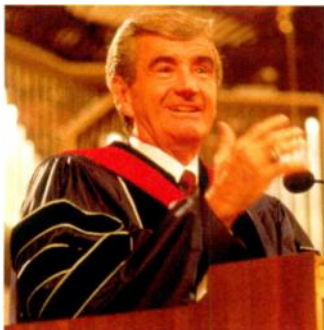


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# And Then They Came for Me

Alone in a jail cell in Birmingham, AL, Dr. Martin Luther King Jr. penned these words: *Injustice anywhere is a threat to justice everywhere.*

King articulated a foundational truth, but one not always easy to apply. While we acknowledge injustice as a threat, we do not always see how a threat to others affects us.

In King's case, he wanted average Americans to understand that ignoring the oppression and injustice faced by blacks was to disregard future hazards to the freedoms of others, even if they could not yet see it.

In California last month, a threat of a different sort reared its ugly head. A state court decision struck at the very foundation of religious freedom in America, and many have yet to make the connection there either. In a shocking and heavy-handed intrusion by government into the free exercise of religion, the California Supreme Court ruled that Catholic Charities must offer its employees in California medical coverage for birth control — *even though that violates a fundamental Roman Catholic belief.* The court also ruled that Catholic Charities is itself not a religious entity.

This astonishing decision does not bode well for religious organizations of all kinds, including Christian broadcasters. First, you have an extraordinary intrusion into the free exercise of religion, and second, you have a court defining what constitutes a religious entity. The only dissenting vote in the case was from Justice Janice Rogers Brown, who saw this issue clearly, writing: "The government is not accidentally or incidentally interfering with religious practice; it is doing so willfully by making a judgment about what is or is not a religion."

If this decision stands, the free exercise clause of the First Amendment will become meaningless, and government will increasingly obtrude itself into the affairs of religious organizations. If history is any guide, all our religious freedoms may one day be at risk.

Oddly, the greatest enemy of freedom has always been human government itself. Why else did the American Founders insist on the manifold checks and balances to government power? Largely because they agreed with Jefferson's assessment: "As government

grows, liberty recedes."

When Martin Luther King Jr. wrote from that lonely jail cell, he did not argue his point in a vacuum. Oppression and injustice abounded. Furthermore, his comment about the threat to justice everywhere had a sound historical basis. The frightful reality of justice ignored and therefore denied was played out 25 years earlier in Nazi Germany. Pastor Martin Niemoller described it memorably:

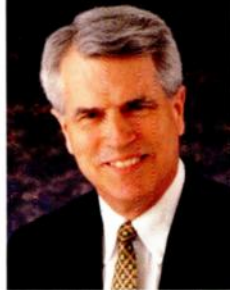
*First they came for the Jews, and I did not speak out because I was not a Jew. Then they came for the communists, and I did not speak out because I was not a communist. Then they came for the trade unionists, and I did not speak out because I was not a trade unionist. Then they came for me, and by then there was no one left to speak up for me.*

The Scripture speaks of the men of Issachar as men who understood the times. Dr. King understood the times and issued his clarion call. As Christian broadcasters, we too must understand the times, and we must issue a bold clarion call of our own:

*Restrictions on religious freedom anywhere are threats to religious freedom everywhere.*

When we see religious freedom constrained — even religious viewpoints with which we disagree — we must recognize it ultimately as a threat to our rights as Christian broadcasters. If the free exercise of religion is successfully abridged, we will have little earthly defense against the enemies of truth. One need only look to Europe, and now Canada, to see how fragile those freedoms are and how easily lost.

Perhaps the biggest question left on the table in California is this: "If we do not speak up, will there be anyone left to speak up when they come for us?"



**Dr. Frank Wright is president of NRB. Contact him at [fwright@nrb.org](mailto:fwright@nrb.org) or 703-330-7000.**



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# Passionate Pursuits

I believe passion hallmarked the 61st Annual NRB Convention & Exposition: inspiring speakers and artists; energized attendees and exhibitors; exciting new educational features; and of course, the pre-release screening of Mel Gibson's film, *The Passion of The Christ*.

One of the most unforgettable moments of our Convention was the screening of *The Passion of The Christ*. More than 3500 people witnessed the rough-cut version. Reporters who covered the screening for *USA Today* and *People* admitted to being touched by the film, which expressed in detail the sufferings of Jesus Christ and the nearly unfathomable price He paid for our sins.

Christ's passion drives the work of NRB. His passion also brings us together, despite our differences. We can say with Paul, "There is neither Jew nor Greek, there is neither slave nor free man, there is neither male nor female; for you are all one in Christ Jesus" (Galatians 3:27-28). And perhaps we can add one more comparison to Paul's comments: there is neither black nor white. Which leads me to something about which I am personally very passionate.

For me, one of the most interesting, exciting and encouraging developments coming out of the Convention was a noteworthy action taken by the NRB Executive Committee.

Before the Convention, I presented to the Executive Committee a broad outline of an "NRB Race-Bridging Initiative." This is an initiative to build unity in the Body of Christ — particularly by building bridges between black and white Christians in general and black and white Christian leaders in particular.

But don't suppose that we are without any unity. We have unity in the central doctrines of our faith, in our purpose and in our mission: to reach the world with the Gospel of our Lord and Savior Jesus Christ. The unity we have is significant, and we thank God for it.

However, if we are honest, when it comes to the kind of unity that involves a genuine intersection of our daily, corporate and ministry lives, the unity experienced by most black and white Christians can be charitably described as modest ... and nonexistent in more cases than we may want to admit.

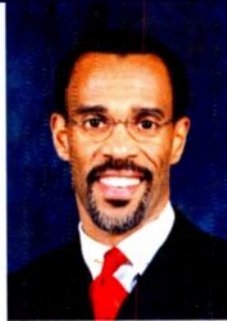
After a lengthy and helpful discussion, the Executive Committee unanimously agreed that this important opportunity should be fully explored. First, the Committee pledged itself to concerted prayer as we move forward in our deliberations.

Second, the Committee asked me to appoint a Task Force charged with developing various strategic alternatives for this substantial undertaking. As this is written, I am in the process of finalizing those appointments. Third, the Committee requested the Task Force to complete its work and report back to the Committee within 120 days. After review, the Executive Committee will make its final recommendations to the NRB Board of Directors.

Thankfully, I have already begun to receive helpful comments from interested NRB members. Let me particularly thank Dr. Tony Evans for his work in developing some helpful action items for consideration by the Task Force. I also would like to thank NRB President Dr. Frank Wright, as he is working very closely with me to see this Initiative come to pass.

We live in extraordinary times! I am genuinely excited, encouraged and passionate about the prospect of seeing a movement of God's Spirit among black and white Christians in general and Christian leaders in particular. It may be that God will use NRB's extraordinary broadcast platform for such a time and purpose as this.

In John 17, Jesus prayed for His followers: "Holy Father, protect them by the power of Your name — the name You gave Me — so that they may be one as We are one." What a monumental blessing that will be, for all of our brothers and sisters in the Body of Christ to truly become one, even as the Father, Son and Spirit are one.



**NRB Chairman/CEO**  
**Glenn R. Plummer is president/CEO of Christian Television Network in Southfield, MI. Contact him at [pastorplummer@aol.com](mailto:pastorplummer@aol.com) or 248-559-4200.**

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# Luego vinieron por mí

**E**n una celda solitaria de una cárcel de Birmingham, Alabama, el Dr. Martin Luther King Jr. escribió las siguientes palabras: *La injusticia en cualquier parte es una amenaza a la justicia en todas partes.*

King expresó una verdad fundamental; una verdad que no siempre es fácil de aplicar. Es difícil de aplicar no porque no seamos capaces de reconocerla como verdad, sino porque algunas veces no vemos con claridad su realidad en las circunstancias. En otras palabras, si bien reconocemos que la injusticia es una amenaza, no siempre vemos cómo una amenaza a otros pueda afectarnos.

En el caso de King, su deseo era que los ciudadanos estadounidenses entendieran que al prestar oídos sordos a la opresión e injusticia que sufrían los negros, se estaban olvidando de los riesgos futuros que corrían las libertades de otros. Si ustedes no se despiertan y defienden los derechos de los negros –él bien pudo haber dicho– ¿quién se despertará y los defenderá a ustedes cuando sus libertades se vean amenazadas? El problema estaba en que muchos angloamericanos no veían en la opresión a los negros una amenaza a sus propias libertades. Lamentablemente, pasaron décadas antes de que algunos pudieran ver la relación entre uno y otro. Otros aún no la han visto.

Pero una amenaza de otra índole levantó su horrible cabeza el mes pasado en California. El fallo de un juzgado estatal dio un golpe a los cimientos de la libertad de culto en los EE.UU., y muchos tampoco han visto la relación existente. Considerada una intrusión chocante e imponente por parte del Estado en el libre ejercicio de culto, la Corte Suprema de California decretó que la Catholic Charities deberá facilitar a sus empleados en California seguro médico para el control de la natalidad, a pesar de que ello es un atropello a una de las creencias fundamentales de la Iglesia Católica Romana. Es más, la Corte declaró que la Catholic Charities no es en sí una entidad religiosa.

Este sorprendente fallo no es una buena señal para las organizaciones religiosas, cualquiera que sea su índole, ni para los comunicadores cristianos. Tenemos, primero, una intrusión sin precedente en el libre ejercicio de culto, y, segundo, una corte que define lo que es una entidad religiosa. El único voto en desacuerdo en este caso fue el de la magistrada Janice Rogers Brown, quien vio este asunto con toda claridad, y escribió:

“La interferencia del gobierno en la práctica de la religión no es accidental ni incidental, sino deliberada porque está emitiendo un juicio en cuanto a lo que es y no es una religión”.

Al violar claramente las garantías de la Enmienda Primera, este fallo es sin duda inconstitucional. Vale la pena mencionar que en la Enmienda Primera hay dos cláusulas sobre religión: la cláusula de establecimiento y la cláusula de libre ejercicio. Hoy día el Estado parece estar obsesionado con la primera y muy despreocupado de la segunda. Si este fallo prevalece, la cláusula sobre el libre ejercicio no tendrá ningún sentido, y la intrusión del Estado en los asuntos de las organizaciones religiosas irá en aumento. Si tomamos la historia como guía, todas nuestras libertades religiosas se verán amenazadas algún día.

Los fundadores de la patria entendían que el precio de la libertad es la vigilancia eterna. Sabían que nuestras libertades tenían un precio muy alto: se pagaron con la sangre de los patriotas. Sabían también que las libertades que no se valoran son las que corren más riesgo. Quizá por ello estuvieron dispuestos a jugarse su propia vida. ¿Se acuerda del juramento que hicieron en las últimas líneas de la Declaración de la Independencia? Dice así: “Y como apoyo a esta Declaración, con una firme confianza en la protección de la divina Providencia, nos juramos unos a otros por nuestras Vidas, nuestras Fortunas y nuestro Honor sagrado”. Si conoce la historia, podrá acordarse de que algunos de ellos pagaron por esas grandes palabras con su sangre.

La libertad no es gratis; nunca lo ha sido, y nunca lo será. Y como lo dicen las palabras de la juramentación federal, debemos defenderla contra cualquier enemigo, sea nacional o extranjero. Es paradójico, pero el peor enemigo de la libertad siempre ha sido el mismo Estado. Si no, ¿entonces por qué los fundadores de nuestra nación insistieron tanto en un sistema que mantuviera el equilibrio de poder de las ramas del Estado? Más que nada porque estaban de acuerdo con la opinión de Jefferson: “A medida que el Estado se engrandece, la libertad va desapareciendo”.

Debemos observar que esta erosión de nuestras libertades siempre es gradual, a menudo de forma indirecta. Cuando nuestras libertades se ven atacadas de frente, reaccionamos sin titubear. Pero cuando la amenaza es indirecta –aunque quizá no sea

menos letal– es posible que se nos olvide el mandato de la vigilancia eterna.

Cuando Martin Luther King Jr. escribió desde esa solitaria celda, no estaba presentado su argumento en un vacío. La opresión y la injusticia abundaban. Es más, su punto de vista en cuanto a la amenaza a la justicia en todas partes tenía una base histórica sólida. La horrible realidad de la justicia pasada por alto, y por tanto denegada, se había visto interpretada 25 años antes en la Alemania nazista. El pastor Martin Niemöller lo describió de una manera inolvidable:

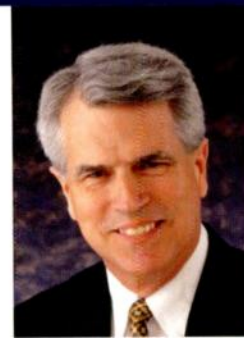
*Primero vinieron por los judíos, y no los defendí porque yo no era judío. Luego vinieron por los comunistas, y no los defendí porque yo no era comunista. Luego vinieron por los sindicalistas, y no los defendí porque yo no era sindicalista. Luego vinieron por mí, y para entonces no quedaba nadie que me defendiera.*

La Escritura nos dice que los hombres de Isacar eran hombres que discernían los tiempos. El Dr. King discernió los tiempos y dio la señal de alarma. Como comunicadores cristianos, debemos también discernir los tiempos y dar nuestra propia señal de alarma, clara y enérgica:

*Las restricciones a la libertad de culto en cualquier parte son restricciones a la libertad de culto en todas partes.*

Cuando veamos que la libertad de culto está siendo coaccionada –aun los cultos con los que no estamos de acuerdo–, debemos verlo en última instancia como una amenaza a nuestros derechos como comunicadores cristianos. Si se llega a restringir con éxito el libre ejercicio de culto, tendremos muy pocas defensas terrenales contra los enemigos de la verdad. Basta con dar una mirada a Europa, y en actualidad a Canadá, para ver cuán frágiles son estas verdades y cuán fácilmente pueden perderse.

