead the changes. Cooke comments, "In order to gain more respect and credibility within the media business, we needed to update the awards program to reflect industry changes in formats, programming, content and new media. NRB



is growing and expanding every year, and it's important that we honor the projects and producers who are doing excellent work and are raising the bar for all of us." Look for your new awards ballot to be mailed out soon.

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Inspiring Member: Renee Cobb

Woven Into Such a Time as This

She held my hands tightly. My rings cut into my fingers but the real pain was watching the tears of desperation flow down a face deeply lined by her hard life. Through an interpreter the Romanian woman told me that her drunken husband would beat her that evening, because she had come to hear me speak. In spite of the beatings, she returned every night to hear how she had become incomprehensible worth, how she had been placed in this time and space for a reason and a purpose. She came for the hope and help that could only come from a Source outside her world.

This was the first of many events that led me to begin an organization to help women fulfill all that Jesus had made clear they could and should do. I had trained executives in presentation skills for years. I had given humorous keynote addresses at conferences to audiences as large as 17,000 in 43 states and 10 countries. But when I wrote a book on self-esteem, churches began calling me to conduct women's retreats.

There was the day a missionary told me of Loren Cunningham's book, *Why Not Women?* I read it, transfixed by the validation and articulation of what I had known and held close to my heart all my life about the importance of women to God.

Then there was the brilliant man, gifted in fundraising, who challenged me to do something more with the information I had been giving in workshops. Everywhere I turned I heard that I needed to do something for women.

The awareness of women's needs began to rise: horrifying stories of infanticide against girls in India; genital mutilation of girls in Africa; savage rapes and honor killings of women in the Middle East. These unfathomable atrocities had been inflicted upon women since the beginning of time. With each of these enlightenments came a restlessness that something should be done and I needed to help.

The more I submitted my concern to prayer, the greater my awareness that this was not about men and women, but rather a battle of good and evil. From what God had chosen at the beginning of time for women, and Jesus reinforced while on



Romanian women respond to Renee's message on joy and laughter.

earth, it was obvious that this was a spiritual war. The thought of my involvement in something so huge, so potentially controversial and so important was overwhelming and frankly terrifying.

The more overwhelmed I got, the clearer the focus became as I prayed. I didn't have to do everything. All I was expected to do was what I knew — communicating hope through the diverse workshops and presentations I had always done.

But from where would the projects come? How would I know the what, where, when and who of needs? How could I get a competent, well-qualified board with everyone's time being stretched in so many directions? Then there was the problem of money. I hated fund raising! Again, the thought that prevailed was, "Do what you know." So my prayer changed from "What do you want me to do?" to "Show me how to do it."

An amazing board emerged through a series of events that stunned me. They chose the name WOVEN — Women Of Value in Every Nation — and a mission statement: "Empowering women of the world to fulfill their divine destiny."

The first project was to help Kazakhstan businesses (almost all women-owned) to establish a women's business resource center. WOVEN provided training and assisted them in building mentoring relationships with American businesswomen. A return trip will additionally provide parenting, self-esteem and success skills where faith can be easily introduced.

Then came opportunities to work with Gypsy women in Slovakia, to help establish and train an infrastructure of small group leaders in preparation for follow-up of huge conferences on self-worth in Taiwan, and to train girls who were taken from the sewers into a Romanian orphanage. Next there was the invitation to speak to a conference of 3,000 international women leaders, and the opportunities continue to come.

I didn't go looking for this mission, but I am humbled and honored to serve for such a time as this.

To learn more about Renee Cobb, go to www.speakersandtraining.com. For more information about WOVEN, visit www.wovenonline.org.

