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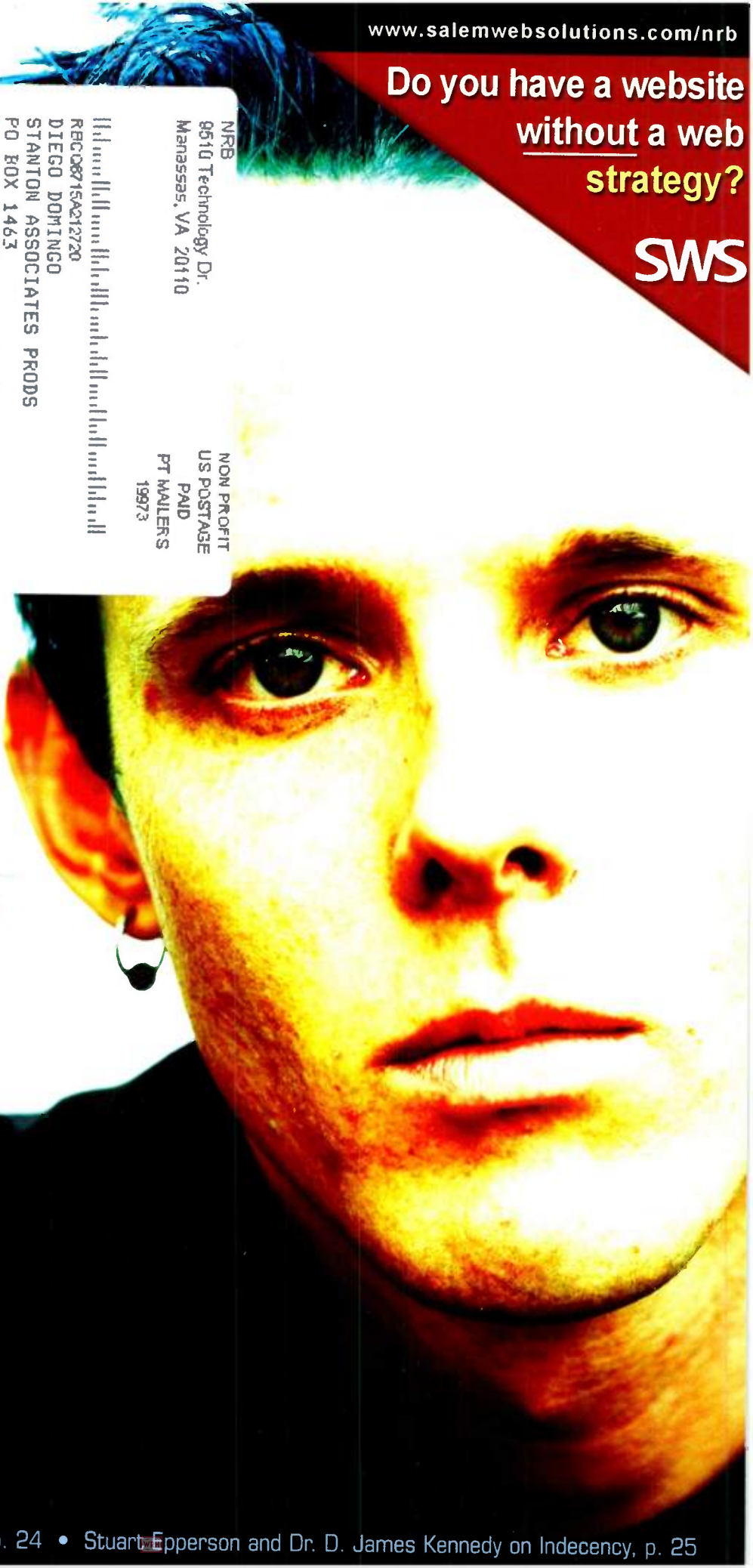
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Engaging Today's Culture

p. 22



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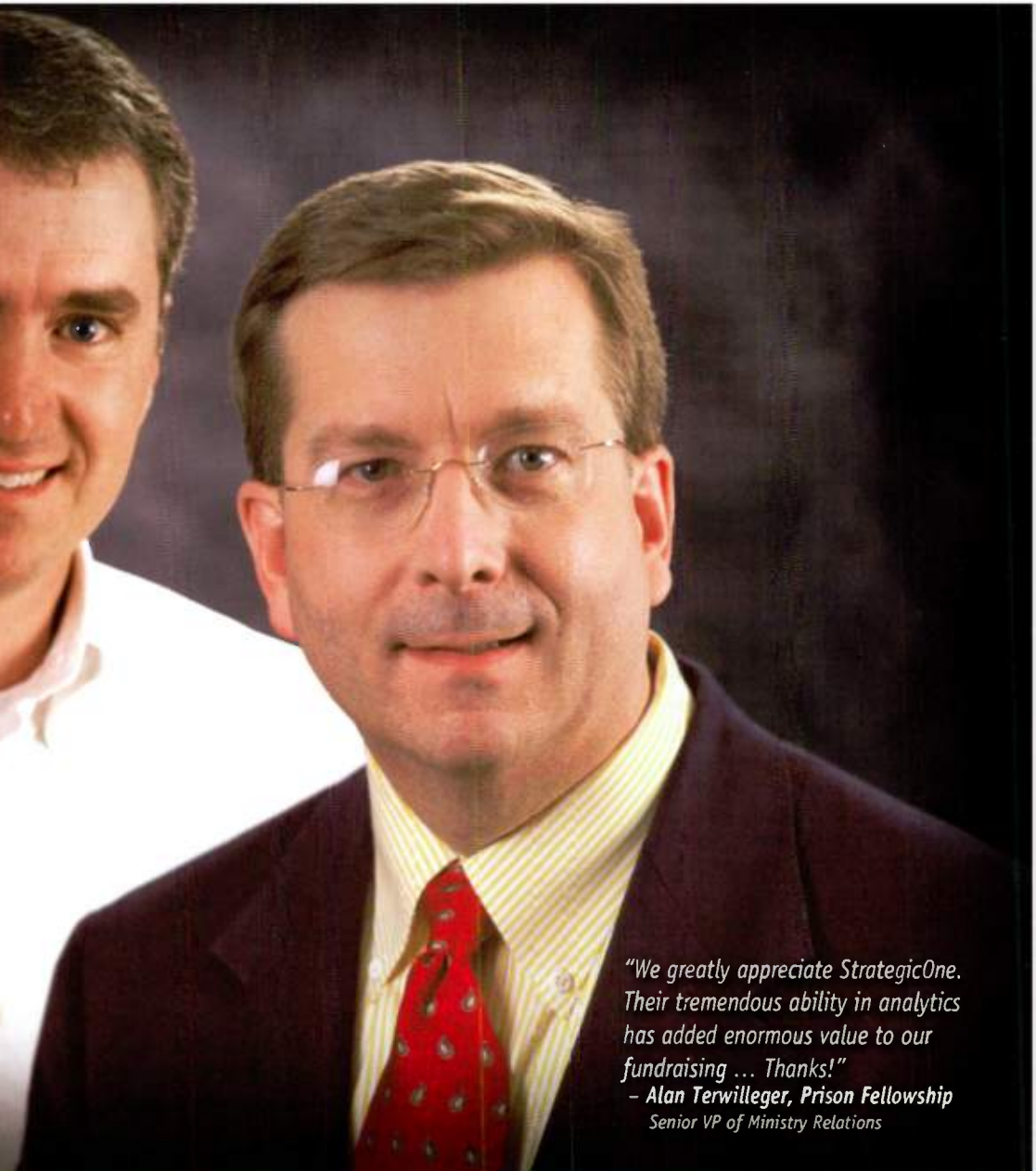
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HAS TECHNOLOGY REALLY ENHANCED OUR COMMUNICATION?