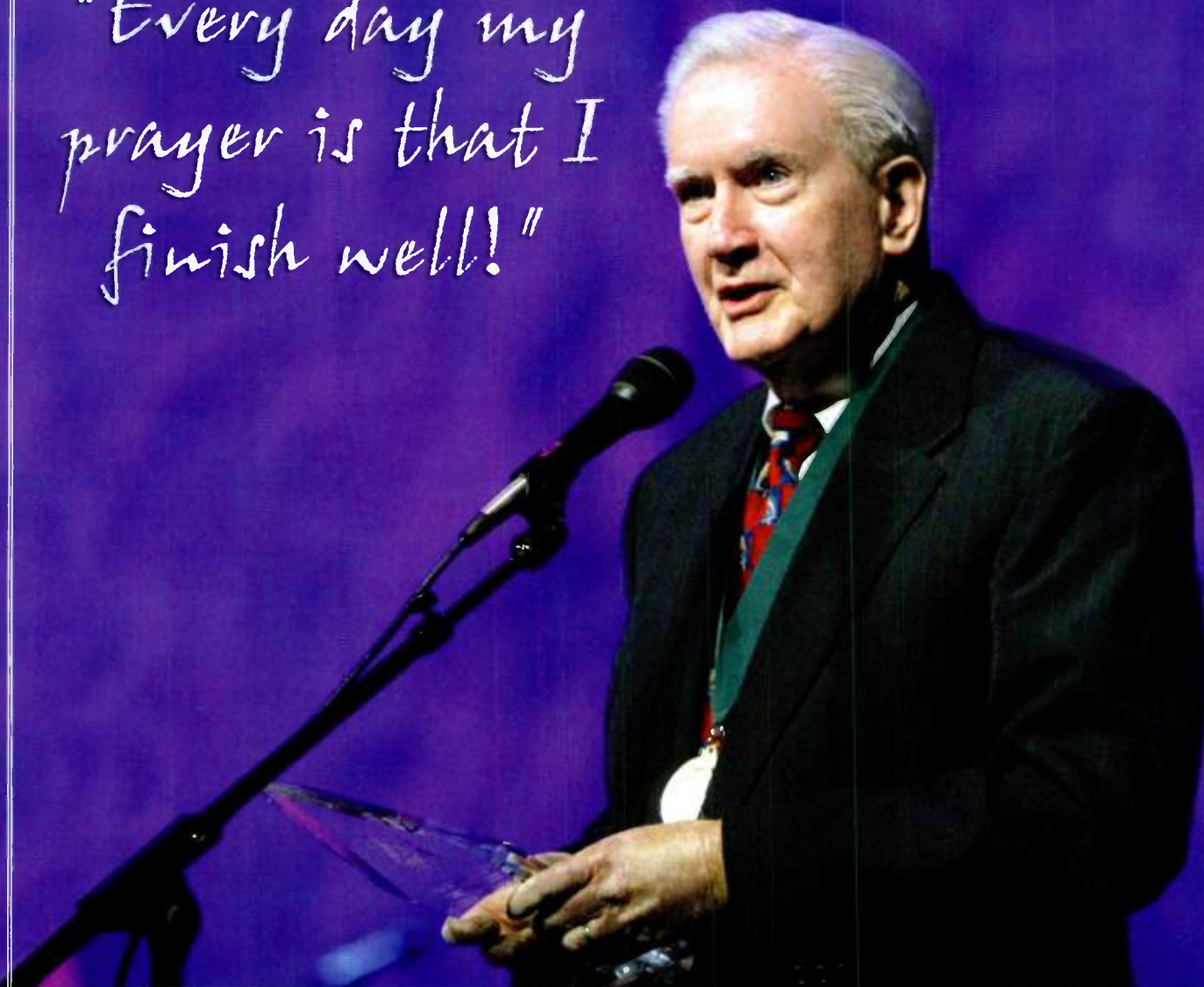
Quizá la pregunta más importante para California sea: “Si no salimos en defensa ahora, ¿quedará alguien que nos defienda cuando vengan por nosotros?”



**Dr. Frank Wright**



*"Every day my  
prayer is that I  
finish well!"*



Al Sanders as he received the William Ward Ayer Award at the NRB/Charlotte Convention where he was honored for his years of Distinguished Service as an outstanding leader in the development and growth of Christian broadcasting.



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# Did You KNOW?



## Tidy Bowl

The first episode of *Leave It To Beaver* was delayed by network censors because it showed a toilet bowl. ([tvcrazy.net/tvclassics](http://tvcrazy.net/tvclassics))

## Toto!

Kansas law prohibits shooting rabbits from a motorboat. ([www.lawguru.com/weird](http://www.lawguru.com/weird))

## One Ringy-Dingy

Under Australian Communications Authority (ACA) regulations, your modem can't pick up on the first ring. If it does, the ACA permit for your modem is invalid and a \$12,000 fine is levied. ([www.lawguru.com/weird/part02.html](http://www.lawguru.com/weird/part02.html))

## You Go, Girl!

Bullet-proof vests, fire escapes, wind-shield wipers and laser printers were invented by women. ([www.corsinet.com/trivia/q-triv.html](http://www.corsinet.com/trivia/q-triv.html))

## The Name Game

Google's name (the web search engine) is a play on the word googol, which refers to the number 1 followed by 100 zeroes. The word was coined by the nine-year-old nephew of mathematician Edward Kasner. ([www.google.com/press/funfacts.html](http://www.google.com/press/funfacts.html))



## Singing in the Rain

The first umbrella factory in the United States was founded in 1928 in Baltimore, MD. ([www.coolquiz.com/trivia/](http://www.coolquiz.com/trivia/))

## Prime-Time

In August 1985, Thelma Pitt-Turner set a women's record by completing a marathon at Hastings, New Zealand, in 7 hours 58 minutes. She was 82 at the time. ([home.bitworks.co.nz/trivia/sports.htm](http://home.bitworks.co.nz/trivia/sports.htm))



# Sharing the Challenge...

Developing quality new constituents is a challenge for our ministry. Although money is needed to perform evangelism, that is only part of what we are looking for in new partners. We want people who will go with us on our city-by-city campaigns, people who will pray for us daily, people who want to read our materials and understand the challenges of Jewish evangelism.

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# WASHINGTON

## Congress Considers Tougher Indecency Provisions

**B**roadcast indecency issues are plainly on the radar screens of both Congress and the FCC, thanks to a series of incidents capped by the 2004 Super Bowl half-time show, which generated approximately 200,000 complaints for the FCC. Legislation to greatly increase fines for indecency violations — and dramatically tighten the Commission's enforcement regime — is now quickly moving on Capitol Hill and seems likely

to reach President Bush for signature sometime this spring.

Lawmakers have responded to the public outcry by holding high-profile hearings and drafting legislative proposals on the subject. The bill most likely to advance is H.R. 3717, the "Broadcast Indecency Enforcement Act of 2004," and its companion measure in the Senate. As of this writing, the proposed measure has grown from its original single focus on

indecency fines to encompass an array of harsh penalties for infractions. The expanded version of the bill passed the House Commerce Committee by a bipartisan vote of 49-1.

If enacted, H.R. 3717 would increase potential fines by almost 2000 percent, from today's \$27,500 maximum to as much as \$500,000 per violation. But the legislation now also would mandate a fast-track for FCC action on indecency complaints, establish a "three strikes and you're out" mechanism requiring mandatory license-revocation hearings for repeat offenders, eliminate the legal presumption favoring license renewals for violators, make individual performers potentially liable for fines for "willful" violations, and exempt network affiliates from liability for most network-delivered programming.

H.R. 3717 does not amend the Commission's definition of indecency, nor does the proposal change the current 10 p.m.-6 a.m. "safe harbor" hours when such material may be broadcast.

Beyond legislation, lawmakers have held hearings in recent weeks to question FCC officials concerning their enforcement practices and industry executives about their programming choices. Commission representatives sought authority to levy higher fines and pledged to make more vigorous use of the agency's existing power, pointing to a \$715,000 fine imposed on several Florida stations in January 2004 for a series of "shock jock" programs. For their part, spokesmen for certain broadcasters testified that they are addressing the matter by, among other steps, firing the offending jocks or suspending transmission of their programs.

NRB, through its Board of Directors, has taken a public stand that calls upon the FCC to better enforce the existing restraints and urges Congress to give these regulations the force of law. (For details, see page 40.) I will provide updates on this entire issue in future columns as developments warrant.

*Richard E. Wiley, a partner in the Washington, DC, law firm of Wiley, Rein & Fielding, is a former Chairman of the Federal Communications Commission and serves as Washington counsel for NRB. Rosemary C. Harold, a partner in the firm, assisted him in the preparation of this article.*

# RADIO

## The Value of One

**G**eorge Truett, who for many years was an effective preacher in Dallas, TX, became a changed man through a terrible misfortune. In his youth he accidentally shot and killed a close friend while hunting. The shock of what he had done weighed heavily upon him, but he refused to let it defeat him. He determined to live for God and endeavored to do the work of two men. People who knew him said that his early experience was one of the reasons he glowed with a passion for the lost and gave himself so unstintingly to God's service. This one incident caused one man to be extremely effective for God.

I read recently that there are more than 1 million animal species. There are 6000 species of reptiles, 73,000 kinds of spiders, and 3000 types of lice. For each person, there are about 200 million insects. The 4600 kinds of mammals represent a mere three percent of animals and the 9000 kinds of birds only 7 percent. The most numerous bird species is the red-billed quelea of southern Africa. There are an estimated 100 trillion of them. Who in the world counted all these anyway?

I was reminded again at this year's blue ribbon NRB Radio Boot Camp, put on so well in conjunction with the CMB, that when we do our research and consider the thousands of people out there listening, let's not forget those masses come in packages of one. Those of us on the air every day need to always keep in the front of our minds we're not talking to crowds of people who are all huddled around a radio. When is the last time you heard someone say: "Why don't you come over

tonight? We're going to listen to the radio?" The Waltons did that, but it doesn't happen that way today. We are typically alone with our listeners wherever they happen to be. They are not the invited guests to our radio stations ... we are the invited guests in their lives. We're a friend to them only as long as they decide and no longer. Let's make the best of that personal time with him/her.

Jesus so effectively emphasized the value of one when he told three parables to the muttering religious folks as recorded in Luke 15. He told them about the one lost sheep, the one lost coin and the one lost son. Notice the shepherd turned away from the 99 to go look for that one lost sheep. The woman set aside the other coins to search diligently for that one lost coin. And the father was looking and waiting intently for his one lost son to return home. Jesus pointed out in all three cases that there was a great celebration that took place following their return.

So, type A prophets like me should learn from those with the spiritual gift of teaching: that people come as individuals in packages of one and not as groups. Radio is the most effective, intimate, personal medium that touches people one at a time. Jesus took time and touched the one at the well, the one blind man on the side of the road, the one crippled from birth and the one caught in adultery. Shouldn't we? Let's be like Jesus!

*Tom Winn, NRB Radio Committee Chairman, GM of WNFA-FM/Port Huron, MI, and WNFR-FM/Sarnia, ONT, Tom@WNRadio.com*



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Cynthia Swindoll,  
President and CEO  
*Insight for Living* with Dr. Charles Swindoll

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# CHURCH MEDIA

## Exploding from the '90s: The Church Communicator

**Church Media Director:** 1. (n) *technology addict in constant frustration.*

Hanging on my office door is a little cartoon featuring a small, cluttered closet with a few films and slide projectors lying around. At the door, a pastor is telling another man, "Let me welcome you as new media director and show you your office." I can almost read the guy's mind. "I have a background in production with visions of Willow Creek dancing in my head and this is all you expect?"

Unless you are working in some insanely creative and resourceful megachurch, you most likely can relate to the person in that cartoon. Either your pastor wants you to create "Universal Studios Church" or you are constantly pushing him in that direction. "OK, stop nagging, media guy. The board approved \$2,500 for you to bring some Disney magic to our little church." So here we have our legions of perpetually frustrated church media people.

Any NRB Convention attendee could see that church media is changing wildly. All signs point toward a future of technoutopian churches with a computer in every pew and Sunday services rivaling Broadway productions. As a result, media directors are getting excited (and a little nervous). The media techie directors of today will need to become media communicators of the future. To be heard, media directors will have to change their mindset.

### 1. Communicators Know the Messenger

Church TV people need to relate to their pastors less as techies and more like producers. This is a profound truth in beginning to gain influence in your area of ministry. Pastors desire to have people close to them who can make their vision to deliver a life message a reality.

### 2. Communicators Know the Audience

Today, although the message is as simple, powerful and unchanged as ever, the language has changed. Audiences need

visuals to cause the message to stand out in their chaotic, multi-media driven brains. Marketing strategies, stimulating audio and relevant presentations are needed.

### 3. Communicators Know the Message

We hold the most important message in history. The simplest story of a changed Christian life, videotaped with simplicity yet excellence can generate more societal impact than any blockbuster film or television program. Media departments should never be about the technology, rather they should exist to connect this life-saving message with the one who needs to hear it in a way that can be understood.

Communication is incredibly powerful. With our motives placed properly on building God's Kingdom, and our focus on creating a culture of understanding, endless possibilities exist.