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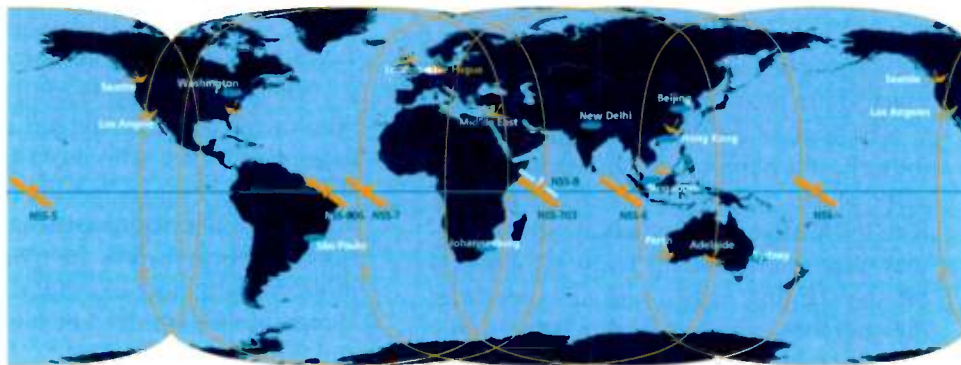
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Please contact atompkins@newskies.com for further information and to schedule a meeting at the February 2004 NRB Convention.



Christian TV: Another

Using programming trends to reach new audiences through

"We are engaged in a great civil war."

President Abraham Lincoln's words, spoken during the Civil War, aptly describe the state of our nation today. Soldiers on battlefields, of course, are not fighting the modern "civil war" in America. Rather, this war is an ideological clash between the values of post-modern culture and the biblical worldview. Followers of the Lord Jesus Christ and the truth of His Holy Word find themselves in perpetual conflict with those who deny this truth and instead live for "the ways of this world" and "the cravings of [their] sinful nature" (Ephesians 2:2-3). Nowhere is this battle more evident than in television programming.

For those in the Christian broadcasting industry, it is important to understand the scope of this ongoing and often ignored conflict. If Christian broadcasters are to succeed, they must understand the territory for which they are fighting. Armed with this knowledge, they can then engage in battle with wisdom, skill and creativity as they contend for an eternally precious prize — the souls of viewers around the world.

This article will lay a foundation of knowledge from which Christian broadcasters can proceed with a better understanding of the ideological war that rages throughout the industry. Programming trends in both mainstream and Christian television will be examined, as well as the basic philosophies of Christian television. Finally, the article will delve into the future of Christian television and what Christian broadcasters must do to survive and succeed.

Mainstream Television: Mire in the Making

As evidenced by even a glance at the weekly TV listings, the content of mainstream television programming is rapidly deteriorating. Sadistic reality shows, graphic dramas and immorality-ridden situation comedies have taken American television to an all-time low with their limitless violence, profanity, nudity, sex and overt references to sexual acts, which even *TV Guide* recently noted. Family-friendly programming — programming that portrays and fosters the biblically modeled family unit — is becoming harder to find.

Peter Engel, producer of the award-winning sitcom *Saved By The Bell* and dean of the Regent University School of Communication and the Arts, is quick to offer his perspective on modern television's penchant for perversion. "All the networks are trying to create programming more like HBO," Engel said. "Programming needs to be less cutting edge and more family-oriented."

To get an idea of the degree that mainstream television has moved from family-friendly to cutting edge, consider the following programs:

- *Temptation Island* — Unmarried couples travel to an exotic island, where they test their relationships and face temptation by being separated from their partners and meeting eligible singles.
- *Boy Meets Boy* — A homosexual man hopes to find a compatible mate among a group of 15 male contestants.

Civil War?

Christian television.

BY MARK DREISTADT

- *Queer Eye for the Straight Guy* — Five homosexual men take one culturally inept straight man and give him a complete makeover.

Clearly, mainstream television has changed significantly in the past 30 years. Content that once was taboo and then quietly winked at is now the driving force behind mainstream programming. Engel believes three key factors have helped to usher in the current mainstream programming trends.

"First, they introduced people meters," Engel says, "and everything became demographic driven, instead of household driven [circa 1987]. That changed the focus of program producers tremendously. Everything had to hit the 18-49 audience. No one under 18 mattered; no one over 49 mattered. It actually marginalized and fractionalized the audience," Engel said. "The second and third things that changed television were the VCR and cable TV. This fragmented the audience even more."