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| <ul style="list-style-type: none"> ■ June 13-16
Midwestern NRB; St. Paul, MN;
www.nrb.org ■ July 17-20
Executive Development Program for Radio Broadcasters, Washington, DC; www.nabef.org ■ July 22-24
Southwestern NRB; Dallas, TX;
www.nrb.org | <ul style="list-style-type: none"> ■ July 25-30
Management Development Seminar for Television Executives, Evanston, IL; www.nab.org/television ■ August 29-31
Western NRB, San Diego, CA;
www.nrb.org ■ September 23-25
Eastern NRB, Philadelphia, PA;
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Southeastern NRB, Asheville, NC;
www.nrb.org ■ February 11-16, 2005
NRB 2005, Anaheim, CA;
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By All Means

I have become all things to all men so that by all possible means I might save some." So wrote the Apostle Paul to the church at Corinth (1 Corinthians 9:22). No doubt the Apostle principally had personal relationships in view when he penned these words. He was, after all, the apostle to the Gentiles, a heterogeneous and multicultural bunch if ever there were one. Yet Paul's use of the phrase *by all possible means* is compelling. While it may seem odd at first, if we are to accept these words at face value, that phrase must certainly include the use of all available technology.

Throughout its history, the Christian Church has generally been a motivated and early adopter of new technology, using every available means to further the Gospel of Christ. In its earliest days, it would be hard to describe its approach as high-tech. In fact, you might argue that it did not involve technology at all. But at the risk of sounding like a late-20th Century politician, it depends on what the meaning of the word technology is.

If we view technology in purely mechanistic terms, there was little observable use of it in evangelism or discipleship before the 16th Century. But if we view technology from a methodological point of view — systematically employing every available resource to advance the kingdom of God — we see the consistent and creative use of every available tool throughout the history of the Church.

For example, in Acts 8, we read that Christians went house-to-house in Jerusalem sharing the Gospel. While this seems decidedly low-tech, it was absolutely radical in those days. That kind of "shoe leather" evangelism is still the principal means of communicating the Gospel in much of the world today.

Fifteen years ago, I heard of a woman in the Philippines who adapted that approach to the workplace with the goal of witnessing to everyone who worked in her high-rise office building. One by one, she invited her office mates to lunch and winsomely shared her testimony. To date, this devoted witness has led scores of her co-workers to Christ. That relational element in sharing the Gospel remains powerful because our lives bear witness to the truths we proclaim.

The Church, however, did not rely solely on personal evangelism. One of the hallmarks of its growth is using innovative methods to reach others for Christ. Among the many ways biblical

truth has been communicated are: storytelling, music, drama, art and architecture. None of these are very high-tech by our standards, but they are examples of efforts to use every means available to proclaim Christ and Him crucified for us.

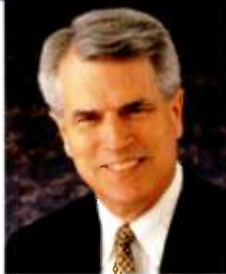
Of course, when Johann Gutenberg's printing press became widely available, the methodology of the Church became unambiguously high-tech, as the Church seized the new technology for Christ.

In succeeding centuries, advancements in technology have become nothing less than revolutionary. In our day, the breadth and scope of those advancements have been breathtaking, even astonishing. Nowhere has this been more true than in electronic communications. And throughout the 60-year history of NRB, the Church has been consistent and purposeful in its adoption of all available communications technology for the glory of God and the advancement of the Christian faith.

In reflecting on the Apostle's exhortation, particularly the words *by all possible means*, we clearly see that technology is a God-given means of extending the Kingdom of our Lord and Savior. But we must not lose sight of the end that Paul had in view: *That he might win some to Christ.*

The employment of technology (much like personal faith) must have an object, a purpose. For some the object is profit or efficiency, for others it is power or influence, for still others the motivation is the prestige of being on the cutting edge.

For us it must be about rescuing those who are rushing off to a Christ-less eternity. By the grace God gives, let us seize hold of every available technology for the glory of God, so that by all possible means we too might win some to Christ.



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June 2004

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Romans 10:14 (NKJV)

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Por todos los medios

“A todos me he hecho todo, para que por todos los medios salve a algunos”. Esto fue lo que el apóstol Pablo escribió a la iglesia de Corinto (1 Corintios 9:22). Sin duda él se estaba refiriendo principalmente a las relaciones personales cuando escribió estas palabras. Después de todo, él fue el apóstol a los gentiles, quizá el grupo más heterogéneo y multicultural que jamás haya existido. Con todo, su uso de la frase “por todos los medios” es muy convincente. Aunque a primera vista parezca extraño, si hemos de creer lo que dicen estas palabras, esa frase debe incluir también el uso de la tecnología.

A lo largo de su historia la iglesia cristiana casi siempre ha adoptado con buen ánimo y temprano las tecnologías nuevas para extender por todos los medios el Evangelio de Cristo. Sería difícil decir que el enfoque que la iglesia tuvo en su comienzo fuera de alta tecnología. De hecho se podría alegar que la tecnología no tuvo nada que ver. Aunque corra el riesgo de parecer un politiquero del siglo XX, diré que ello depende de lo que se entienda por tecnología.

Si vemos la tecnología como algo puramente mecánico, sería muy difícil encontrar un ejemplo de su uso en el evangelismo y el discipulado antes del siglo XVI. Pero si la vemos desde el punto de vista metodológico — el empleo sistemático de todos los recursos para el avance del reino de Dios—, veremos el uso constante y creativo de toda herramienta posible a lo largo de la historia de la iglesia.

Por ejemplo, en Hechos 8 leemos que los creyentes andaban de casa en casa en Jerusalén divulgando el Evangelio. Aunque en la actualidad esto parezca algo común (aunque cada vez se practique menos) y nada tecnológico, en aquellos días fue algo revolucionario. Esa clase de evangelismo a “pura suela de zapato” sigue siendo hoy en día el medio principal de comunicar el Evangelio en la mayor parte del mundo.

Hace quince años oí de una joven en Filipinas que adaptó este método a su lugar de trabajo, con el propósito de testificar a todos los que trabajaban en el edificio de oficinas en que ella trabajaba. Invitaba a sus compañeros, uno tras uno, a almorzar y con mucha gracia les testificaba de su fe en Cristo. Hoy día esta fiel testigo del Señor ha ganado a muchos de sus compañeros para Cristo. Ese trato personal a la hora de compartir el Evangelio sigue siendo algo poderoso porque nuestras vidas dan testimonio de las verdades que declaramos.

Pero la iglesia no se ha limitado al

evangelismo personal. Una de las características de su crecimiento ha sido el uso de métodos innovadores para alcanzar a otros para Cristo. Entre las muchas maneras en que la verdad bíblica ha sido comunicada están las historietas, la música, las piezas teatrales, el arte y la arquitectura. Ninguno de estos medios es un ejemplo de alta tecnología según nuestras normas, pero sí son ejemplos del empeño en usar todos los medios para proclamar a Cristo crucificado por nosotros.

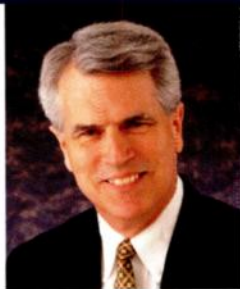
Cuando se extendió el uso de la imprenta de Johannes Gutenberg, la iglesia aprovechó la nueva técnica para Cristo, y su metodología pasó a ser de alta tecnología.