*Erik Ticen, TV Producer, Director of Communications, The Tabernacle, Orchard Park, NY, ticene@thetab.org*

# INTERNET

## The Communications Standard of the Future

As a member of Generation X, there is no doubt in my mind that the Internet will be the communication standard of the future. Today's young people use computers and the Internet like it is second nature, and they have almost become dependent on it as a means of communication and as a source for information. During my time at NRB 2004, it was increasingly obvious that the use of the Internet as a ministry tool has caught on with individuals across all age groups. So many people have realized that the Internet will soon become indispensable to all facets of ministry life, including outreach, marketing, communication and fundraising. This accentuates the significance of the Educational Sessions and Boot Camps put on by the NRB Internet Committee.

The Internet workshops covered a broad range of topics, from practical to theoretical. The first Boot Camp, led by Robby Richardson, a director at Gospelcom.net and chairman of the NRB Internet Committee, discussed ways to effectively evangelize on the Internet. The second Boot Camp, dubbed the "(re)Boot Camp", revealed "The 12 Principles of

### Effective Web Ministry

Members of the Internet Committee headed up the NRB 2004 Internet Educational Sessions. On Monday, Dennis Lacheny from Salem Web Networks led "Get in the Stream," emphasizing the importance of matching ministry strategy and finances with your web efforts. Marcus Carruthers of First Baptist Church Springdale (AR) led "Flash - Engaging Your Audience Using Animated and Interactive Content," and Eric Brown of In Touch Ministries led "The Doctor Is in Again: Website Clinic." Tuesday's sessions included Scott Fehrenbacher's "Guerilla Internet Marketing," followed by Christianity.com's "Building a Strong Integrated Revenue Model" and "Keeping Your Web Presence Fresh" with Robby Richardson and Tom Perrault of Crosswalk.com. Recordings of these sessions are available for purchase on [www.nrb.org](http://www.nrb.org).

The last noteworthy item from the Internet Committee was the passing of the leadership torch. Robby Richardson stepped down as the Chairman after five years of faithful service. Under his leadership, the Internet Committee literally grew

from nothing to making essential contributions to the NRB membership. Robby created the initial committee structure, provided guidance on the Boot Camps and Educational Sessions, and liaised with the NRB board. His work has been even more remarkable given the tumultuous Internet landscape during the early years. The entire Internet Committee thanks him for his many contributions. Please feel free to thank him directly at [robby@gospelcom.net](mailto:robby@gospelcom.net).

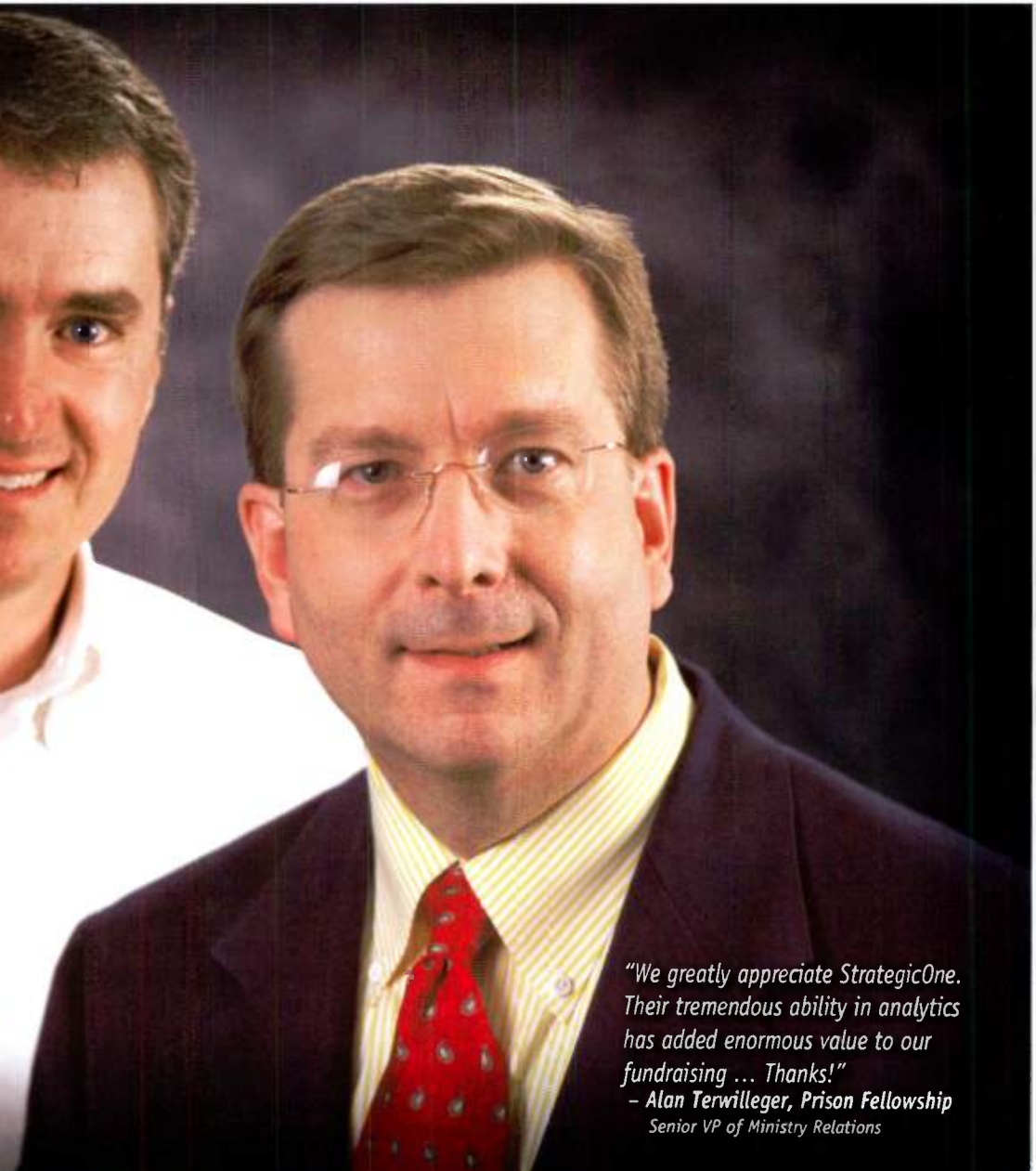
This year our top priorities will be to develop a mission statement for the Internet Committee, to continue providing excellent Educational Sessions and to help the NRB Board think strategically about the role of the Internet as it relates to core membership of Christian communicators. My hope is that we can provide ideas and practical guidance to help every ministry develop a truly effective Web presence.

*J. Sebastian Traeger, NRB Internet Committee Chairman and President of Christianity.com, [sebastian@christianity.com](mailto:sebastian@christianity.com) and Jacque Liu, Marketing Assistant, Christianity.com,*





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*- Alan Terwilleger, Prison Fellowship  
Senior VP of Ministry Relations*



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# TRADE TALK

## AIRWAVE NEWS RADIO

**Nashville, TN** – WLWI-AM/Montgomery, reaped the benefits when best-selling author and nationally syndicated radio talk show host Dave Ramsey sold out his Spring LIVE event and opened up a second evening. More than 3100 people attended the five-hour event where Ramsey presented his strategies about life, love and how they happen to revolve around money. (Beth Tallent, BethT@DaveRamsey.com)



(L-R) BBunch members Jonathan Unthank, Mike Parker and Marisa Lykins

**Knoxville, TN** – In celebration of the National Bread Machine Baking Month in January, the WYLV-FM morning drive team held an open house on January 15 to showcase its baking to listeners, who taste-tested and voted on their favorites, then toured the station. The winner: Marisa Lykins and her Peanut Butter Bread. (marisa@love89.org)

**Thomasville, AL** – WMBV-FM's Share Your Heart Valentine Campaign partnered with Walmart, Thomasville Elementary School, and the community to provide handmade valentines to encourage the soldiers of the 1166th M.P. Company of Thomasville, stationed in Iraq, and valentine treats for their families at home. (Rob Moore, Rob.Moore@moody.edu)



**Cedarville, OH** – CDR Radio Network, The Path, added two nationally known evangelical leaders to its daily lineup: Dr. John Piper, pastor of Bethlehem Baptist Church in Minneapolis, MN, *Desiring God*; and Alan Sears, president and general counsel of The Alliance Defense Fund, *Portraits of Freedom*. (Joe Davis, davisjo@thepath.fm)

**Augusta, GA** – In January, WAJY-FM switched from a Nostalgia format to Salem's Today's Christian Music AC programming. (PDAvisor, 01/15/04)



**Colorado Springs, CO** – During the first quarter of 2004 (pending FCC approval), WAY-FM Media Group will sign on new locally staffed FM stations in Denver; Tallahassee, FL; and Wichita, KS. One year ago, WAY-FM consisted of four stations. By June of this year, there will be at least 11 full-power stations in the group. WAY-FM announced last summer a four-year plan, Vision 20:1, which is driving the expansion efforts. The plan is focused on reaching a total population of 20 million by 2007 and a weekly come of 1 million actual listeners. (Dusty Rhodes, dusty@wayfm.com)

**Pismo Beach, CA** – Nearly 50 management-level personnel became students for four days at the first Fundraising School for Listener-Supported Christian Radio. Four pillars of fundraising were covered in depth. The January 13-16 school was co-sponsored by Todd Isberner's Share Media Services ([www.sharemediaservices.com](http://www.sharemediaservices.com)) and Jon Fugler's Crown Radio Group. The following fellow faculty members also participated: John Brock (Share Media), Lauren Libby (The Navigators) and charitable planned giving expert Jim Van Houten. (Todd Isberner, 651-631-5016)



**Springfield, MO** – Harlem Globe Trotters' Ethan O'Bryant visited KADI-FM's morning show hosts, Rod and

Leah, on December 29 as part of a promotion to give away packs of tickets and backstage passes to Globe Trotters games. (Leah Bassett, bassettleah@hotmail.com)

**West Palm Beach, FL** – The Christian Hit Radio Satellite Network (CHRSN) announced a new weeknight show, *Total Axxess*, hosted by Cliff Tredway. In other news, WVMC-FM/Mansfield, OH, began airing CHRSN on December 31. (Faron Dice, faron@chrsn.com)

**Black Mountain, NC** – During February 2-6, WMIT-FM held its second annual on-air mission conference, What's Up, to bring its listeners into an awareness of what Jesus Christ is doing around the world. (Tom Atema, tatema@brb.org)



# TRADE TALK

AIRWAVE NEWS RADIO

AIRWAVE NEWS TELEVISION

## Orlando, FL –

WPOZ-FM's Scott Smith and Dean O'Neal returned from a mission trip to Panama in February. Sponsored by Samaritan's Purse and Operation Christmas Child, the team visited several cities, including Junquito, Panama City, Bocas del Toro (home of Chiquita bananas) and Brannco Medio, distributing approximately 10,000 boxes. More than 6.5 million boxes were collected worldwide. (Theresa Ross, Theresa.Ross@zradio.org)



Scott Smith shares an Operation Christmas Child box with a family in Panama City

## Rocklin, CA –

Educational Media Foundation (EMF) purchased WJYC-FM/Delhi Hills-Cincinnati, OH; WSOH-FM/New Washington, IN-Louisville, KY; and KLRO-FM/Niles-Tri Cities, WA, from Life Talk Radio for \$1.15 million. In addition, EMF began broadcasting its K-LOVE programming on WMJQ-FM/Brockport-Rochester, NY, via an LMA with owner George Kimble's Radio Group, which includes an option to buy the station. (PDAdvisor, 01/15/04)

**St. Paul, MN –** Northwestern College & Radio announced the FCC-approved purchase of two radio stations in the Des Moines, IA, market: KJJC-FM/Osceola, and KLRX-FM/Madrid. The purchases were effective December 31, joining the 13-station network of noncommercial listener-supported Christian radio stations owned and operated by Northwestern College. Staffing has begun with the hire of Paul Perrault as PD and morning drive host, formerly at WGNV-FM/Milladore, WI. Interim station manager is Doug Smith, who also manages the Waterloo station. (Janell Wojtowicz, jbw@nwc.edu)

**Tupelo, MS –** American Family Radio began airing *The Parent Factor*, a one-hour weekly program hosted by Al Denson, on January 10. The program features parenting/child-raising experts as co-hosts and focuses on tough issues affecting parents, especially those with teens. (PDAdvisor, 01/15/04)

**Atlanta, GA –** WVJ-FM teamed up with Cross International for a day-and-a-half radiothon during the last week of January, asking listeners to sponsor 1000 children in Africa who were orphaned as a result of major flooding and the AIDS epidemic. Listeners contributed \$55 each to provide a year of basic care. More than 1300 children were sponsored. (PDAdvisor, 02/05/04)

**Dallas, TX –** KCBI-FM asked listeners to make or buy valentines for kids who were hospitalized as part of its Valentines for Kidz project. KCBI-FM's John McLain and Team Afternoon broadcast from several LifeWay stores during February to collect the Valentines. In 2003, more than 25,000 valentines were donated. (Laura Best, lbest@kcbi.org)

**Ft. Worth, TX –** In January, FamilyNet's Family Enrichment began presenting *One Nation, Under God*, hosted by Dr. Bob Reccord, president of the North American Mission Board of the Southern Baptist Convention and host of the national radio program *Strength For Living*. Additionally, FamilyNet Television welcomed recent launches on the following cable systems: Cox Cable/Greenville, NC; Time Warner Cable/Greensboro, NC; Time Warner Cable/Beaumont/Port Arthur, TX; Adelphia/Liberal, KS; Cable Direct/Snyder, OK; Oxford Broadband/Auburn/Lewiston, ME; Cable Direct/Blair, OK; Consolidated Cable Vision/Dickinson, ND; Northwest Communications/Ray, ND; NTS Communications/Lubbock/Wolfforth, TX; Cable Direct/Stanberry, MO; Cable Direct/Tipton, OK. (Denise Cook, dcook@FamilyNet.com)