With an eye on specifically targeted markets, television executives began to look for programming that would improve their ratings in a desired demographic. Executives quickly learned that pushing the envelope of decency and morality attracted larger audiences in the 18-49 bracket. In turn, advertisers began to buy programming based on the size of the audience rather than the content of the show. The tide of mainstream television had turned, and today's programming reflects how far the envelope has been pushed for the sake of ratings and advertising dollars.

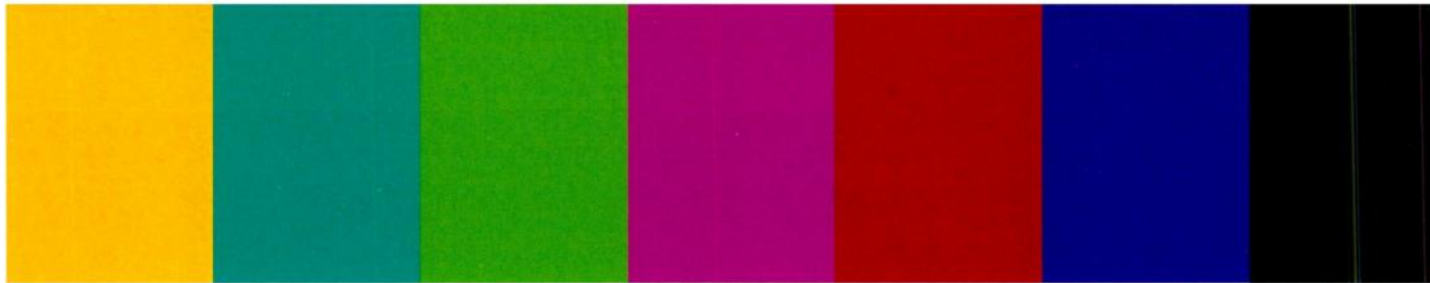
Christian Television: The Standard for Stagnation

While it is difficult to use broad brush strokes in characterizing even one facet of the television industry, it is not going too far to say that Christian television has remained virtually the same since its inception more than 30 years ago. Although production quality has improved, very little innovation has come in the actual format of the programs produced. Worship services, teaching programs, talk shows and music shows remain the staple of Christian television. Even Christian television programming executives recognize the lack of creativity and innovation in their industry.

"Christian television programming is somewhat stagnant," states Ed Griffis, PD of WTGL-TV52 in Orlando, FL. "A lot of the same genres are being presented. Christian television offers very little in terms of drama, comedy or episodic entertainment."

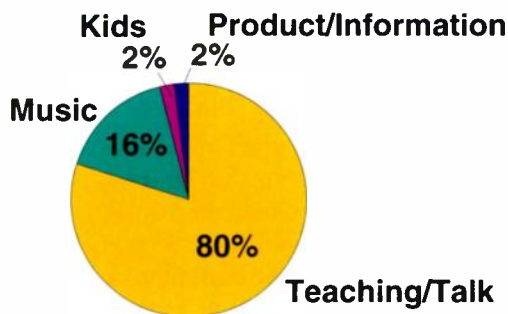
Greg Bogdan, marketing director of the Total Living Network (TLN), agrees: "There has been no significant change in the overall programming approach in Christian television, although there is talk of changes that need to happen."

Recognizing such stagnation in Christian television, though, does not mean that Christian television executives are necessarily able or willing to change methods of programming. Two primary reasons exist for the lack of change in Christian programming: differing programming philosophies and a restrictive funding model.