En los siglos siguientes los avances tecnológicos no fueron menos revolucionarios. En nuestro día la amplitud y el alcance de esos avances han sido impresionantes e incluso asombrosos. Esto ha sido más palpable en las comunicaciones electrónicas. A lo largo de los 60 años de historia de la NRB, la iglesia ha sido constante y no ha cejado en su propósito de adoptar las nuevas tecnologías de comunicaciones para la gloria de Dios y el progreso de la fe cristiana.

Al reflexionar en la exhortación del apóstol, especialmente en las palabras “por todos los medios”, vemos que la tecnología es un medio dado por Dios para extender el reino de nuestro Señor y Salvador. Pero no debemos perder de vista el fin que Pablo tenía en mente: “para que por todos los medios salve a algunos”.

A menudo nos dejamos impresionar fácilmente por las innovaciones tecnológicas. No obstante, el uso de la tecnología (al igual que la fe personal) debe tener un objeto, un propósito. Para algunos el objeto es la ganancia o la eficiencia, para otros es el poder o la influencia, y aún para otros es el prestigio de ir a la vanguardia.

Para nosotros debe tratarse del reino de Dios, del Cordero de Dios. Debe tratarse de rescatar a los que se dirigen precipitadamente a una eternidad sin Cristo. Por la gracia de Dios, valgámonos de toda tecnología que esté a nuestro alcance para la gloria de Dios, para que por todos los medios nosotros también ganemos a algunos para Cristo. Que así sea, Señor Jesús.



Dr. Frank Wright

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Hay, Something's Burning!

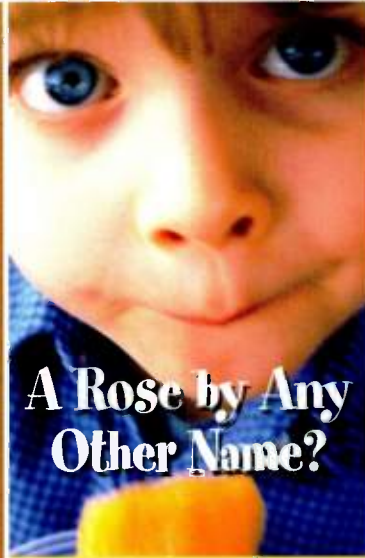
The summer of 1995 was so hot that bales of freshly cut hay in Missouri began to spontaneously combust due to a build-up of methane within the bales.

(www.angelfire.com/moon/weather_trivia/)

Chef Hector?

Hector Boiardi immigrated to the United States from Italy in 1914, when he was 17. He was a chef at New York's Plaza Hotel, then moved to Cleveland, OH, where he perfected his spaghetti and meatballs recipe in 1929. His customers asked for bottles of his pasta sauce for home use. When he added cheeses and pasta to the sauce, the results were so popular that he started to sell the products. You know him as Chef Boyardee, and yes, that is Hector's picture on the can labels.

(www.coolquiz.com/trivia/names/names.asp?name=boyardee)



A Rose by Any Other Name?

When popsicles first appeared in 1905, they were called Epsicles, after Frank Epperson, their inventor.

(members.aol.com/oddwonder/foodhis.htm)

The Blue, the Gray and the Fake

By the end of the Civil War, between one-third and one-half of all U.S. paper currency in circulation was counterfeit.

(www.frbf.org/federalreserve/money/funfacts.html)

We're No. 1!

New York was the first state to require license plates on automobiles.

(www.dos.state.ny.us/kidsroom/nysfacts/diduknow.html)

Pass the Sun Block

The 10 Sunniest U.S. Cities:

- 1 Yuma, AZ
- 2 Las Vegas, NV
- 3 Phoenix, AZ
- 4 Tucson, AZ
- 5 El Paso, TX
- 6 Tie: Flagstaff, AZ; Fresno, CA; and Reno, NV
- 9 Sacramento, CA
- 10 Tie: Albuquerque, NM; Key West, FL; and Pueblo, CO

(www.usatoday.com/weather/vzalm1.htm)



Casting Call Castaways

Jayne Mansfield turned down the role of Ginger; Carroll O'Connor tested for the Skipper; Dabney Coleman tested for the Professor; Raquel Welch auditioned for the role of Mary Anne; and Jerry Van Dyke turned down the role of Gilligan.

(tvcrazy.net/tvclassics)



Rx for Disaster

In the 1880s, cocaine was sold to cure sore throat, neuralgia, nervousness, headache, colds and sleeplessness.

(www.corsinet.com/trivia/q-triv.html)

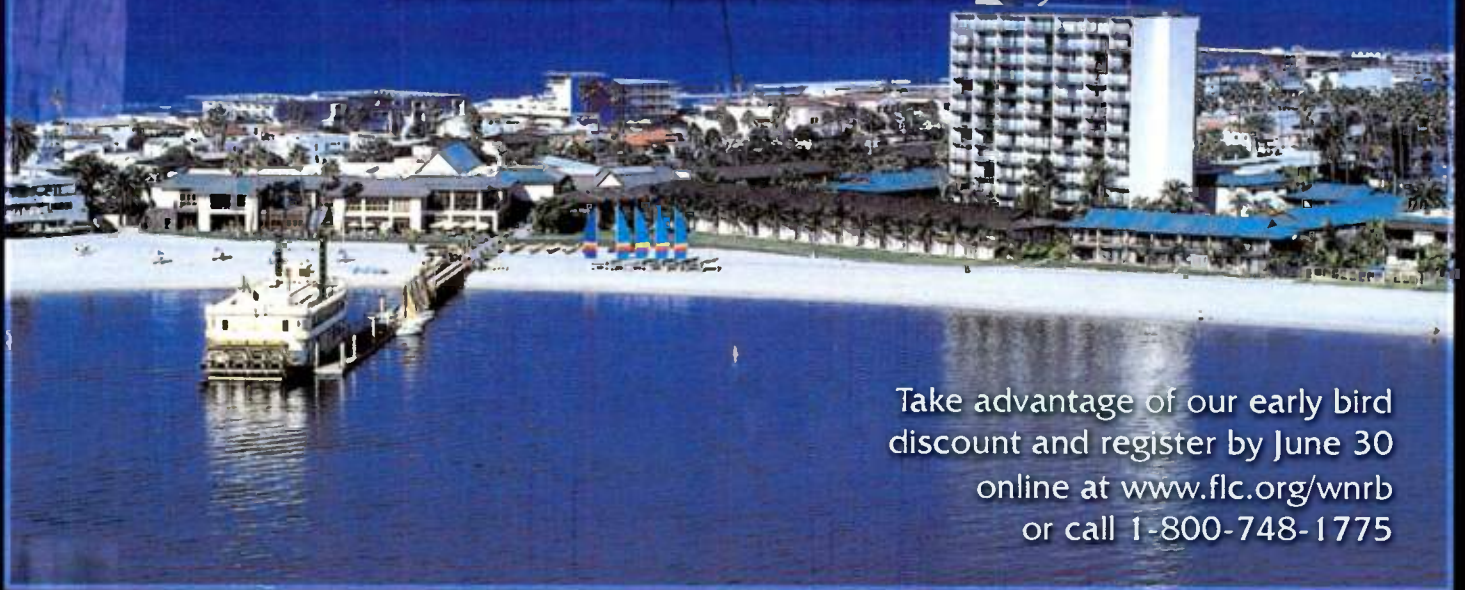


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"Beyond The Call"
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FCC Seeks Comment on Digital Radio Rules

The FCC recently launched a proceeding to establish rules governing the new digital audio broadcasting (DAB) service. Unlike the technology of digital television (DTV), DAB technology permits licensees to transmit a digital signal alongside existing analog broadcasts without disrupting the current radio service. This technical distinction should make the eventual transition to digital easier for radio licensees than it has been for television broadcasters, but the Commission nonetheless has many decisions to make before the new service takes hold in the marketplace.