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Joan has an application on file for a non-commercial television station in Sacramento, California

La Dov

## TRADE TALK

AIRWAVE NEWS TELEVISION

AIRWAVE ANNIVERSARIES

**Chicago, IL** – Romanian Christian Television (RCTV, [www.romaniantv.org](http://www.romaniantv.org)) recently partnered with Christian media professionals in Romania to form Credo Television Network (Credo). Under the guidance and control of RCTV, Credo plans to produce and provide Christian and family programming to national Romanian cable television systems, surrounding countries in Eastern and Western Europe, and the Middle East. Negotiations with cable companies are underway in the Middle East to provide programming in Arabic, produced by CredoTV/Bucarest, with an anticipated launch date this Easter Sunday. (*Romanian Christian Television Newsletter*, 12/03, [pa@romaniantv.org](mailto:pa@romaniantv.org))

**Naples, FL** – The Sky Angel nationwide direct-to-home Christian satellite television service ([www.skyangel.com](http://www.skyangel.com)) recently welcomed two new radio networks to its lineup: Bott Radio Network (BRN) and Oasis Radio Network. BRN's all-talk radio format is the first of its kind on Sky Angel. (Nancy Christopher, [Nancy.Christopher@SkyAngel.com](mailto:Nancy.Christopher@SkyAngel.com))

**Charlotte, NC** – The Billy Graham TV Telephone Ministry received its one-millionth caller on December 12. Within months of being established in 1980, 200 telephones were installed and operating at the Billy Graham Evangelistic Association, and telephone centers around the country were opened to cope with the demand. Today, 11 phone centers are in operation across North America, including Canada and the Bahamas, with thousands of volunteers participating. Each volunteer averages three calls per hour; each call lasts about 20 minutes. In the average minute, a collective 1800 calls are received across North America. (Tom Atema, [tatema@brb.org](mailto:tatema@brb.org))

**Sacramento, CA** – Joan Sisk of La Dov Educational Outreach, Inc., filed a full-power digital television application for channel 43. Sisk's existing program, *Let There Be Light*, airs in metropolitan areas throughout the country. (Joan Sisk, 888-895-7570)

La Dov

**Des Moines, IA** – On March 25, Family Radio Network's KDFR-FM celebrated its 15th anniversary. KDFR, one of 47 stations owned by Family Stations, Inc., of Oakland, CA, serves the Central Iowa area and started broadcasting the "Sound of the New Life" on Good Friday, 1989. In October, KDFR increased its power from 4 kw to 32 kw, broadcasting from a four-bay antenna with a directional pattern. A translator of KDFR, at 89.1 FM, serves the Ames area. (Larry Vavroch, 515-262-0449)

**Knoxville, TN** – WYLV-FM threw an Anniversary Remote Party at a local mall on Feb 13 to celebrate 11 years of broadcasting. The party included a cake, door prizes such as a weekend in Nashville, contest/giveaways, music and more. (Marisa Lykins, [marisa@love89.org](mailto:marisa@love89.org))



Frank Pastore

Los Angeles, CA – On his 10th anniversary of hosting KKLA-FM's *Live From L.A.*, veteran broadcaster Warren Duffy passed the baton to frequent guest host Frank Pastore, who took over the program reins on January 5. Duffy was emcee for NRB 2004 in Charlotte, NC. (Mary Anderson-Harris, 818-729-9291)

**Boone, NC** – Wrapping up its 10th year of hand-delivering shoe boxes of hope and comfort to children overseas suffering from war, terrorism, natural disaster, disease and poverty, Operation Christmas Child, a project of Samaritan's Purse ([www.samaritanaspurse.org](http://www.samaritanaspurse.org)) collected a record number of shoe boxes in 2003: 6.5 million (from 10 participating countries), with 3.9 million collected in the United States. The project collected 28,000 shoe boxes in its first year. (Paige Greene, 828-262-1980)





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## PEOPLE

**Manassas, VA** – As part of its restructuring plan, National Religious Broadcasters welcomed Robert McFarland to its headquarters as VP of Communications.



Robert McFarland

McFarland previously served as Senior Administrative Director for the Center for Christian Statesmanship in Washington, DC. Other staff changes include promotions for the following: David Keith, VP of Operations; Tammy Singleton, Director of Conventions & Expositions; Steve Cross, Director of Marketing; Christine Pryor, Director of Publications; Bob Powers, Director of Media & Public Relations; and Valerie Fraedrich, Assistant Editor. (Valerie Fraedrich, vfraedrich@nr.org)



Pierre Chestang

**Lakeland, FL** – Moody Broadcasting Network (MBN) appointed Pierre Chestang to the position of station manager for WKES-FM (www.wkes.org) and regional stations WSOR-FM, WKZM-FM and WHGN-FM in Central/SW Florida. Chestang most recently served as WKES PD and *New Day Florida* host. (Pierre Chestang, Pierre.Chestang@moody.edu)

**Harrison, AR** – Ron Hutchcraft Ministries, Inc. (RHM), hired Barry Werner as VP. Werner recently completed a 17-year tenure with the Billy Graham Evangelistic Association, serving as director of Operations for World Wide Pictures. (Rick Whitmer, rwhitmer@hutchcraft.com)

**Nashville, TN** – Tooth & Nail hired Allison Stipe, formerly with Shannon Becker's Big Town Productions, as director of Promotions and moved Amanda MacKinnon, former manager of Christian Radio, to director of Publicity. (PDAdvisor, 02/05/04)



**Nashville, TN** – Former W Publishing Group publicist, Paige Harvey, and Tommy Nelson/Thomas Nelson Book Group publicist, Shanon Davis-Underwood, launched P.S: Media



Paige Harvey



Shanon Davis-Underwood

Relations. The full-service publicity firm will market its services to leading CBA book publishers, as well as children's entertainment companies. (Shanon Underwood, shanon@psmediarelations.com)

**San Luis Obispo, CA** – Logos Broadcasting Corporation announced the following appointments and staff additions: Jon Fugler was named executive director and continues as GM; Tanya Streder was named art director and events director; Matt Williams was named assistant PD and continues as production manager; Noonie Fugler was named promotions director and continues as music director; Gina Fuller was hired as administrator; John-Michael Morgenstern was hired as marketing specialist; and Hannah Spagnola was hired as receptionist. (Daniel Ryan, daniel.ryan@logosmedia.net)

**Chicago, IL** – WMBI-FM Station Manager Bruce Everhart was promoted to division manager/Broadcasting and Stewardship for Moody Broadcasting Network. Everhart has managed WMBI for more than 10 years. (Bruce Everhart, Bruce.Everhart@moody.edu)

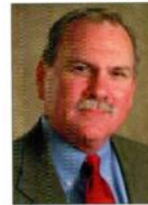


Bruce Everhart

**Dallas, TX** – KCBI-FM's Sharon Geiger took top honors in the 2003 SCRIBE Newscast Awards, winning the Best Newscast Award. (Laura Best, lbest@kcbi.org)

**Clarkesville, TN** – On January 15, WAYQ-FM welcomed Matt Hahn as operations manager, previously GM of WVMC-FM/Mansfield, OH. (PDAdvisor, 01/15/04)

**Atlanta, GA** – Life Radio Ministries, Inc. (www.NewLife.FM), appointed Douglas J. Doran to the position of VP and GM of Broadcast Stations. Doran served for the past four years as assistant manager and director of Development of WMV-FM, the organization's flagship station in Atlanta. Previous positions include studio manager for Walk Thru The Bible Ministries, associate producer and production coordinator of the Atlanta Passion Play, and positions at First Baptist Church of Atlanta. (Joe Emert, jemert@wmv.com)



Douglas J. Doran

**Ft. Lauderdale, FL** – Orthodox Christian Network added two commentators to the weekly *Come Receive the Light* program: Rev. Dr. Frank Marangos and Frank Schaeffer. They join author and NPR commentator Frederica Matthewes-Green and religious journalist and professor Terry Mattingly as regular guests on the media outreach of Orthodox Christian Churches in America. In other news, KGNW-AM/Seattle, WA, began airing *Come Receive the Light* on February 7. (Chuck Powell, chuck@receive.org)

**Seattle, WA** – The Adolph Agency welcomed Natalie Ray and Jenn Shepard to its team. Ray serves as a marketing consultant and comes to the agency from Clear Channel Radio, while Shepard serves as media coordinator and arrives from Accell Property Management. (Scott Shuford, scott@adolphagency.com)

**Agoura Hills, CA** – Doug Mazza was promoted from executive VP to president/COO



of Joni and Friends. Prior to joining the ministry five years ago, Mazza held executive positions with Hyundai Motor America and American Suzuki Motor Corporation. (sappel@joniandfriends.org)



# There's a new kid on the block coming this May . . .

## PEOPLE

**Fayetteville, AR** – KLRC-FM moved PD Melody Miller and James Elliott to the AM drive. (*PDAvisor*, 01/15/04)



**Nashville, TN** – The Breen Agency welcomed Elaine Starkey to its staff on January 1. (*Zeebozine*, 02/04/05)



**Angelique Szeman**

**Burbank, CA** – Phil Cooke Pictures, Inc. ([www.cookepictures.com](http://www.cookepictures.com)), welcomed Angelique Szeman as production supervisor. She possesses an extensive background in production, post-production and casting. (Angelique Szeman, [angie@cookepictures.com](mailto:angie@cookepictures.com))

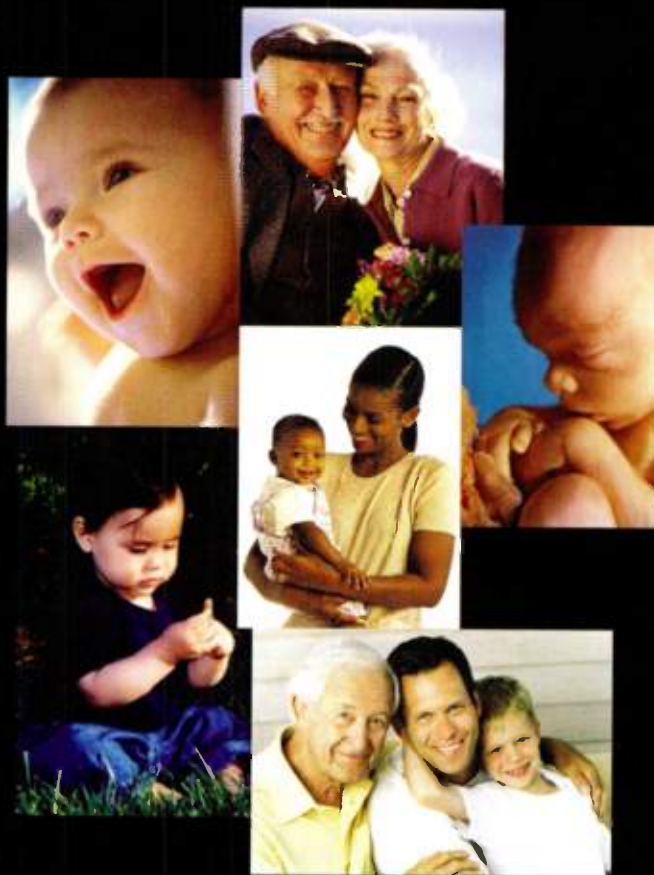
**Greensboro, NC** – WBFJ-FM recently hired Darren Stevens, previously creative services producer/evening host at WKRR-FM/Greensboro, as APD/AM Drive Host, effective February 2. (*PDAvisor*, 01/15/04)



**San Francisco, CA** – KSFB-FM, The Bridge, announced the following staff moves: OM/PD Scott Veigel exits to become PD of new WAY-FM station KWXA-FM/Denver-Ft. Collins, CO; Assistant PD Jeff Nelson is serving as interim PD for KSFB. The station recently moved from Christian CHR toward a more Hot AC format. (*PDAvisor*, 01/15/04)

**Nashville, TN** – The Gospel Music Association (GMA) promoted Joy Fletcher from senior director of

Programming to VP of Events and Programming. GMA also hired Jerry Charles, former CCM Communications VP of Consumer Marketing and Circulation, as director of Marketing and Business Development. (*PDAvisor*, 01/15/04)



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# TRADE TALK

INTERNET

INTERNATIONAL

**Alexandria, VA** – Full details on the \$1.5 billion gift to The Salvation Army from Joan Kroc's estate are found on the Army's website, [www.salvationarmyusa.org](http://www.salvationarmyusa.org). Kroc, wife of McDonald's founder Ray Kroc, left the gift to the Army to develop community centers across the country, similar to the landmark Ray and Joan Kroc Corps Community Center in San Diego, CA, that opened two years ago. (Major George Hood, [George\\_Hood@usn.salvationarmy.org](mailto:George_Hood@usn.salvationarmy.org))

**Carol Stream, IL** – Big Idea ([www.bigidea.com](http://www.bigidea.com)) created a new website, Big Idea Fun ([www.bigideafun.com](http://www.bigideafun.com)) based on its popular video series. This made-for-kids site offers arcade games, activities, stories, e-cards and more. (*Internet for Christians*, 01/30/04)

**Dublin, IRELAND** – In time for St. Patrick's Day, Ireland's first Youth Christian Radio Station 89.9 Spirit FM went on the air from midnight Friday to midnight Sunday in Dublin and surrounding areas. A temporary license was granted to allow the station to function until midnight on April 25; it is hoped that a permanent license will result from the trial broadcasts. NRB Executive Committee Member-at-Large Sue Bahner visited Ireland in October 2003 and discussed the establishment of an Irish Christian station with interested parties. By using contempo-

rary Christian music as its format, the message of the Gospel is finding an appreciative audience within both the Catholic and Protestant communities. 89.9 Spirit FM covets your prayers for continued outreach into the Irish community. (Sue Bahner, [crosswycn@aol.com](mailto:crosswycn@aol.com))



Sue Bahner

## A WORD FROM THE WORD

### Trouble

When a person is particularly evil, we will sometimes say, "He's nothing but trouble." That's our word for this month: trouble.