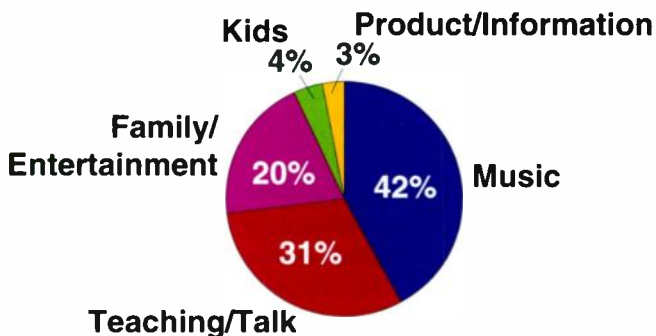


Two Sides of the Same Coin

Christian television stations typically operate with one of two distinct programming philosophies: Christian programming only, or a mix of Christian and family entertainment programming. While an increased number of stations are incorporating family entertainment programming into their schedules, the contrast between the two philosophies is still profound. Consider two graphs that delineate how stations in each philosophical camp utilize airtime:



Stations Airing Only Christian Programming



Stations Airing Christian and Family Entertainment Programming

Stations committed to strictly Christian programming are by no means opposed to family entertainment. However, these stations usually will only consider airing family entertainment programming if it has a distinct Christian or evangelical basis.

Conversely, a growing trend in Christian television is for stations to incorporate into their schedules family entertainment programming that contains biblical values but would not be viewed as distinctively Christian. These shows are typically drawn from the reserves of mainstream syndicated programming and are used to build a strong family-values audience.

“Edifying programming can be entertaining. Entertainment and edification are not mutually exclusive,” states Terry Thrums, PD of the TCT Network. “We are looking for high-quality, visually compelling programming that will cause a channel surfer to stop while passing by.”

TLN’s Bogdan is also a proponent of this type of programming. “I’d like to see more entertainment programming with strong biblical core values, although not necessarily preaching/teaching programming. We need prime-time programming that can attract a stronger audience, which will in turn attract more revenue, which then could be used to produce better programming.”

“We Can’t Afford to Do What We Want to Do”

The second reason that Christian television programming isn’t changing, despite the earnest desires of many programming executives, is linked to the funding model used by most Christian television stations.

While mainstream television is able to rely on advertising dollars for revenue, Christian television has always had difficulty generating advertising dollars because typical Christian programming does not generate a large audience, nor is its overt religious content something advertisers want to sponsor. Without advertising dollars to rely on, the majority of Christian television programming has survived by another funding model. Years ago, Oral Roberts had the opportunity to be on national television, but he did not want his program to be subject to the will and whims of out-

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Freda V. Crews, D. Min., Ph.D., is an author, speaker, Licensed Professional Counselor and Certified Clinical Mental Health Counselor. Each week, Dr. Crews interviews well-known authors, counselors, clinicians, spiritual leaders, physicians and educators on a wide range of topics, including mental health issues and disorders, marriage and family, spiritual formation and direction, wellness, aging, cutting-edge spiritual and social issues, and others.

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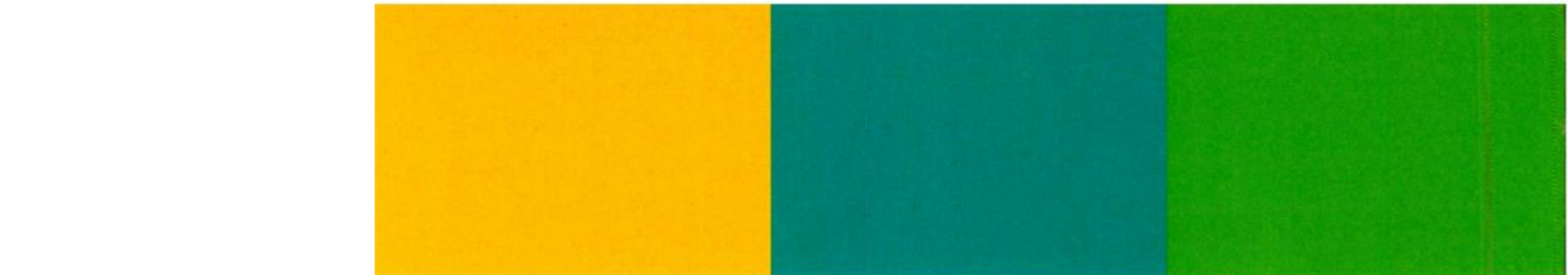
"Mental and spiritual health are intricately related. No one does a better job of uniting the two in interesting and practical ways than Dr. Crews." – **Dr. Gary Chapman, Author of more than 18 books including *The Five Love Languages*, Senior Associate Pastor, Counselor, Host of *A Growing Marriage***