Even without operational regulations in place, some radio stations already are airing digital signals. The FCC permitted broadcasters to initiate DAB service in 2002, when the agency adopted the technical standard known as in band on channel (IBOC), which was developed by iBiquity Digital Corporation. IBOC allows the transmission of both analog and digital signals within the spectral emissions mask of a single AM or FM channel. As a practical matter, the technology allows the digital transition in radio to move forward without the need for assigning a second channel or issuing new licenses, as has been required for the DTV rollout.

According to the most recently available data, about 300 radio stations in approximately 100 markets already have acquired licensing rights to use IBOC. Manufacturers also have begun selling digital radio receivers to consumers. Such devices will be able to receive digital signals from stations broadcasting in IBOC and analog signals from those that have not converted to DAB, while analog radios will continue to receive the analog portions of each broadcast.

Because of this technical flexibility, the Commission tentatively has concluded that there is no need for a government-mandated end to the digital transition in radio. (In the case of DTV, Congress has established 2006 as the conversion deadline, but most observers expect that it will be further delayed.) The FCC anticipates that the digital radio transition may follow the pattern set by the conversion of black-and-white television to color broadcasts, where consumer demand — rather than government fiat — set the pace and led TV stations to drop black-and-white transmissions within a few years. Nevertheless, the agency sees the

potential for considerable benefits such as spectrum efficiencies and new service opportunities to flow from deployment of IBOC, and so seeks comment on what rule changes likely would encourage radio stations to convert to a hybrid or all-digital format.

According to iBiquity, stations will spend an average of \$75,000 to implement the IBOC system, with costs varying based on the age and other characteristics of the facility's existing equipment. Radio broadcasters can implement IBOC using their existing towers, antennas and transmission lines, which makes the transition inherently less costly than it has been for DTV.

The FCC is calling for input on a wide array of issues concerning DAB, including: 1) solutions to technical problems with nighttime AM digital broadcasts; 2) what types of services, including multicasting and data-casting, digital radio broadcasters should be permitted to offer; 3) what public interest obligations DAB broadcasters should fulfill, particularly with respect to multicasting and subscription offerings; and 4) how to address unique challenges facing low-power and noncommercial radio stations.

Among the more difficult policy matters is the question of government-mandate copy-protection measures. In the DTV con-

text, the FCC adopted — amid controversy — the so-called "broadcast flag" as a technological measure to thwart unauthorized copying and distribution of video programming. Although the agency has not proposed adoption of a similar flag for digital radio, it has responded to a request from the Recording Industry Association of America to raise preliminary questions about the need for such a measure generally and the government's role, if any, in adopting particular requirements.

Comments in the proceeding are due June 16, 2004, with replies due by July 16, 2004. The full "Notice of Proposed Rulemaking" is available at hraunfoss.fcc.gov/edocs_public/attachmatch/FCC-04-99A4.pdf.



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.

NRB 2004 Showcase Winners

People's Choice Awards

SPOT/PSA

Roe v. Wade, Michael Hamilton, Aztec Media Company, Walter Bennett Communications, mhamilton@walterbennett.com

DRAMATIC

Young Prodigal, John Grooters, Angelhouse Media, caite@angelhousemedia.com

NEWS/DOCUMENTARY

Escape, Nikia Furman, Blue Mountain Telecaster, producer@bluemt.com

MUSIC VIDEO

Ballad of Jess B. Notwhite, Randy Weiss, CROSSTALK, Production of EICB, randy@crosstalk.org

MINISTRY/CHURCH/TEACHING

The Way of the Master, Kirk Cameron, Fly on the Wall Films, duane@livingwaters.com

CHILDREN/TEEN

Travel the Road, Michael Scott, Christ for the Nations, The B&B Media Group, vandrews@hobmedia.com

Judge's Awards

NOVA AWARD

Travel the Road, Michael Scott, Christ for the Nations, The B&B Media Group, vandrews@hobmedia.com

BEST PROGRAM

Bananas, Richard Schilg & Steve Howard, Guardian Studios/WSFJ, bpowell@wsfj.com

BEST SPOT

Awana Vision Teams, Michael Berry, Beth Burcham, Awana Clubs International, michaelb@awana.org

BEST MUSIC VIDEO

Ballad of Jess B. Notwhite, Randy Weiss, CROSSTALK, Production of EICB, randy@crosstalk.org

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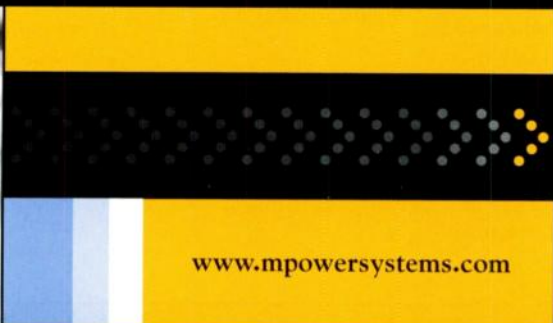
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Cynthia Swindoll,
President and CEO
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Translations

Many people wrongly think that a translator is simply someone who can speak two languages. Nothing could be farther from the truth. Consider that all native English speakers, born and raised in the United States, are not neces-

sarily proficient English writers. To become a seasoned writer, one must study and develop the necessary skills. Simple knowledge of a language is not sufficient.

The same principle applies to the field of translation. One cannot assume that a

person who speaks two languages is an excellent translator.

Furthermore, the translation process involves more than just a thorough knowledge of both the source and the target languages. It also requires a deep understanding of the cultures in which those languages are spoken.



Hernán Delgado, translator, hernan@cmcagents.com

Translators build bridges between cultures. Throughout the centuries, the task of translators has been to put into their own language the works of all different disciplines from other cultures. This process allows civilizations to benefit from the knowledge of other cultures. It is because of translation that the Word of God has been made available to peoples, nations and tongues.

Here are some guidelines for Christian communicators that will aid translators:

- Keep your writing simple and grammatically correct.
- Use illustrations that have universal application.
- Stay away from a culturally limited mindset – think global, not local.
- Become familiar with the translation process.
- Establish writing guidelines.
- Avoid slang and ambiguous expressions.
- Never forget your diverse audience.
- Adopt and adhere to a translation policy for the entire organization.
- Avoid the temptation to go with the cheapest translation possible, as free translation sometimes gives undesirable results. For example, a free online translation engine translates the phrase, “Be filled with the Spirit,” into the Spanish phrase, “Be filled with the alcohol.”
- Keep in mind that translation is a vital part of your ministry. As we consider a global outreach, the assistance of a well-educated, faithful and dedicated translator will make us effective ambassadors to all the world.

Women PD Survey by Radio Ink

Most Influential Women in Radio spokesperson Joan E. Gerberding recently commented, “While industry estimates [reveal] that approximately 53 percent of all radio station formats are skewed to female listeners, the analysis shows that, in 2003, women were programming only 10.5 percent of all 10,634 stations listed in the M Street database.”

Select Statistics

- Among the 112 groups that own 12 or more stations, women program nine percent of the 4602 stations.
- Seventy-seven women – a quarter of all women PDs in these groups – work for Clear Channel.

- The average for the 10 groups with 50-99 stations is seven percent women PDs.
- ABC, Saga, Univision and Entravision, ranging from 10-12.5 percent, exceed the average, while Salem, Cox, Regent and Waitt had four percent or less.