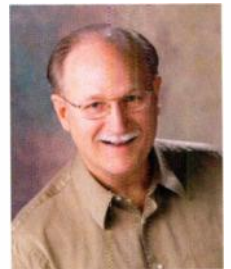
Christ's death on the cross was ultimately the thwarting of evil, but as He hung in pain, dying for the sins of the world, evil gathered itself around Him. In fact, there was a concentration of evil at the Hill of the Skull that day – unparalleled in the history of the world. Psalm 22 gives us insight into all of this, including what the Savior was thinking as He faced this onslaught of evil. The Messiah was praying – talking to the Father – when He said "Be not far from me, for trouble is near; for there is none to help" (Psalm 22:11).

The word "trouble" literally means "tightness." It comes from a root that refers to a narrow, tight place, as when an adversary would crowd in upon a victim. Jesus was in a tight strait, as evil crowded in upon Him.

There was the mocking, sneering crowd; and there were the rough, crude Roman soldiers. But there was far more than that closing in upon Him, for all of our sins were being placed upon Jesus. Additionally, Satan and his demonic host were allowed to do their worst. The angelic hags cackled as the demons coiled to strike – their fangs dripping with venom. Death was there gathering its shroud to encompass our Savior, and Satan was posed to pierce Him through. Jesus was

in our place, dying for our sins. Indeed, trouble was near.

*Dr. Dan Hayden is a popular speaker, author and host of the daily radio feature A Word from the Word. He serves as director of Ministries for Sola Scriptura ([www.solagroup.org](http://www.solagroup.org)), a ministry located in Orlando, FL, dedicated to promoting the authority, authenticity and accuracy of the Bible. Contact him via e-mail at [dhayden@solagroup.org](mailto:dhayden@solagroup.org).*



Dr. Dan Hayden

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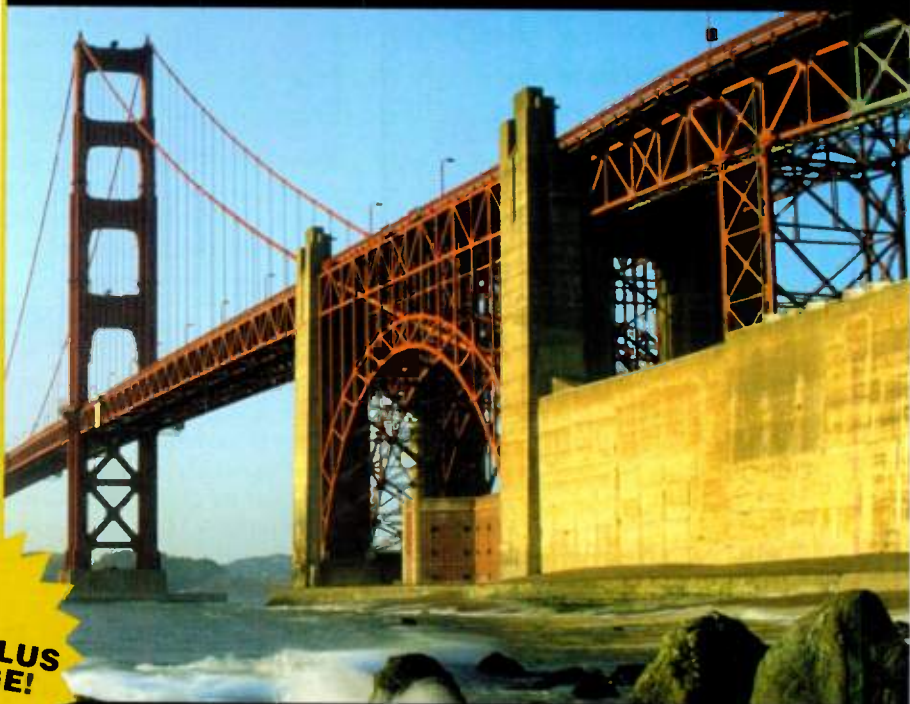
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# TRADE TALK

## MUSIC



**Nashville, TN** – In *The Name of Love: Artists United for Africa* unites 12 of today's most popular Christian artists,

including Delirious?, Jars Of Clay, Nichole Nordeman and Toby Mac. A portion of the proceeds goes to charities that help fight the AIDS crisis in Africa. (mick@sparrowrecords.com)

**Mobile, AL** – Integrity Music and Sony Music announced the release of the original motion picture soundtrack for Mel Gibson's *The Passion of The Christ*, which was available in stores February 24, the day before the film released nationwide. (Shannon Walker, shannonw@integinc.com)



**Nashville, TN** – Gospo Centric Records recording artist and newly-minted Stellar Award-winning Male Vocalist of the Year Byron Cage was nominated for two 2004 NAACP Image Awards: Outstanding New Artist and Outstanding Gospel Artist. In other news, on December 23, Cage appeared on *The Tonight Show with Jay Leno* with label-mates Kirk Franklin, Dorinda Clark-Cole and Percy Bady, along with new B-Rite Music artist R.J. Helton. (Lynn McCain, lynn@mccainpr.com)



(PDAdvisor, 02/05/04)

**Nashville, TN** – Grammy-winning Gospel artist CeCe Winans launched a 25-city free concert tour to mega-churches, featuring music from her latest praise and worship CD, *Throne Room*.

**Nashville, TN** – Flicker Records new artists Stereo Motion ([www.stereomotion.com](http://www.stereomotion.com)) along with The Swift ([www.theswift.com](http://www.theswift.com)) were named as two of 2003's Best New Artists by *Christian Music Today*, a part of Christianity Today International. (Matt Williams, matt@thewmg.net)

**Nashville, TN** – Hip-hop independent label Cross Movement Records recently inked an exclusive U.S. agreement with Provident Music Distribution. The first title to be distributed by Provident will be the debut release from solo rap lyricist, T.R.U.T.H., with a scheduled street date of April 6. (Kia Jones-Glenn, KiaJonesPR@aol.com)

**Nashville, TN** – On January 23, more than 400 radio stations and several websites simultaneously broadcast a concert by Re:Zound through CSN International and Effect Radio Networks. (Lynn McCain, lynn@mccainpr.com)

**Nashville, TN** – Six South Carolina natives, collectively known as Emery, are now part of Tooth & Nail Records. The group has been working on its debut album, *The Weak's End* ([www.theweaksend.com](http://www.theweaksend.com)). (Zeebozine, 02/02/04)

**Nashville, TN** – INO Records signed Anthony Evans, whose label debut, *Even More*, is scheduled to hit stores May 25. Evans is the son of NRB members Dr. Tony and Lois Evans. (PDAdvisor, 01/15/04)



(L-R) Randy Davis, VP of Sales, Provident Music Distribution; Don Noes, Senior VP, Provident Music Distribution/CEO, Cross Movement Records; and Cleve Foat, Jr., COO, Cross Movement Records

## CLASSIFIEDS

**Executive Director** – National Radio Ministry, Walk in the Word, seeks executive director. Contact [dolsen@harvestbible.org](mailto:dolsen@harvestbible.org) for job description. For information regarding the ministry, go to [www.walkintheword.com](http://www.walkintheword.com).



## Smart solutions for broadcast

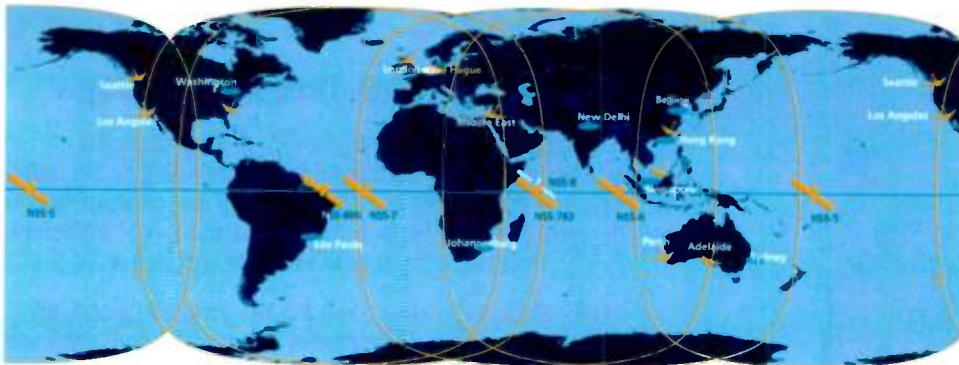
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Please contact [atompkins@newskies.com](mailto:atompkins@newskies.com) for further information and to schedule a meeting at the February 2004 NRB Convention.



## INSPIRING MEMBER: BOB RECCORD

In a coastal town in Virginia, a drunken father found himself solely responsible for the care of three young sons. Having just lost his wife to cancer as the youngest child turned 11 months old, the demands were greater than he was willing to assume. The boys eventually ended up in Southern Illinois with people who wanted them even less.

A childless couple heard about the boys and hurried to the house. "We understand you have some boys in need of a home," they said. The woman at the door replied, "The two older ones are already taken, but the brat is out back."

There the couple found a young boy wearing soiled underwear and covered with the pus-filled oozing sores of impetigo. The lady pulled the boy up next to her new dress and said, "We'll take him!"

They drove the boy to the local doctor, who asked, "What do you want with that?"

Without hesitation, the lady said, "We want this little boy to have the chance to become what God created him to be."

I was that little boy.

In a society that worships beauty, brains and bucks, I had nothing to offer. But God saw me not as I was, but as I could be. In this throwaway society, how easy it would have been to end up on life's refuse pile. But God is in the business of taking the insignificant and creating significance. God is constantly pursuing us to help us understand that He has made us to count.

*Bob Reccord is president of the North American Mission Board, Alpharetta, GA, and a member of the NRB Board of Directors. Reprinted with permission of the American Tract Society (ATS), 2003. Originally part of the ATS Leadership Series. For more information on obtaining ATS tracts, please call 1-800-54-TRACT or go to [www.atstracts.org](http://www.atstracts.org). This tract is also available at [www.namb.net/catalog](http://www.namb.net/catalog) or toll-free 866-407-NAMB (6262).*



Above: (L-R) Bob and his brothers, Darrell and Rick.



Right: Bob Reccord today.

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**Andrea Perry, PD, WMPZ-FM, Chattanooga, TN**

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**Mike Chandler, Owner of WFMI-FM, Virginia Beach, VA**

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**Ron Anderson, Operations Manager, KBYO, Tallulah, LA**

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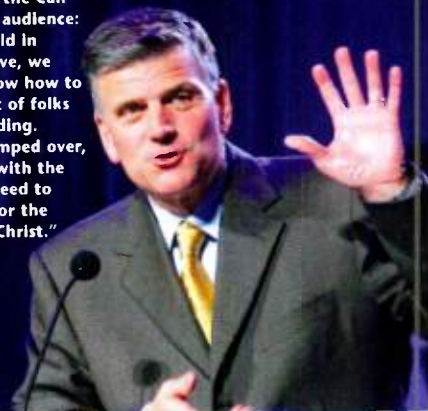
# Convention Wrap-Up

## WORDS

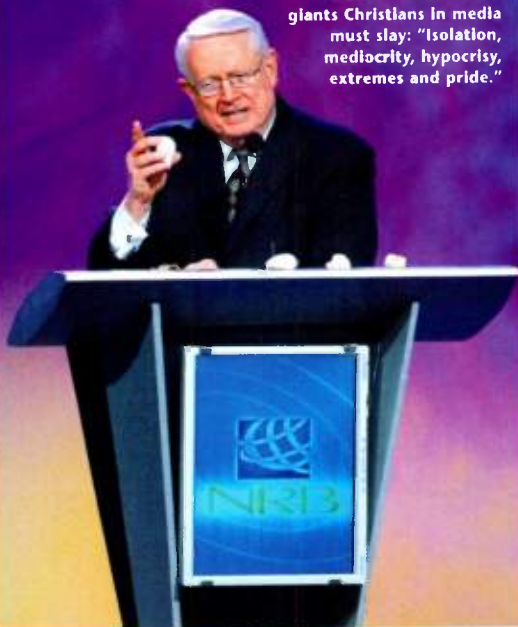
President George W. Bush greets the Closing Banquet audience via video: "I applaud your mission of bringing the Gospel of Jesus Christ into millions of homes."



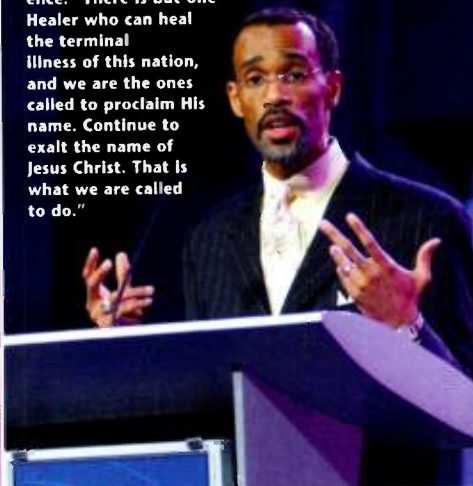
Franklin Graham encourages the Call to Worship audience: "In the world in which we live, we need to know how to stand. A lot of folks aren't standing. They're slumped over, they bend with the wind. We need to stand tall for the Lord Jesus Christ."