"Time for Hope, deals with relevant issues that daily confront us. Her guests are top quality and highly respected in their field." **David Skeba—VP of Programming, Cornerstone Television**

"INSP is excited to have Dr. Freda Crews and her ministry, *Time for Hope*, on this network. Her program speaks to people where they live and provides Biblical direction for practical problems, issues and concerns." **Larry Sims—Vice President, Network Sales, The Inspiration Networks**

"It is always a joy to work with Freda Crews. Her insightful questions put the guest at ease and insures that her viewing audience gets the most from the interview." **Dr. Ken Hemphill—President, Southwestern Baptist Theological Seminary**

"After serving as a co-host of Time for Hope for nearly three years, I always count it a pleasure to return as a guest." **Dr. Tim Clinton—President, The American Association of Christian Counselors**



side sponsors. So, Roberts raised the money and bought the time for himself, thus creating a new funding model known as paid programming.

Today, most Christian programming is paid for by the sponsoring ministry. Thus, the producers of the programming are under a great deal of pressure to create a program that will generate enough financial response to underwrite the ongoing costs of production and airtime. At the same time, the station is dependent upon its donors, as well as airtime fees, to underwrite its broadcast operation.

With such an emphasis on donor support for both the station and the programmer, stations find themselves financially unable to take the risks required to produce the type of programming that could attract larger audiences and change the face of Christian television. So in Christian television, then, the bottom line on change is indeed the bottom line.

"There is no one at the table who can write the check," Engel says. "All we need is someone to write the check. There are many talented people at the table, but no one to write the check."

Bogdan concurs. "Change in Christian television programming is restricted by a lack of revenue."

Therefore, until Christian television finds a way to underwrite creative program development, it will be severely limited in its ability to gain mainstream viewers and reach a larger audience. That means Christian television today must somehow position itself as a viable competitor for viewers who currently flock to watch questionable mainstream television.

"Christian television needs to compete in the marketplace. It needs the right financing and the right management. And it can succeed," Engel asserts. "While there is a place for religious programming, as Christians, we must think wider than that. Christian television is very 'thin.'"

Because of its tendency toward narrowly focused programming, Christian television often fails to engage the hearts and minds of mainstream viewers, which also means that it is losing its effectiveness in evangelism. Because the paid-programming funding model does not lend itself to new methods of bringing in revenue, change in Christian television, therefore, must take place through a revamped programming philosophy.

The First Steps Toward Change

The ultimate solution to changing Christian television rests upon the creation of programming that will engage viewers in a relevant way. Accomplishing this will in turn draw larger audiences and advertisers willing to spend money on Christian programming, which, of course, means that more high-quality programming can be created, and, thus, a new cycle of successful Christian television will be initiated. The transition to such a programming model has already begun at those stations that have realized that family entertainment programming is a vital key to changing the future of Christian television.

Not surprisingly, Nielsen ratings show that Christian television is viewed by a much smaller audience than mainstream television, although certain programs occasionally provide a strong audience response. It is in this area of measuring audience response that Christian television can learn much from the mainstream television industry.

By measuring audience size and response, a television station can take the first steps in creating a schedule that will generate a larger audience. As the audience grows in size, revenues have the potential to increase and so do the chances for the creation of innovative programming, which will ultimately mean a greater opportunity to accomplish Kingdom work.

For many years now, mainstream television has recognized the value of understanding its audience. Christian television is starting to take note of this realm, as an increasing number of stations have chosen to utilize the services of professional programming consultants who can help maximize their audience. By using an appropriate consulting agency, station operators can reduce staff size, gain access to audience information for programming purposes and maximize their revenue from programming.