The 13 groups with 30-49 stations averaged 8.9 percent women PDs, the same as last year.

Thirty-three groups with 12 or more stations (totaling 577 stations) have no female PDs.

SOURCE: www.radiomiu.com.

Bottom Lines

As technology changes, businesses are eager to find ways to integrate new technologies into their business models to impact the bottom line and make shareholders happy. The advancements of Internet technologies are making our large world a small community and giving businesses ways to connect and communicate like never before. But what about the Church and the Internet?

Do we see the Internet as a tool to share a message of hope to a hopeless world? We have a great opportunity to impact the bottom lines of people’s lives for Jesus Christ.

Whether it is in print, radio, TV or the Internet, God’s Word will never come back void. We must remember the power is in the life-changing Word of God, not the technology, which is merely a conduit for

the message of Jesus Christ.

Don’t be afraid to use new technologies such as the Internet. God did not call us to be perfect; He called us to be faithful. If we will be faithful to follow as our Lord leads I believe He will multiply the impact of our ministries and allow us to play a small role in the transformation of the lives of people worldwide.

The Internet enables us to be His witnesses locally and globally. Let us use it to make Him known.



Marcus Carruthers, Minister of Technology, FBC Springdale, marcusc@fbc.net

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AIRWAVE NEWS RADIO



Austin, TX – KNLE-FM was off the air for 32 hours in April. Hundreds of wooden pallets at Austin Pallet Company caught fire and the flames spread to the neighboring radio tower. (Radio Ink, 04/19/04)

Knoxville, TN – WYLV-FM was on location at Chick-Fil-A to celebrate that store's 10th anniversary on March 31. Fifty people won a free year's supply of Chick-Fil-A. In other news, the station collected more than 400 pounds of food in three hours for Second Harvest Food Bank. (marisa@love89.org)



Mike Parker and Marisa Lykins of the Breakfast Bunch

Atlanta, GA – The Cooperative Baptist Fellowship (CBF) recently became a partner in the 59-year-



old ecumenical radio series, *Day 1*. Beginning in July, seven episodes feature speakers from CBF, including Dr. William L. Self, senior pastor of Johns Creek Baptist Church in Alpharetta, GA, and Dr. George Mason, pastor of Wilshire Baptist Church in Dallas, TX. *The Protestant Hour, Inc.*, produces the program in cooperation with the Episcopal Media Center, the Evangelical Lutheran Church in America, the Presbyterian Church (U.S.A.), the United Church of Christ and the United Methodist Church. *Day 1* received numerous awards, including the George Foster Peabody Award and the 2002 and 2003 Communicator Award for excellence in inspirational radio. The Hallmark Channel broadcasts a television version Sunday morning on its *America at Worship* series. *The Protestant Hour* has not had a Baptist participant since 1948. (Peter Wallace, 888-411-3291)

Orlando, FL – In April, WPOZ-FM (Z88.3, www.zradio.org), the City of Orlando and The Florida Fish and Wildlife Conservation Commission hosted the 7th Annual Big Catch Event, which attracted nearly 4000 people. The event gave families an opportunity for a free day of fishing, contests, picnicking, a petting zoo, canoeing and kayaking. (Theresa Ross, Theresa.Ross@zradio.org)



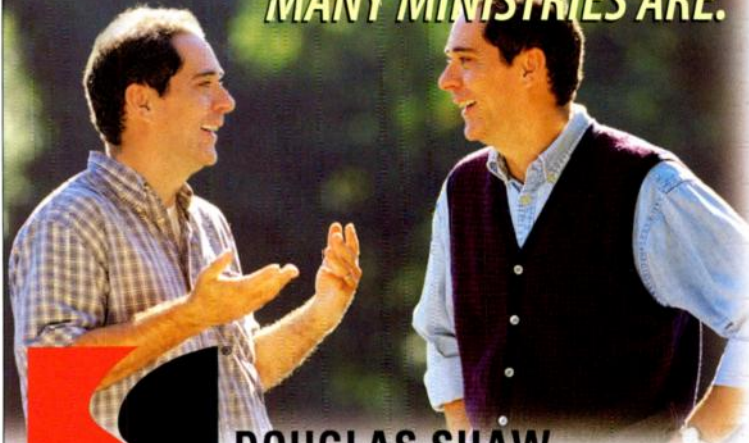
Baltimore, MD – News talk WITH-AM now gives listeners the opportunity to call in and make their opinions heard throughout the day. Listen live at www.1230amwith.com/index.html. (RADIO ACTIVE, 04/11/04)



Nashville, TN – The Gospel Music Association announced the following recipients of the 2004 GMA/NCRS Radio Station of the Year awards:

Are You Talking To Yourself?

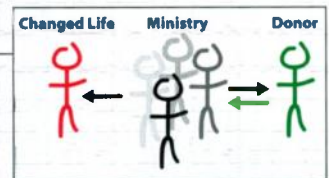
MANY MINISTRIES ARE.



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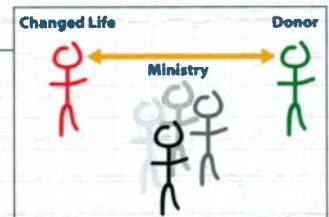
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TRADE TALK



John Peroyea,
KLTY-FM
VP/GM

Small Market – WBGL-FM/Champaign, IL, Chuck Pryor, Station Manager; Medium Market – WCQR-FM/Johnson City, TN, Mike Perry, Station Manager; Large Market – KXOJ-FM/Tulsa, OK, David Stephens, Station Manager; Major Market – KLTY-FM/Dallas/Ft. Worth, TX, John Peroyea, VP/GM. (Tricia Whitehead, 615-599-7746)

Chicago, IL – Moody Bible Institute (MBI) agreed to sell its owned-and-operated station WAFS-FM/Atlanta, GA, to Salem Communications in March, with transfer of ownership finalized by the FCC in early summer. Through an agreed partnership with Salem, MBI signature radio programming such as *Proclaim!* and *Moody Presents* continues to be aired on WAFS-FM. Additionally, MBI is actively pursuing placement of other Moody Broadcasting Network radio programs on various Christian broadcasting outlets in the metro Atlanta area. (Heidy Hartley, heidy.hartley@moody.edu)



Colorado Springs, CO – Focus on the Family's new venture, the *Last Chance Detectives*, is a 12-week summer radio series starring Daryl Sabara (*Spy Kids* and *Spy Kids 3D*) and June Lockhart (*Lassie* and *Lost in Space*). (Lisa Anderson, anderslc@fotf.org)

Sarasota, FL – WJIS-FM/Sarasota/Tampa, FL, welcomed last-minute taxpayers to two local post offices in Bradenton and Tampa with free coffee in JOY FM mugs, free stamps, Krispy Kreme donuts and lots of prizes. They also blessed the postal workers with lots of goodies to say thank you for dealing with their procrastinating listeners. (Andrea Kleid, andrea@thejoyfm.com)



The JOY FM's midday host, Dan Brodie, with GT, "The Sticker Stop Man" and listeners



Radio, May 1-2, to raise funds to support Mandarin broadcasts in partnership with

Dallas, TX – *Hope For The Heart* and Interstate Batteries joined forces to sponsor the debut Texas Motorcycle Ride for International Christian

Trans World Radio, and Russian broadcasts in Moscow and Saint Petersburg in partnership with Far East Broadcasting. (Carolyn Mast, cmast@hopefortheheart.org)