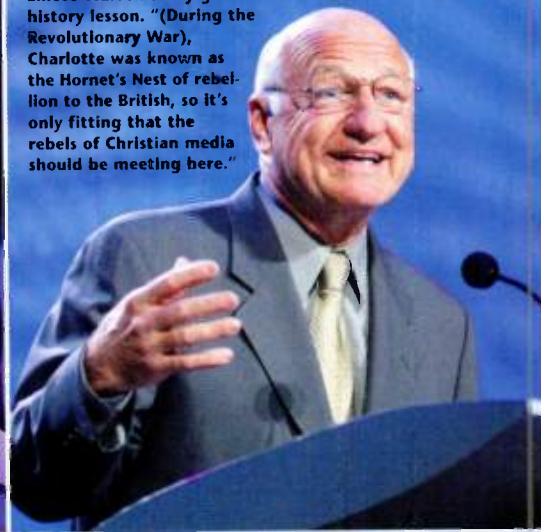
Chuck Swindoll, chairman of the Board of Insight for Living, uses five stones to illustrate the giants Christians in media must slay: "Isolation, mediocrity, hypocrisy, extremes and pride."



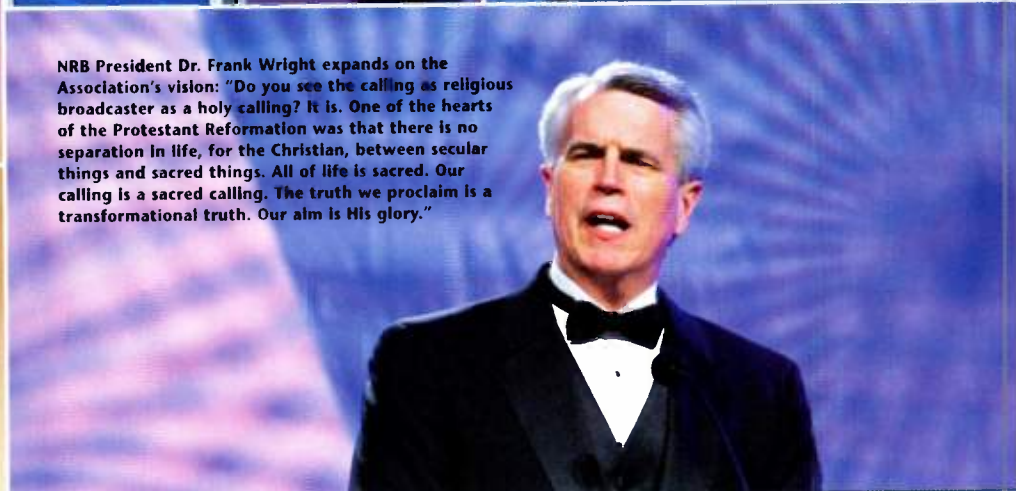
NRB Chairman/CEO Glenn Plummer inspires the audience: "There is but one Healer who can heal the terminal illness of this nation, and we are the ones called to proclaim His name. Continue to exalt the name of Jesus Christ. That is what we are called to do."



Emcee Warren Duffy gives a short history lesson. "(During the Revolutionary War), Charlotte was known as the Hornet's Nest of rebellion to the British, so it's only fitting that the rebels of Christian media should be meeting here."



NRB President Dr. Frank Wright expands on the Association's vision: "Do you see the calling as religious broadcaster as a holy calling? It is. One of the hearts of the Protestant Reformation was that there is no separation in life, for the Christian, between secular things and sacred things. All of life is sacred. Our calling is a sacred calling. The truth we proclaim is a transformational truth. Our aim is His glory."



Star Parker, founder/president of the Coalition on Urban Renewal & Education, shares her hope during the Women's Luncheon:



"I'm getting ready for the day that we connect hearts and engage lives to the point that we will no longer see our federal government in the business of charity."



PHOTOS BY JIM & MARY WHITMER, JIM@WHITMERS.COM  
 CAPTIONS BY NRB EDITOR CHRISTINE L. PRYOR

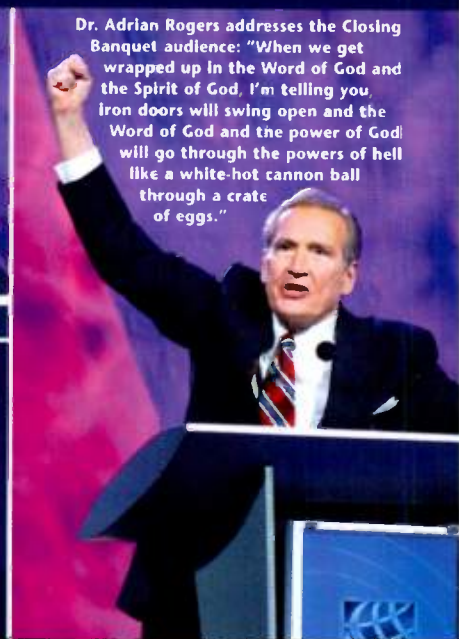
Dr. Lois Evans, senior VP of The Urban Alternative, imparts her testimony during the Call to Worship: "I want to dwell in the secret place of the Most High God on a regular basis. I want to hear His voice direct the plan He has for my life. There is no better place to be."



Dr. John Piper challenges the Closing Banquet audience: "Devise large and liberal things for the cause of Christ."



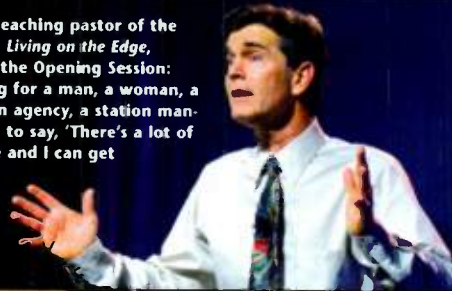
Dr. Adrian Rogers addresses the Closing Banquet audience: "When we get wrapped up in the Word of God and the Spirit of God, I'm telling you, iron doors will swing open and the Word of God and the power of God will go through the powers of hell like a white-hot cannon ball through a crate of eggs."



Dr. Abe Van der Puy's daughter, Lois Van der Puy Spragg, accepts her father's 2004 Hall of Fame Award: "I think Dad would say to the NRB, 'I see your work. Mark the trail well. Be faithful for those who come behind you.'"



Chip Ingram, teaching pastor of the radio program *Living on the Edge*, speaks during the Opening Session: "God is looking for a man, a woman, a broadcaster, an agency, a station manager, a staffer, to say, 'There's a lot of stuff out there and I can get involved in all this ministry, but what God wants is all my heart.'"



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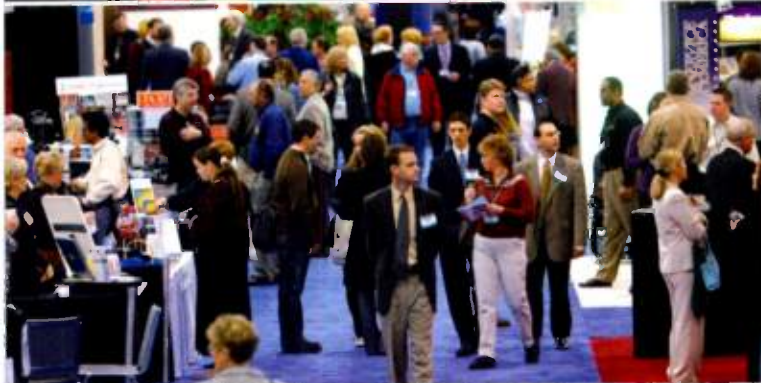
# CONVENTION WRAP-UP

## Convention Wrap-Up

### EXPO



FamilyNet's Buzz and Poppy help NRB VP of Operations David Keith (L) and President Dr. Frank Wright open the award-winning Exposition.



Busy aisles mark the Expo, recently named one of the "50 Fastest Growing Tradeshows" by *Tradeshow Week Magazine*.



Motivo flavors the International Luncheon with Latin-styled pop music.



Technology and equipment companies such as Sony and Ikegami showcase their products.

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### MUSIC



Kurt Kaiser and George Beverly Shea minister during the Closing Banquet.



Larnelle Harris blesses the Opening Session crowd with his signature sound.



# Congratulations NRB Media Award Winners

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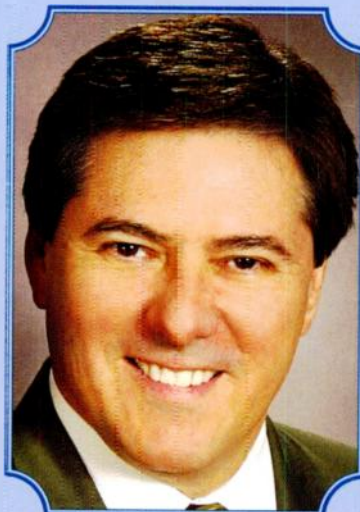
**Radio Station of the Year  
Music**

**Best Radio Talk Show**



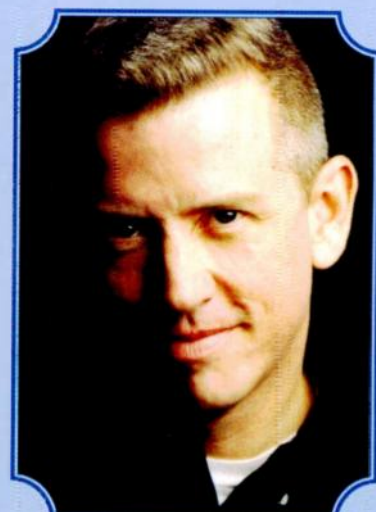
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**John Peroyea**  
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**Scott Wilder**  
Host



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# CONVENTION

## Convention Wrap-Up

### EDUCATION



Evelyn Gibson, VP of Communications for Ambassador Advertising Agency, leads the standing-room-only First Timers Orientation.




Rep. Mike McIntyre (D-NC), speaks during a Super Session on Public Policy addressing faith, speech and indecency. (Seated, L-R): Executive Committee Members-at-Large Stuart Epperson and Janet Parshall and Reps. Walter Jones (R-NC) and Richard Burr (R-NC).



The industry's future waves from the Intercollegiate National Religious Broadcasters booth.




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# Radio's Future on the Internet

BY RUSSELL G. SHUBIN

Will there be a future for radio on the Internet? The winds of technological change indicate that streamed radio signals over the Web should provide a powerful new outlet for the broadcasting community. But in this new medium, rich with potential for Christian media and ministry work, a series of events tied to music licensing may have set a hurdle too high — thereby causing Christian broadcasters to rethink their Internet development strategies.

According to a number of industry veterans, the labels' aggressive demands for royalties, coupled with the cost and complexity of litigation and reporting requirements, threaten the future of music on the Internet for broadcasters.

The current stage was set in 1998, when the Digital Millennium Copyright Act (DMCA) was passed into law. It created a compulsory license for Internet music performance along with an impossibly complex royalty rate and term-setting mechanism. While the radio industry has long been accustomed to paying copyright royalties for the "musical work," the Recording Industry Association of America (RIAA) gained a royalty right from which over-the-air broadcasters had previously been exempt — a "sound recording" royalty. Simply put, the sound recording royalty is the particular recording — the sounds on the disc — and is payable to the record companies while the "musical work" royalty is for the composition itself and is payable to songwriters and publishers through ASCAP, BMI and SESAC, the performing rights organizations (the PROs).

"Radio stations are accustomed to paying royalties and are not averse to continuing to do so for music streamed over the Internet, but radio has never had to pay record companies for their over-the-air broadcasts. This is in part because of the huge promotional value airplay provides the record companies," says Russ Hauth, a senior VP at Salem Communications.

"As streaming over the Internet becomes increasingly popular, it offers record companies that same promotional value," Hauth explains. But arbitration completed in 2002 established for the recording industry a roy-

alty that, in most cases, is more than those paid to all PROs combined.

The arbitration mechanism provided by the DMCA was a Copyright Arbitration Royalty Panel (CARP), which is full-fledged litigation required by law to take place every two years. This fact, along with unreasonable reporting and record-keeping requirements, created a level of cost and complexity that most stations are ill equipped to handle.

"It is really a question of whether or not radio stations, both commercial and noncoms, will be able to afford to stream their programming over the Internet," says Harv Hendrickson, Broadcasting VP of Northwestern College Radio.

The RIAA's legislative push in the DMCA came as a result of aggressive lobbying while the radio industry was, at least initially, caught on its heels. Since then, radio has attempted to establish a beachhead, beginning with a strong presence in the CARP proceeding, into which both the recording and radio industries have invested enormous amounts of time and energy — with little to show for their efforts.

The 2002 decision by CARP had an antagonizing effect on all parties and left small entrepreneurs in shock. "Some of the streamers and webcasters who had built audiences since the medium began, back in '98, looked at what they would owe and totally freaked!" Hauth says. When faced with the actual date for royalty payments for music they had used over the previous five years, the dollar figures literally threatened to put them out of business.

The CARP decision is currently under appeal, led by Christian broadcasters through the NRB Music License Committee (NRBMLC).