Many Christian television stations already have seen substantial increases in audience diversity, size and response by making simple but strategic changes to their programming schedules. Even a simple change such as adding a family programming block to a station's schedule has resulted in the station's ability to expand the overall reach and impact of its ministry.

For many Christian stations, family entertainment programs such as *Little House On The Prairie*, *Andy Griffith* and *Family Matters* have become the answer to providing audience-attracting programming. Stations are discovering that family programming draws a larger mainstream audience. To supplement this programming with a Christian message, many stations dedicate a portion of commercial time during each show to evangelism or pre-evangelism spots.

"The Family Channel was a great answer to Christian programming," replies Engel when asked about the importance of family entertainment in Christian television. "I felt they were really doing it. ... Are there people who are touched and brought to the Lord by traditional Christian television? Yes. Is there something that Christian television isn't doing? Yes. We need Christian television to succeed — and it can. If ever there was a time we need a family channel, it is now — and we don't have it."

Clear Objectives for Future Survival and Success

Considering the current trends in mainstream and Christian television, as well as the philosophies driving programming and funding for Christian television, two main objectives present themselves for Christians working in television.

The first objective is to make Christian television more entertaining. Television is primarily an entertainment and information medium. People watch television to be entertained. While there is a segment of the population who will watch traditional Christian television for their own personal growth, the majority of America will surf past Christian stations unless they are enticed by quality entertainment programming. Inarguably, this type of programming must contain values that are consistent with a message of hope and redemption. But rather than always having an overt Christian message, the Holy Spirit must be allowed to do His work in the hearts of the viewers. While there always will be a place for distinctive Christian programming, we must realize the Holy Spirit is able to work in the hearts of individuals who receive a seed of the Gospel

through a wholesome entertainment program.

Based on an informal survey of Christian television programming executives, the types of new programs they would most like to see are women's programming, health and nutrition programming, and family entertainment programming.

The second objective is to make mainstream television more Christian. In discussing this concept, Engel states, "My job is to turn out people from Regent University that are irresistible to the industry." The reasoning behind this objective is straightforward: By sending highly qualified people into the mainstream media, Christians can gain influence and ultimately change the course of network television.

Whether in mainstream television or Christian television, followers of the Lord Jesus Christ must set for themselves a standard of quality and excellence that will make the world pause and take notice in the midst of this ideological conflict. This clash of ideas does indeed constitute a great civil war ... a clash between God and money ... a battle between two distinct moral and cultural standards ... a conflict for the souls of men, women and children.

Christians must never forget why they are in broadcasting. It is easy to be caught up in the business of ministry or the creativity of programming and lose the ultimate focus. Christians are at war for the eternal destinies of all mankind.

Therefore, Christians in television must use every means available to win the fight. They cannot settle for forming a club of believers who talk about what God has done for them, but they must tell a lost, dying, hurting and searching world what the Lord can do for them. Reaching the lost must be mission one and the greatest passion for Christians in television.

Christians cannot be afraid to go into the enemy's camp of entertainment to reclaim territory for the Kingdom of God. Redemption is, after all, the call of God on every Christian's life, whether they work in television or not. That is the commission for every follower of Christ: "Go into all the world and preach the good news to all creation" (Mark 16:15).

Mark Dreistadt is president of Infinity Concepts, LLC, a full-service marketing and consulting firm offering strategic solutions for success to Christian ministries and organizations, including broadcast outlets. He is currently chairman of the NRB Television Committee. With more than 25 years' experience in ministry work, Mark has held a number of positions in Christian television, including talk show host, station GM and VP of administration and finance.

Can You He

Closed captioning's

Americans increasingly are depending on closed captions in their video entertainment. As a program producer or television station program director, you're probably aware of the impending regulations that will require all programs to be closed captioned. Many of you may be dreading the additional costs and coordination efforts it will take to deliver your programs with closed captions. As in life, you have a choice as to how to view your circumstances.