Nashville, TN – The FISH and the Nashville Superspeedway partnered for Family Day at the NASCAR Pepsi 300 race in April. Events included a pre-race concert by Sparrow Recording group The Newsboys, *Doug & Kim in the Morning* show personalities hosting the Bunny Bread Easter Egg Hunt, and NASCAR driver Michael Waltrip shar-



(L-R) Leigh Ann Hardie, EMI CMG Label Group VP, Artist Development; the Newsboys' Peter Furler and Duncan Phillips; Cliff Hawks, Nashville Superspeedway VP/GM; and the Newsboys' Jeff Frankenstein, Phil Joel and Bryan Olesen

ing his testimony. (Dick Marsh, dmarsh@salem-musicnetwork.com)



Pittsburgh, PA – Undeterred by Sudanese rebel forces, Tim Burgan, Cornerstone TeleVision Network's VP of Ministry, traveled through a northern Uganda war zone to rescue two orphaned children

wounded by the notorious Lord's Resistance Army (LRA). He joined Sam Childers, missionary to Sudan. In April, the four returned to the United States, where the children received medical treatment at Children's Hospital of Pittsburgh. (Alyson Hayes, ahayes@ctvn.org)



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TRADE TALK

AIRWAVE NEWS RADIO

AIRWAVE NEWS TELEVISION

Cozad, NE – Bott Radio Network announced the successful launch of KCVN-FM, Christian Voice of Nebraska. The 100,000-watt station, formerly KAMI-FM, began broadcasting on April 5. Highlights of the special dedication broadcast included welcome messages from Nebraska Governor Mike Johanns and NRB President Dr. Frank Wright. (913-642-7770)

Boise, ID – KTSY-FM's Friendraiser, originally scheduled for April 15-16, ended one day early as listeners surpassed the \$50,000 goal. That money will be used to cover expenses that weren't covered by last fall's Sharathon fund-raiser, with any surplus earmarked for building KTSY-FM's sister station KTFY-FM/Twin Falls, ID. (Jerry Woods, jwoods@ktsy.org)



KTSY Chaplain Brian Yeager (L) and KTSY supporter and body-builder Jay Hagadorn pose while taking pledges on the road for the KTSY Friendraiser

New Orleans, LA – WSHO-FM sponsored this year's Christian Music Festival at Six Flags during Easter weekend. The *Morning 800* show emceed the event, which featured Newsboys, Jeremy Camp, Kutless, Delirious? and speaker Ryan Dobson. (Lisa Slatten, 504-527-0800)



Scott, WSHO-FM, with Kutless

Black Mountain, NC – Blue Ridge Broadcasting announced its live coverage of The Heart of America Billy Graham Crusade, June 17-20, 2004. The crusade will be broadcast live from Arrowhead Stadium and feature Steven Curtis Chapman, The Charlie Daniels Band, Michael W. Smith, Mercy Me, Paul Colman, Toby Mac, Kirk Franklin, Third Day and The Gaither Vocal Band. (Cindy Perry, cperry@brb.org)

Naples, FL – Produced by Guardian Television Network of Columbus, OH, *Bananas* is the first television series devoted to showcasing only clean stand-up comedy acts. Hosted by comedian Thor Ramsey, *Bananas* airs on Sky Angel live from The Funny Bone Comedy Club at Easton Town Center in Columbus, OH. (Nancy Christopher, nancy.christopher@skyangel.com)



Virginia Beach, VA – *Living the Life*, a 30-minute production of The Christian Broadcasting Network, is the recipient of one silver and four bronze Telly Awards for excellence in programming. The honored episodes are: "Tribute to Dad," "Video Bible," "Gullah Heritage," "Cathy McCormick 1," and "Cancer Treatment Center." (Angell Watts, angell.watts@cbn.org)

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AIRWAVE ANNIVERSARIES



Orange, CA – Compassion Radio celebrated its 60th anniversary in March. (info@compassionradio.com)

Pittsburgh, PA – On April 15, Cornerstone TeleVision Network began an eight-month celebration to mark 25 years of broadcasting. Over the past quarter-century, Cornerstone has grown from one local station to a network of more than 120 affiliates and five owned-and-operated stations. Through satellite outreach and web streaming, the network's programming is seen throughout Canada and remote parts of the world. The network also launched a worldwide partnership program, Hope Connection, whereby Cornerstone links arms with more than 100 organizations dedicated to helping those who cannot help themselves. (Alyson Hayes, ahayes@ctvn.org)



Pharr, TX – World Radio Network (www.wrn-rcm.org) is celebrating 25 years of broadcasting. Originating with one station, KVMV-FM, today the network includes seven Spanish and four English stations scattered across the border cities. Radio Cadena Manantial, the Spanish Satellite Network, offers 24/7 programming to stations in New Mexico and Oregon and repeaters in Oregon, Indiana, Texas and affiliate stations. World Radio Network, a listener-supported ministry, is an evangelical, interdenominational faith mission involved primarily in radio broadcasting and is affiliated with HCJB World Radio. (WRN@hcjb.org)



Washington, DC – The National Association of Black Owned Broadcasters (NABOB) held its 20th Annual Communications Award Dinner on March 12. NABOB represents interests of 220 black-owned commercial radio and television stations around the country. (646-424-9750)

Overland Park, KS – On April 24, Bott Radio Network (www.bottradiationetwork.com) and KCIV-FM celebrated 15 years of broadcasting in the Central Valley. (Kelly Crane, kcrane@bottradiationetwork.com)



Roswell, GA – PDAdvisor celebrated its first anniversary on March 25. (PDAdvisor, 04/07/04)



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TRADE TALK

MUSIC

PEOPLE

Nashville, TN – On March 18, Jaci Velasquez and President Bush welcomed home the troops of the 101st in Fort Campbell, KY. The event attracted roughly 20,000 people. (Leslie Kellner-Taylor, leslie@bigmachinemediacom.com)

New York, NY – Gary Anglin and The Voices of CCC recently opened for The Temptations. Festival promoters invited Anglin and The Voices of CCC after hearing their public service campaign Heart and Soul, which addresses coronary risk in the African-American community. (Rob Michaels, rob.lordmichaels@comcast.net)

Nashville, TN – This summer, Denver & The Mile High Orchestra travels to Athens, Greece, to perform at mission outreach events during the Summer Olympic Games. (Emily Kohl, emily@turningpointpr.com)



Nashville, TN – Cross Driven Records singer/songwriter Kelly Minter joined Prison Fellowship founder Chuck Colson at four prisons in Gatesville, TX, for Easter services. (Heather@mccainpr.com)



Reedley, CA – David Hofer, 86, passed away April 8 after a short bout with cancer. Hofer was a long-time NRB member, serving as Chairman of NRB's Board of Directors from 1979-1982. In 1946, Hofer and his brother co-founded KRDU-AM/Fresno, CA, the first commercial Christian radio station in the United States. Hofer is survived by his wife, Sylvia, two daughters, two brothers, five grandchildren and eight great-grandchildren. (Dwight Heier, 559-591-1130).