The DMCA became a catalyst for what was initially seen as an unlikely coalition: webcasters (Internet-only radio stations) and radio broadcasters, who both have an interest in creating a business environment on the Internet that is viable and open to competition. This coalition allowed for the passage — against great odds — of emergency legislation in late 2002, the Small Webcaster Settlement Act. While only a temporary

measure, it gave noncommercial streamers and small webcasters a six-month stay plus room to negotiate.

"After several months of difficult negotiations, the NRBMLC Noncommercial Committee, consisting of leadership from NRB-affiliated broadcast groups, finally obtained lower rates and better terms for its members than those set through the arbitration process," Hendrickson explains. "That agreement extends from 1998 to 2004."

Although it was a significant win, commercial stations got no break from their royalties, as they were not parties to the bill.

"The battle over Internet music licensing is still in front of us," Hauth says, "and the radio industry, both commercial and noncommercial, will need to stand together and give adequate resources if we are ever going to reach a point of long-term viability." Industry leaders are looking to accomplish critical work in Congress in order to reform the damaging features of the DMCA. Hauth adds, "With a unified voice from the radio industry, we have a real opportunity to shape a positive outcome on the Internet."

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#### For more information:

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The work of NRBMLC is crucial to the future of Christian broadcasting. To date, the noncommercial side of NRB's Music License Committee owes the commercial side about \$100,000. The NRBMLC is a standing committee of NRB and is financially accountable to the NRB Board of Directors and the Association's auditors.

To support the strategic work of the NRBMLC, stations can make checks payable to NRBMLC and send them to:  
NRBMLC  
4880 Santa Rosa Road  
Camarillo, CA 93012



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# Programming Strategies for the 21st Century

## An NRB 2004 Educational Session highlight

### MOTIVATION

I believe five words describe what it takes to succeed in the current radio industry: remain, rule, raise, relate and rely.

1. Remain committed to Christ and the truth of His Word, to your call and to your family.
2. Rule your kingdom. Control the products of your organization as much as you can by using internal talent, then outsource the rest to likeminded people.
3. Raise a lot of money, raise the bar and raise your ministry to donors. Starting a broadcast is not for the faint-hearted; it takes a lot of time to develop and sustain a broadcast. Don't necessarily do just what works; do what God has called you to do. And remember, your donors commit financially to your ministry because they believe in what you're doing, so develop a ministry to them.
4. Relate with other ministries. Fraternalize with your peers and get more deeply involved in the NRB family. Learn from others who are farther along the road and be a part of the fraternity that sharpens one another.
5. Rely on God. Pray about everything. Is this what God wants you to do or is it what you want? Ask for wisdom in everything.

**Bob Butts**  
**Truth for Life**  
**Cleveland, OH**

### PROGRAMMING

There's been a lot of talk in our industry about reformatting — or rethinking — the way we package the long form program. It's shaken the tree a little bit and has garnered some healthy dialogue this year about our teaching format and how we need to be going out to a new era and a new generation. Let me give you four points stations are looking for in radio programs.

#### 1. Programs Produced for Radio

We listen to radio one person at a time and that makes it an intimate medium. We do a lot of media things in groups, but with radio, it's different. That's one of the reasons it's so spiritually powerful: people are left alone with their thoughts, undistracted, and use their imagination. Preaching programs originally meant for groups need to be repackaged for radio.

In some cases, you need to do extra things to the program to make it user-friendly for radio, such as asking the personality to do something special in the beginning of the program or the closing. Radio is all about connecting and often, it takes a person addressing a person heart-to-heart.

#### 2. Relationships

We look for ministries behind the program that know how to develop a relationship with their listenership. Ministries on the air often know more about their audience than the radio station knows. The ministry answers 800-number calls and mail. There is a level of sophistication about how you treat and respond to those listeners. It must be relational and there must be a flow back and forth.

#### 3. Innovative Packaging

One of the formats we have suggested — not imposed — is a 25:00 net broadcast broken into segments. In the midst of those segments, the station has the right to retain spot time. The way it currently stands, in a 26:00 or a 25:00 program, we have 4:00 per half-hour or 8:00 per hour to be a radio station apart from the block program, with no access to parts of the hour on the clock.

Some programs are conducive to having program breaks. It is a difficult program to produce because it takes a lot of creativity to know where to break the program, how to break the program and how

to continue to drive the listenership forward. Our desire is to have the spot breaks at different parts of the hour and be able to identify ourselves and brand ourselves so there is appropriate attribution when listeners call or write to your ministry.

The first programs that are experimenting with the new format are increasing their response level, which is no surprise, because every time they leave for a break or return from a break, they tell the listener who they are. One ministry is 50 percent above its previous response rate; another is even greater.

I know there is a lot of controversy and strong feelings and we certainly are not suggesting that every ministry consider this, but we are suggesting it for new programs and believe it is going to be the way of the future for many programs. The traditional ideal listener in our minds as we prepare programs — the female 25-54 sitting at the kitchen table with a cup of coffee, her Bible, your study guide, a pen and her checkbook — is probably not the norm. We are presumptive as programmers and think everybody in the world knows who we are, but in most programs, if the listener hasn't caught the first few minutes of the program, they don't know who they're listening to until the end of the program. There are many advantages to this concept and it is something to consider.

#### 4. Content: Still King

We're looking for great content, people who are connecting with the culture by way of Scripture and application. If you don't have content, you can't package it, manipulate it or break it into pieces — it'll never work. If God's hand is not on it, it won't work. The first thing we look at with potential programming is: show us the fruit. Show us where it is working before we consider putting it on the air. If it isn't powerful already, it's doubtful it would be powerful on the radio.

**Roger Kemp**  
**Salem Communications Corporation**  
**Camarillo, CA**



# Estrategias de programación para el siglo XXI

## Seleccionado del taller educativo de la NRB 2004

### MOTIVACIÓN

Creo que cuatro palabras describen lo que se necesita para tener éxito en la radio en la actualidad: permanecer, controlar, recaudar, relacionarse y confiar.

1. Permanezca fiel a Cristo y a la verdad de su Palabra, a su llamado y a su familia.
2. Controle su reino. Maneje los productos de su organización lo más que pueda utilizando los talentos internos, y contrate servicios externos para que se hagan cargo de lo demás.
3. Recauda muchos fondos, eleve el nivel y presente su ministerio a los donadores. Empezar una emisora no es para los flojos; se lleva mucho tiempo desarrollar y mantener una emisora. No se limite a hacer lo que da resultado; haga lo que Dios lo ha llamado a hacer. Y tenga presente que los donadores dan a su ministerio porque creen en lo que usted está haciendo; por tanto, desarrolle un ministerio para ellos.
4. Relaciónese con otros ministerios. Fraternalice con sus compañeros y participe más en la NRB. Aprenda de los que han pasado por donde usted va y sea parte de la fraternidad que pule los unos a los otros.
5. Confíe en Dios. Ore en cuanto a todas las cosas. ¿Es esto lo que Dios quiere que haga o es lo que usted quiere hacer? Pida sabiduría para todas las cosas.

**Bob Butts**  
Truth for Life  
Cleveland, OH

### PROGRAMACIÓN

Se ha hablado mucho en nuestra industria acerca de reformatear, o replantear, la manera en que presentamos el programa largo. Está causando un poco de conmoción y ha producido un diálogo saludable este año acerca de nuestro formato de enseñanza y como necesitamos llegar a una era nueva y una generación nueva. Permítanme darles cuatro puntos que las estaciones esperan ver en los programas de radio.

#### 1. Programas producidos para radio

Escuchamos la radio uno a la vez, y eso la hace un medio muy personal. Hacemos muchas cosas de los medios en grupos, pero con la radio, es diferente. Esa es una de las razones de que sea espiritualmente tan poderosa: uno está solo, pensando y cavilando en lo que está oyendo, sin distracciones. Los programas que son originalmente para grupos hay que prepararlos de forma diferente para la radio.

En algunos casos hay que añadir algunas cosas más al programa para que pueda ser utilizado para la radio, como pedirle al orador que haga algo especial al principio o al final del programa. El objetivo de la radio es hacer contacto, y con frecuencia es necesario que una persona se dirija a otra de corazón a corazón.

#### 2. Relaciones

Queremos ministerios que sepan cómo cultivar una relación con sus oyentes. Los ministerios radiales a menudo saben más de sus oyentes que las estaciones de radio. El ministerio contesta la correspondencia y las llamadas que le llegan. Hay cierta complejidad en cuanto a la manera en que se contesta y se trata a esos oyentes. Tiene que haber cierta relación y comunicación de uno y otro lado.

#### 3. Presentación innovadora

Uno de los formatos que hemos sugerido, no impuesto, es el de 25:00 netos de emisión en segmentos. La estación tiene el derecho de retener espacios en medio de esos segmentos. A como funcionan las cosas en la actualidad, en un programa de 26:00 ó 25:00 tenemos 4:00 por cada media hora u 8:00 por cada hora aparte del bloque de programa para ser una radioemisora, sin acceso a ninguna parte de la hora del reloj.

Algunos programas se prestan para hacer pausas. Este tipo de programa es difícil

de producir porque requiere mucha ingenuidad para saber dónde y cómo hacer la pausa y cómo hacer que los oyentes sigan escuchando. Nuestro objetivo es tener los espacios en varias partes de la hora para poder identificarnos y publicitarnos para que los oyentes puedan dar los datos correctos cuando llamen o escriban a su ministerio.

Los primeros programas que están probando este formato nuevo han estado recibiendo más respuestas, lo cual no es sorpresa porque cada vez que hacen una pausa y luego vuelven, comunican a los oyentes quiénes son. Un ministerio ha aumentado su porcentaje de respuestas en 50% respecto al porcentaje anterior; otro ha aumentado aún más.

Sé que hay mucha polémica y discusión, pero de ninguna manera estamos sugiriendo que todos los ministerios consideren esto, pero sí sugerimos que los programas nuevos lo consideren, y creemos que será la manera en que muchos ministerios lo harán en el futuro. Al preparar los programas, la norma posiblemente no sea la de la oyente tradicional e ideal: la mujer de 25 a 54 años que se sienta a la mesa con una taza de café, con la Biblia, con la guía de estudio del programa y con bolígrafo y cheque en mano. Como programadores somos presumidos al pensar que todo el mundo sabe quiénes somos. Pero en la mayoría de los programas, si el oyente no ha oído los primeros minutos, no sabrá a quién está oyendo sino hasta el fin del programa. Este concepto nuevo tiene muchas ventajas, y es algo que debe considerarse.

#### 4. Contenido: sigue siendo el rey

Queremos contenido de calidad, personas que están conectándose con la cultura por medio de la Escritura y la aplicación. Si usted no tiene contenido, no podrá presentarlo ni manejarlo ni dividirlo: nunca dará resultado. Si la mano de Dios no está en ello, no dará resultado. Lo primero que buscamos en una programación es: muéstranos el fruto. Antes de nosotros considerarla para que salga al aire, muéstranos dónde está dando resultados. Si no es poderosa allí, es muy dudable que sea poderosa en la radio.

**Roger Kemp**  
Salem Communications Corporation  
Camarillo, CA

# Programming Strategies for the 21st Century

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### TECHNOLOGY

Stations and program providers need each other. Focus on the Family needs radio stations. You may not necessarily need Focus on the Family, but you need programming of some sort. It's your content. What eventually costs the ministry is going to in some way cost you. The ministry needs to watch its money the same way stations do. The Lord has not given Christian broadcasting an infinite amount of money.

#### Satellite Delivery

Satellite is by far one of the cheapest ways of doing programming once your program reaches more than 250 stations. Some ministries still deliver in cassette and CD. A trend is beginning to deliver programming online via FTP.

There are major advantages to satellite delivery, including higher quality, selection choices, and timely, direct delivery.

Of course, there are also a couple of disadvantages. It's the station's responsibility to get the program; if it comes down from the satellite at 2 a.m., you have to make sure the equipment is ready to receive it. You also have to deal with misfeeds. If something happens, you have to call the network's head end and resolve it.

#### Internet Delivery

Internet delivery's advantages include 24/7 availability, high-speed access supplying it more quickly than real-time, and assured delivery. The Internet's disadvantages include equipment and download failures, file format incompatibilities, corrupt data, limited server connections, non-automated downloads and cost.

It is an expensive proposition to do Internet delivery. Monthly fees are associated with the Internet. Let's say a station downloads from your FTP site an average of five programs a day, at 30 MB per program, for a total of 150 MB per day. At the same time, 999 other stations may be downloading the same files at 150 MB each. Over an average of 20 days per month, the total space required is 3 terabytes — the equivalent of 10 hard drives, each holding 100 GB. Since most network providers charge per MB, you can see why many program providers question that Internet delivery is a good thing to do ... it's expensive! Our budget is going to be reflected in what you do.

#### Combined Satellite and Internet Delivery

If we can combine Internet and satellite delivery, we can take the best of both worlds and save money. It works like this:

1. The programmer transfers the file from the FTP to the satellite.
2. The satellite transfers the 150 MB file to a station, which can be faster than real-time. The data for a half-hour program can transfer in less than a minute, writes to a hard drive, can be downloaded while other programs are airing, and, with a feedback channel, can alert the uplink to missing packets, which are then resent and automatically repair a file you never knew had a problem.
3. The satellite simultaneously transfers the same 150 MB to all the other stations. It still is only 150 MB and is not multiplied by each transfer.
4. By month's end, 20 days, the total file transfer is only 3 GB, a scale 1000 times less than the Internet download.

You also can use a high-speed Internet connection to request a missing file, which you can drag and drop to a web page on your network, or move between hard drives.