You probably would change your point of view if you spent the day in the shoes of a deaf or hard-of-hearing person.

Saddleback Church in Lake Forest, CA, recently closed captioned its VHS tapes for the first time. Rhonda, leader of the deaf ministry, said, "Praise God! We won't need to pay the cost of a signer and will be able to reach

those that don't know signing. I can't begin to explain the positive impact this will have on our group. It is going to grow by leaps and bounds. We'll be able to deliver God's Word and teaching those people that previously have been 'left out.'"

No one wants to be left out. By providing closed captions, you'll be giving these people a chance. Did you realize that very few of the 30 million Americans that are deaf or hard-of-hearing are Christians? They typically live in a lonely world that most churches and Christian broadcasters have ignored. This is fertile ground. It's time to turn on the closed captioning.

Closed captioning is a technology that provides visual text to describe dialogue, background noise and sound effects to more than 93-million Americans. As of July 1993, all television sets with screens 13 inches or larger sold in the United States must have built-in decoder circuitry that allows viewers to display closed captions on

"We'll be able to deliver God's people that previously have

FCC Closed Captioning Timetable

To meet the 2006 deadline, the FCC set benchmarks to measure the amount of programming that must be captioned each calendar quarter (every three months). The upcoming deadlines are:

- 2004: 1350 hours of programming per channel per quarter
- 2006: 100 percent of all programming, with some exemptions

Pre-Rule Programming. For programming first shown before January 1, 1998, 75 percent must be captioned by 2008 under the following schedule:

- 2003: 30 percent of programming per channel per quarter
- 2008: 75 percent of programming per channel per quarter

ar Me Now?

time has come

BY BECKY COOK

their TV sets. In 1996, Congress passed a law requiring video program distributors, cable operators, broadcasters and satellite distributors to caption their own programs. Under the regulations adopted by the FCC, broadcasters must caption 75 percent of new programming beginning January 1, 2004. By January 1, 2006, broadcasters must caption 100 percent of programming — with few exceptions.

Closed captions provide a critical link to news, entertainment and information for individuals who are deaf and hard-of-hearing, enabling these individuals to be part of the cultural mainstream of society. For individuals whose native language is not English, captions have been used to improve comprehension, fluency and literacy in English. Additionally, studies have shown that captions significantly help children learn how to read.

Live (Real-time) Captioning

Live or real-time captions are used to make live or fast turnaround programs accessible. Unlike off-line captions created for pre-recorded programs, captions created for live broadcast are not timed or positioned and rarely convey information other than the spoken dialogue. The data is encoded into the broadcast signal continuously as the program airs.

Live Broadcasts

Normally a stenographer is off-site and the captions are sent to the television studio via modem. In some cases, a stenographer may be located on-site. Most live-captioned programs use real-time technology. A "stenocaptioner" (a specially trained court reporter) watch-

Spanish-Language Programming

Because captioning is fairly new to Spanish-language program providers, the FCC has provided a longer time period for compliance. All Spanish-language programming first shown after January 1, 1998, must be captioned by 2010. The following schedule applies to Spanish-language programming shown after January 1, 1998:

- 2004: 900 hours of programming per channel per quarter
- 2007: 1350 hours of programming per channel per quarter
- 2010: 100 percent of all programming, with some exemptions

For Spanish-language programming first shown before January 1, 1998, the following schedule applies:

- 2005: 30 percent of programming per channel per quarter
- 2012: 75 percent of programming per channel per quarter

For further information on government regulations, visit www.fcc.gov/cgb/dro and click on "Closed Captioning."

Word and teaching those
been 'left out.'



Can't They Spell?!