David Hofer

Dallas, TX – Marlin Maddoux, 70, passed away March 4 from complications following heart bypass surgery. Maddoux was founder and president of the USA Radio Network and hosted the *Point of View* radio talk show. He also served on the NRB Board of Directors, was a founding member of the Alliance Defense Fund, and a noted journalist and author. He is survived by his wife, Mary, four children and 10 grandchildren. (www.usaradio.com)



Marlin Maddoux



Santee, CA – Institute for Creation Research (ICR) made the following personnel changes: John Morris, Ph.D.,

is president of ICR and host of the one-minute radio program, *Back to Genesis*; Pat Roy, long-time staff member and creator/producer of the

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TRADE TALK

INTERNATIONAL

INTERNET

Jonathan Park radio drama, is a new member of Vision Forum; and Kathryn Mokaan was recently promoted to the director position. (Cheryl Maggio, cmaggio@icr.org)

Chicago, IL – WMBI-AM/FM, Moody Broadcasting Network's flagship station, announced the appointment of Wayne Pederson as the new station manager effective May 17. Pederson most recently worked as Special Assistant to the President at Bethel College and Seminary in St. Paul, MN. Prior to that he served as president/COO of Mission America Coalition and spent the largest part of his ministry career at Northwestern Radio in Minneapolis, MN, from 1967-2002, concluding his career with Northwestern as executive VP for radio. (Robin Jones, robin.jones@moody.edu)



Wayne Pederson

Nicosia, CYPRUS – SAT-7 recently re-launched its supporter website www.sat7.org, featuring a number of streaming programs and designed to be a source of information for SAT-7 supporters and interested persons. In other news, a number of new programs began playing on SAT-7's airwaves in April, including *Teen Time*, *More Precious Than Pearls* — a show for Arab women — and *The Watch Word Bible*, a Scripture reading program. (David Harder, davidharder@sat7.org)



Perth, AUSTRALIA – YWAM and Create International (www.createinternational.com) partnered to sponsor a web evangelism seminar June 28-July 3. The week of intensive lecture and workshops includes Tony Whittaker, editor of the Web Evangelism Bulletin (www.gospelcom.net/guide). (*Internet for Christians*, 04/03/04)



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A WORD FROM THE WORD

Image

Romans 8:29

Image is everything, so they say. You can't just be good, you also have to look good. Package it right, and it will sell.

Romans 8:29 says that it is God's purpose to conform His children into the very image of His Son. Actually, the verse reads, "For whom He foreknew, He also predestined to become conformed to the image of His Son." I guess God is into imaging, but not like we are. You see, excellence in quality is what His imaging is all about.

The word for image in this verse is the Greek word *icone*, which refers to "an

appearance; a likeness." It's from this word that we get the English word icon — an image, especially a religious image, painted on a small wood panel.

In Romans 8:29, God is saying that your life is like that small wood panel and all the circumstances of life — the good and the bad, the happy and the sad, the exciting and the dull — are His paintbrushes. He uses the varying colors of life to paint the picture of Jesus on your small wood panel, so that your life bears the "icon" of God's Son.

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.sola-group.org), a ministry located in Orlando, FL, dedicated to promoting the authority, authenticity and accuracy of the Bible. Contact him at dhayden@solagroup.org.



Dr. Dan Hayden

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You gotta be down with the language

The girl behind the McDonald's counter looked at me with a mixture of feigned confusion and disgust. All I wanted was a large fry to go along with my Big Mac. Shouldn't be too difficult, right? In America, I would have no problem, but this was Paris and my French wasn't too hot.

As a pilot's son, I had the privilege of making a few trips overseas during my youth. On this particular trip to France, my parents allowed me the opportunity to venture off on my own near our hotel. Like many American teenage boys would, I ended up at McDonald's. Assuming, as many Americans do, that every French person speaks at least a little English, I felt confident that I could order my food and be on my way with no problems.

I went up to the counter and began to place my order. "Un Beeeg Mac, si'l vous plait? Un Coca-Cola?" Then I attempted to order french fries. The only actual French words I would have to use. The French equivalent of french fries is "pommes frites." I attempted to say these words to the cashier, but let's just say that my pronunciation was way off. The girl behind the counter looked at me like she didn't

have a clue what I was talking about.

I repeated it several times, using

different intonations and pointing at the menu and she just looked at me with a blank stare. Finally, she gave me my french fries, but as I left, I had a strange feeling that she actually knew what I was asking for all the time. She was just annoyed at my inability to communicate it properly and wasn't going to let me get away with it.

I think many teenagers feel the same way when it comes to Christian media. They are annoyed. They are annoyed that we are taking the language they are so fluent in and botching it up. Yes, they essentially know what we are trying to say, but due to our incoherency, they have decided to tune us out. In order to reach them, to really use media to help change them, it is crucial we become fluent in the language they speak.

Language Arts

People who are fluent have a certain command of a language. They are able to paint pictures with words. They not only have book knowledge of the language, but also practical experience. They understand popular slang and are able to use it in its proper context. In order to reach students with media, it is important that we become fluent not only in media, but also in the specific dialects they speak.

I have heard the same excuses many times. "We just can't compete with

Hollywood." "We don't have the same budgets that big studios have." I simply can't agree with that. In many cases, you don't necessarily need the big budgets that Hollywood has. Much more important than a big budget, a huge crew and expensive rolls of film is a good understanding of the language.

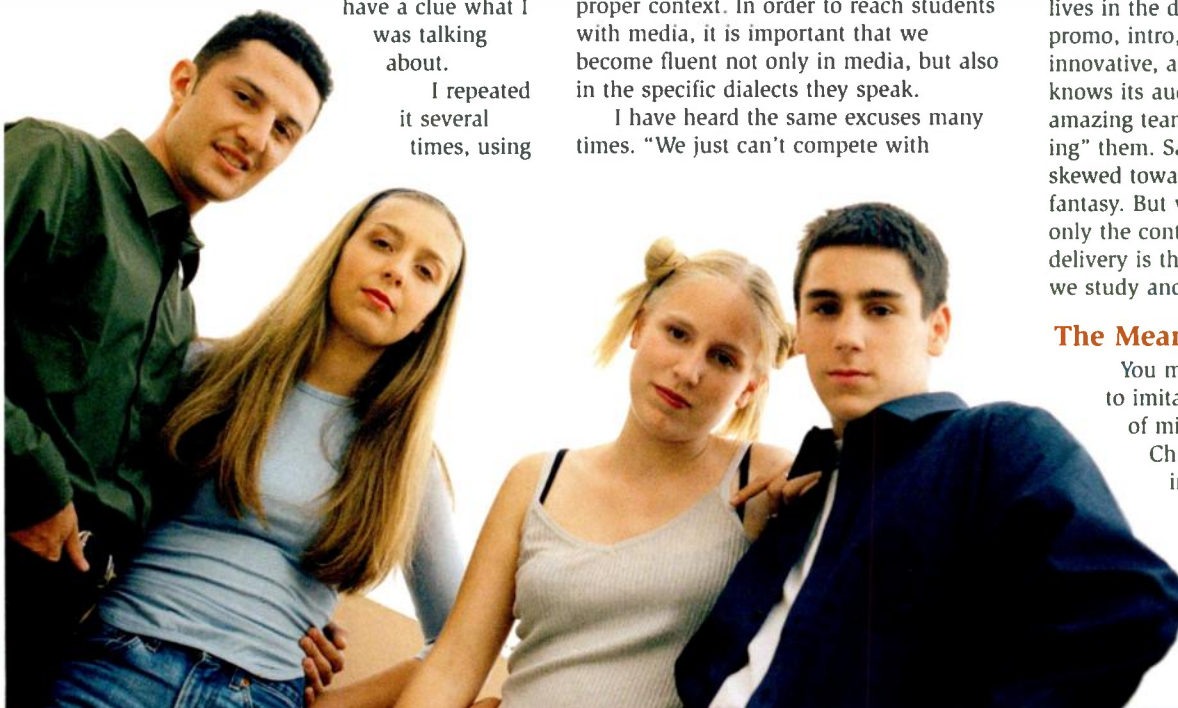
You may have heard that classic quote from MTV founder Bob Pittman in 1982. He said in the *Philadelphia Enquirer*, "At MTV, we don't shoot for the 14-year-olds, we own them." As much as I dislike that arrogant statement, I find it hard to disagree. Why does MTV seemingly "own" the younger generation? Because MTV speaks the language of today's youth culture. In fact, it often invents that language. In my opinion, anyone creating media for teenagers who does not at least take an occasional look at MTV for inspiration or understanding is failing to study the language of youth. Please don't misunderstand. I am talking about MTV's delivery, not content.