**Steve Reinke**  
*Focus on the Family*  
*Colorado Springs, CO*

### PARTNERSHIP

Nobody does radio or does programming just for the sake of doing it. At In Touch, we do radio to fund ministry initiatives. Paul didn't go to Turkey and Europe just for the sake of it, and he wasn't funded by the people he went to. The church in Jerusalem funded him.

At In Touch, we have an initiative to go into 100 languages in 10 years. We're at 43 after three years and we had 35 three years ago. The work that stations do on our behalf is for those in Vietnam, because Vietnamese is one of the new languages of our program. We have to get over the mentality that "It's only the United States." Our world is so much bigger than what we think it is. We are commanded to go into all the world.

My job is to get the message of Jesus Christ to as many people as possible, and I do that through your radio station, and you do that through what we do outside of the United States. It is so important that we understand that.

Another initiative we're doing is discipleship. How do we work within your community? It's more than just giving you a program and saying, "Good luck." There is a responsibility on my part to make sure you are given the right amount of promotion material and teaching materials. How many of our listeners use radio for their discipleship throughout the week? Christian radio is more than entertainment and information. We are taking God's Word and helping believers walk more closely with the Lord. As Christian broadcasters, our primary directive is to reach people with the Gospel of Jesus Christ.

**Michael Shelley**  
*In Touch Ministries*  
*Atlanta, GA*



# Estrategias de programación para el siglo XXI

## Seleccionado del taller educativo de la NRB 2004

### TECNOLOGÍA

Las emisoras y los proveedores de programas se necesitan unos a otros. Focus on the Family necesita radioemisoras. Quizá usted no necesite Focus on the Family, pero sí necesita programación de alguna clase. Ese es su contenido. Lo que a la postre le cueste al ministerio, en alguna medida le costará a usted. Tanto el ministerio como la radioemisora deben guardar su presupuesto. El Señor no ha dado a los comunicadores cristianos una cantidad infinita de dinero.

#### Transmisión por satélite

Una vez que su programa se pase por más de 250 emisoras, la manera más económica de transmisión es por satélite. Algunos ministerios siguen enviando sus programas en casete o disco compacto. La tendencia ahora es enviar la programación en línea, utilizando el Protocolo de Transferencia de Archivos (FTP, por sus siglas en inglés).

El envío por satélite tiene grandes ventajas; entre ellas está una mejor calidad, la libertad de escoger y el envío a tiempo y directo.

Por supuesto, tiene también un par de desventajas. La responsabilidad de bajar el programa queda con la emisora. Si la señal satelital llega a las 2:00am, usted tiene que tener el equipo listo para que la reciba. Tiene también que solucionar los errores de transmisión. Si algo sucede, tendrá que llamar al encargado de la red y solucionar la falla.

#### Envío por la Internet

Entre las ventajas del envío por la Internet están que se puede hacer 24 horas y 7 días a la semana, acceso de velocidad alta –más rápido que envío en tiempo real– y envío seguro. Entre las desventajas de la Internet están las fallas del equipo y de descarga, incompatibilidad entre los formatos de archivos, alteración de datos, conexiones limitadas de los servidores, descargas que no son automáticas y el costo.

El envío por la Internet es una propuesta costosa. Hay que pagar cuotas mensuales. Digamos que una emisora descarga de su sitio FTP un promedio de cinco programas por día, con 30 MB cada programa, para un total de 150 MB por día. Al mismo tiempo, 999 emisoras más pueden estar descargando los mismos archivos de 150

MB cada uno, o sea, 150 GB (150.000 millones de bits) por día. En un promedio de 20 días por mes, la memoria total que se necesitaría sería 3 billones de bits: el equivalente a 10 discos duros con una capacidad de 100 GB cada uno. Como la mayoría de los proveedores de red cobran por MB, podemos ver por qué muchos proveedores de programas no creen que el envío de programación por la Internet valga la pena... ¡es muy costoso! Nuestro presupuesto se reflejará en lo que usted haga.

#### Envío a la vez por satélite y la Internet

Si pudiéramos hacer el envío por satélite y la Internet a la vez, aprovecharíamos la mejor de las opciones y ahorraríamos dinero. Funciona de la manera siguiente:

1. El programador transfiere el archivo desde el FTP al satélite.
2. El satélite transfiere el archivo de 150 MB a la emisora, lo cual puede ser más rápido que en tiempo real. Los datos de un programa de media hora se pueden transferir en menos de un minuto, lo cual es ideal cuando hay que reemplazar algo rápidamente, se guarda en el disco duro, se puede bajar mientras que otros programas están saliendo al aire y, con un canal de retroalimentación, puede avisar al enlace ascendente (*uplink*) los programas que faltan, los cuales luego se vuelven a enviar, y reparar un archivo que usted no sabía que tuviera alguna falla.
3. El satélite transfiere simultáneamente los mismos 150 MB a las otras emisoras. Siguen siendo los mismos 150 MB, y no se multiplican con cada transferencia.
4. Al final del mes, 20 días, el total del archivo transferido es solo 3 GB, una escala 1000 veces menor que si se descargara por la Internet.

Usted puede también utilizar una conexión a la Internet de velocidad alta para pedir un archivo que haga falta, el cual podrá arrastrar y guardar en una página Web de su red, o pasarlo de un disco duro a otro.

**Steve Reinke**  
Focus on the Family  
Colorado Springs, CO

### COLABORACIÓN


Nadie tiene radio o hace programación simplemente por hacerlo. En In Touch hacemos programación para radio con el propósito de costear las iniciativas del ministerio. Pablo no fue a Turquía y a Europa solo por ir, ni recibió fondos de la gente a la cual fue. La iglesia de Jerusalén costó sus gastos.

La iniciativa de In Touch es estar en 100 idiomas en 10 años. Después de tres años ya estamos en 43; hace tres años estábamos en 35. El trabajo que las emisoras hacen por nosotros es para que aquellos que están en Vietnam, porque el vietnamita es uno de los idiomas nuevos de nuestro programa. Tenemos que olvidarnos de la idea de que “es solo los Estados Unidos”. El mundo es más grande de lo que pensamos. Se nos ha mandado ir a todo el mundo. Mi trabajo es que el mensaje de Cristo llegue a cuantos pueblos sea posible, y lo hago por medio de su radioemisora; y usted lo hace por medio de lo que nosotros hacemos fuera de los EE.UU. Es muy importante que comprendamos esto.

Otra iniciativa que tenemos es el discipulado. ¿Cómo podemos ayudarlo con su comunidad? No es tan solo darle un programa y decirle “que le vaya bien”. Parte de mi responsabilidad es proveerle de los materiales de promoción y enseñanza adecuados. ¿Cuántos de nuestros oyentes escuchan la radio por semana para su discipulado? La radio cristiana no es tan solo entretenimiento e información. Estamos llevando la Palabra de Dios y ayudando a los creyentes a estar más cerca del Señor. El mandato más importante que tenemos es el de llevar el Evangelio de Jesucristo a las gentes.

**Michael Shelley**  
In Touch Ministries  
Atlanta, GA

# NRB 2004 Resolutions



## RESOLUTION ON THE HOUSES OF WORSHIP FREE SPEECH RESTORATION ACT (H.R. 235)

- 1. Whereas;** We are Christian communicators with a message that impacts the world, and
- 2. Whereas;** The current IRS code prevents our nation's houses of worship from exercising unfettered free speech, and
- 3. Whereas;** Our pastors must have the liberty to speak from the pulpit as led by the Spirit and not molded by government, and
- 4. Whereas;** Free speech restrictions limit the message we deliver as broadcasters through radio, TV, Internet and film, and
- 5. Whereas;** Congressman Walter Jones has introduced to the 108th Congress legislation entitled, "THE HOUSES OF WORSHIP FREE SPEECH RESTORATION ACT." *Therefore, be it*
- 6. Resolved;** That NRB stands in strong support of H.R. 235, believing that its passage will allow our Members the full freedom to speak the whole truth in unconditional love. We encourage Congress to expedite the passage of this legislation, thereby restoring free speech to our churches.

## RESOLUTION ON INDECENCY IN BROADCASTING

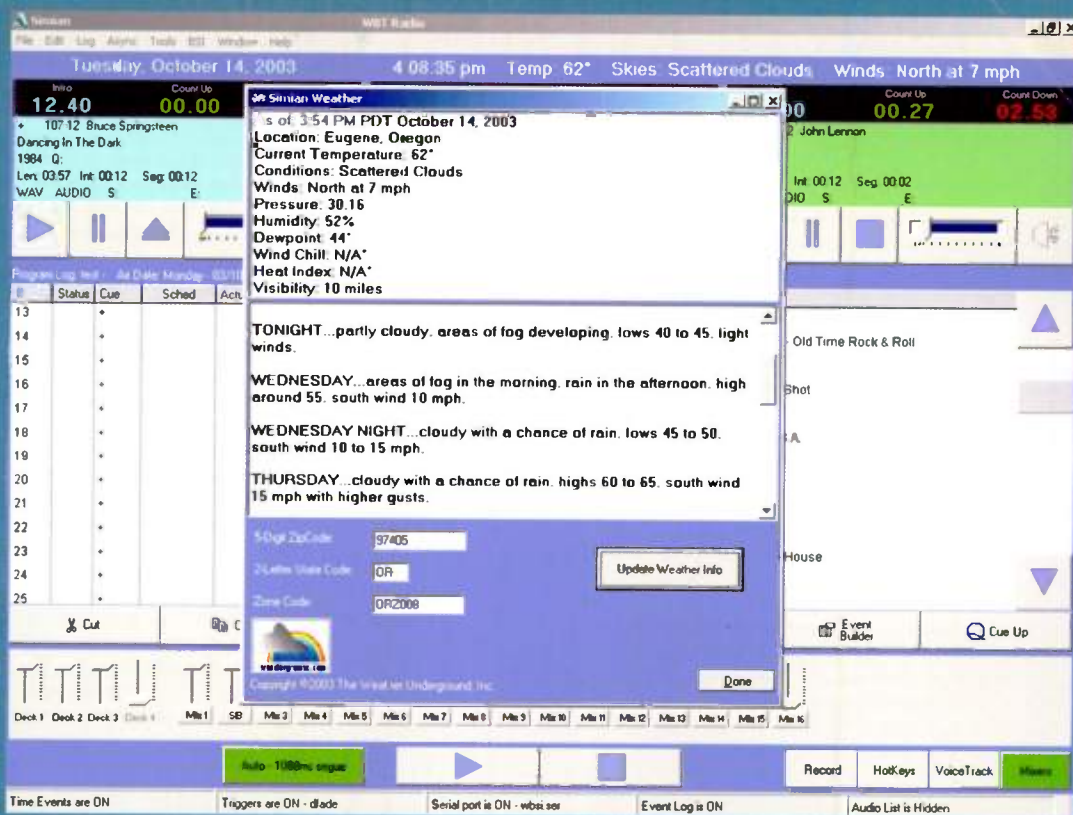
- 1. Whereas;** The airways do not belong to any one individual but are the shared and collective benefit of living in a free and open society, and
- 2. Whereas;** There has been an historic and important collective cultural effort in our country to protect the most defenseless and impressionable among us - our children, and
- 3. Whereas;** There is, today, a demonstrable disregard in broadcasting for common standards of decency, and
- 4. Whereas;** The Federal Communication Commission *has* established a standard to measure indecency, and
- 5. Whereas;** The FCC has hitherto demonstrated a lack of consistent enforcement of those regulations designed specifically to prevent indecency over the air, and
- 6. Whereas;** The FCC, by vigorously enforcing those regulations, sends a clear message that violations will not be tolerated, and
- 7. Whereas;** The steadfast and swift implementation of those regulations will encourage broadcasters to self-regulate both content and expression. *Therefore, be it*
- 8. Resolved;** That National Religious Broadcasters calls on the FCC, in its position as a protector of the airways, to steadfastly and swiftly enforce those regulations where a violation of decency has occurred, and be it
- 9. Resolved;** That we further call on Congress to concretize those regulations into federal statutes, thereby giving the weight of the law to standards of decency, and be it
- 10. Resolved;** That we further call on ourselves to report to the FCC and to our congressional representatives those violations when and where they may occur, and be it further
- 11. Resolved;** That we call on ourselves, as members of NRB, to uphold *always* the standards of decency in all of our various outlets, as integrity, purity and truth must always be the hallmark of a Christian broadcaster.

## RESOLUTION ON THE PROTECTION OF MARRIAGE

- 1. Whereas;** Marriage has been and always will be the primary cornerstone institution for a vibrant and functioning society, and
- 2. Whereas;** Marriage has been, since the beginning of time, defined as one man and one woman, and
- 3. Whereas;** God has clearly defined marriage as the union of one man and one woman, and
- 4. Whereas;** Activist judges and liberal courts have recently chosen to redefine marriage to be something other than the way God defined that most sacred institution, and
- 5. Whereas;** The definition of marriage is, in truth, not just a political or legal function but is primarily the application of biblical Truth, and
- 6. Whereas;** Our calling as religious broadcasters is to proclaim the truth in love. *Therefore, be it*
- 7. Resolved;** That National Religious Broadcasters calls on the President, the Congress and the Courts to protect the sanctity of marriage as defined, and only defined, as the union between one man and one woman, and be it
- 8. Resolved;** That we further demand of ourselves the commitment to bring biblical truth into the marketplace of ideas by using all of our various broadcasting outlets to winsomely engage the culture with the transcendent truth of God, and to work to protect that which God Himself created and defined in the Garden of Eden.



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