"That person doesn't even know how to spell." "They can't type correctly." "Why can't they get the captions right in today's age of technology?" If you don't know how captioning works, you've probably thought or said this yourself. The captioner's ability to spell and type is not usually the reason a viewer sees garbled captions. Reasons for garbled captions include:

- Poor quality of the video signal and/or the decoder chip in the television creates a confusing display. This is the most common reason for garbled captions.
- Miscommunication between encoders and decoders.
- Captioner error during a live program.
- Small captioner dictionaries. Phonetic spelling during a live program occurs when a captioner doesn't have a particular word in a dictionary. The more complete a dictionary is, the better the captions will be.

es and listens to the program as it airs and types every word as it is spoken on a stenographic keyboard at speeds of 250 words per minute with an accuracy rate of 98 percent or higher.

A computer translates the steno into English text, formatted as captions. The caption data is then sent to an encoder at the television station through a modem, where the captions are inserted into line 21 of the video signal. This is the only method available to caption a live, unscripted program.

For live presentations, such as meetings and seminars, a stenocaptioner brings the captioning equipment to your site for on-screen display during the event.

Post-Production or Off-line Captioning

Programs that are produced and recorded on videotape in advance of the broadcast require post-production captioning. Trained caption writers, using special captioning software, transcribe the audio portion of a program into a computer, inserting codes that determine when and where each caption will appear on the TV screen. Captions are timed and placed strategically to match scene changes and lip movements, to identify sound effects, (i.e., tires screeching, bell ringing, clock ticking, etc.) and to avoid covering important graphics such as the phone number for the pledge line.

Captions should convey the complete feeling of the program, including background noise, sound effects and music. Close attention to quality and detail is vital. Names of places and people, as well as technical terms, are researched to verify correct spellings. The data is then recorded, or encoded, onto

a copy of the master videotape, called the closed-captioned master, which should be used for all subsequent broadcasts, duplication or distribution.

Off-line captioning is a time-consuming process. Depending on the complexity of the program, it can take an experienced captioner 7-12 hours to caption a one-hour program. Because captions are produced ahead of airtime, post-production captions should be 100 percent accurate.

Roll-up Captions

Roll-up is a style where the text rolls onto the screen from the bottom or top one line at a time, rolling up to make room for a new line. Normally, a maximum of three lines are shown on the screen before the first line rolls off. This is the least time-consuming post-production process but still allows for good viewing. Roll-up captions are always used in live captioning and are typically used for one-speaker programs such as teaching or preaching.

Pop-up Captions

In this caption style, the text actually pops up on the screen in blocks of one to three lines and is placed in a specific position on the screen so as to not cover up any vital elements. The time codes from your master are used to place these captions in sync with each frame. Pop-up captions are the preferred viewing style of the hearing impaired and are typically used for programs with multiple speakers or characters on the screen.

Becky Cook is managing partner for Aberdeen Captioning, Inc., based in Rancho Santa Margarita, CA. Contact her at 800-688-6621.



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Dr. Clarence Erickson (Founder) 1933-1963
Dr. Russell Killman 1963-1986
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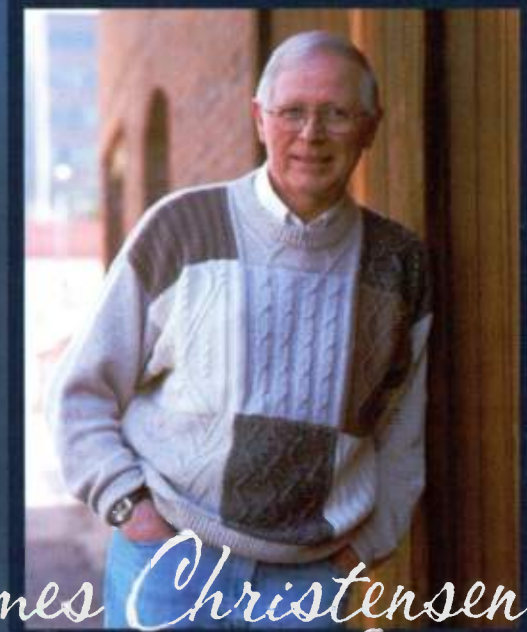
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