MTV is the Disney World of youth entertainment. If you've been to Disney World, you've seen all the employees walking around with their little brooms picking up every little piece of trash. The place is immaculate! Tunnels snake underground the complex so that guests never see an employee in a Fantasyland outfit walking through Tomorrowland.

Much of Disney's success is in tiny details like these. In the same way, MTV lives in the details of youth culture. Every promo, intro, and credit sequence is new, innovative, and eye catching. The network knows its audience and obviously has an amazing team of artists devoted to "owning" them. Sadly, their worldview is often skewed toward flesh, death, money and fantasy. But we must remember, that it is only the content that is the worldview; the delivery is the language. It is crucial that we study and understand this language.

The Means and the End

You may be thinking, "I don't want to imitate; I want to create!" Friends of mine who also work in the Christian video arena were talking with me over lunch about different techniques and methods of reaching people with video. I brought up the question, "What about reality television? Reality television is one



Language Artists: Fluency Rules

of the biggest draws in our society right now. Would it even be possible to do some type of Christian reality television show?"

Their response was a little condescending. "Why would you want to do that? Why not create something new and different instead of copying something the world is doing?" Now, the point isn't whether we should be producing Christian reality shows — there are a few out there and I pray for their success — but whether we should altogether pass on using proven media methods to communicate the Gospel in the interest of being creative or innovative.

Let's go back to my language metaphor. Imagine telling a missionary to China that instead of speaking Chinese, they should create a new language and then teach that language to the people they are working with. That may be a little stretch, but you know what I mean. Of course God wants us to use the creativity he has given us, but we also need to remember that the means is not more important than the end.

The method is not more important than the mission, and the mission is not to see how creative we can get, but rather to lift up Christ by any means possible, to follow the Great Commission and to share Christ with the world. If it comes by creating something totally new, so be it. If it comes by using proven techniques, but adapting the message to glorify God, then press on.

Say No to Cheese

About four years ago, I resigned from my youth ministry position in North Carolina to start Visual Reality, primarily creating a series of short video illustrations for youth ministries. I had a passion to produce high-quality video resources that also were highly usable. Although I believed that my nine years in youth ministry would help me, I wanted to know what other youth pastors liked and disliked about the Christian video resources they had used. I believe their opinions are important not only for those creating church resources, but also for anyone producing media intended for youth.

One word is spoken often among youth pastors to describe video resources they have tested, tried and used with their students: Cheesy. *The American Heritage Dictionary* defines cheesy as "Of poor quality or shoddy." Are youth pastors really that jaded by Christian media?

A sampling of companies creating relevant media for today's culture:

Highway Video www.highwayvideo.com

Highway Video, based in Northern California, is a band of visual creatives who have experienced the spiritual power of visual expression. Highway produces media pieces for use in worship and ministry to engage people in real places with God. Videos consist of film-shorts in the form of comedies, "man-on-the-street" documentaries and interpretive/music videos produced to pose the questions, not answer them.



ImageXMedia www.imagemedia.com

ImageXMedia is focused on developing resources to engage people in discussion of ultimate issues. Its first series, *QUEST*, which has been described as multimedia church on steroids, seeks to take the message of Christianity and present it in a relevant and creative way. *QUEST*'s Host, Phil Cann, takes the audience through the questions that often plague them regarding God and life. The videography is entertaining and fast-paced as Cann drops in on a variety of world landmarks using real-life stories, music and movie clips to provoke discussion. *QUEST* is an ideal tool to explore issues of faith in the public education system. No questions or opinions are unwelcome. Community and relationship building are keys to life change and the series is specifically designed to integrate these elements. Each 35-minute session contains three discussion questions followed by street interviews with youth.



Radiate Films www.radiatefilms.com

Based in Nashville, TN, Radiate Films exists to equip the modern Church with cutting-edge resources, including video countdowns, backgrounds, short films, customized videos and logo design. Radiate Films equips ministers with sophisticated film tools that can be used not only to affect hearts and minds, but also to influence culture toward an encounter with God. Highly developed media elements give ministries a polished look that grabs hold and says, "Don't blink... who knows what you'll miss?" The film tools were designed by creative people with loads of experience in youth ministry and, equally important, filmmaking.



Vertical Sky Productions www.verticalsky.com

Vertical Sky Productions (VSP), based in Dallas, TX, is committed to creating video and media that powerfully connect and impact people for Christ. The company's desire is to see its products challenge and encourage believers to live honest and authentic lives, grounded in truth. In September 2003, VSP introduced "Igniter Videos, Volume 1," consisting of five video vignettes ranging in length from two to five minutes. "Volume 2" releases this month. In highlighting a particular Scriptural truth, each vignette is designed to ignite, captivate and deepen an individual's experience with God. VSP President Rob Thomas said, "Viewer support of the series has been far-reaching, which confirms the impact we have seen first-hand [on audiences]."



Visual Reality www.visualrealityonline.com

Visual Reality produces professional-quality video illustrations and other visual resources for youth ministries (and beyond). Visual Reality video illustrations come in the form of one- to four-minute on-the-street interviews, real-life stories and dramatic vignettes. Visual Reality attempts to push the boundaries of Christian media in order to reach as many as possible with the truth of Christ. As Paul said he had become all things to all people so that he might win some, Visual Reality believes video can be used to bridge the gap and speak the language of students. All Visual Reality resources are available on DVD, including MPEG1 files for use in presentation software.



— Craig Lillard

At a convention recently, I told a youth pastor that Visual Reality tried very hard to be "non-cheesy." This is the conversation that followed:

Youth Pastor: "Excuse me. Do you know Jesus Christ as your personal Savior?"

Me: "Yes ..."

Youth Pastor: "Oh, then this stuff has got to be cheesy."

Many youth workers and youth pastors feel that if it is a Christian media resource, then it most likely won't be of good quality. Unfortunately, many of the teenagers I speak with have the same attitude.

Let me share with you a comment from Jon Bohm, a youth pastor from Manlius, NY.

He wrote, "I need videos I can look at and feel that the quality of the actors and effects are good enough that it could be used on MTV. We are not competing with the 'Jesus Channels,' but we are competing with some really high-quality great stuff with a bad message. We need the really high-quality stuff with the message and principles of Christ. Youth pastors need material that is focused out of the geeky Christian bubble but is useful in ministry. That is what I need." And that is the challenge we, as Christian producers, must meet.

Teenagers will typically tune-out a poor-quality, shoddy attempt to speak their language, the same way the French girl at

McDonald's tuned-out my shoddy attempt at speaking French. We Christian producers can demonstrate Christ's love for young people by working hard to understand the language they speak and then communicating the Gospel to them, discipling them and edifying them effectively and fluently. The message we hear deserves nothing less than our best effort ... and this media-savvy generation demands it.

Craig Lillard is owner/producer of Visual Reality (www.visualrealityonline.com), based in Dallas, TX. Contact him at craigl@visualrealityonline.com.

12 Principles of Effective Web Ministry

An exclusive workshop from NRB 2004 in Charlotte, NC.

BY DUNCAN REIN AND J. SEBASTIAN TRAEGER

While an effective Web ministry assumes a robust technology engine to support it, it is important to note that a Web ministry is not fundamentally about technology. A Web ministry is fundamentally about communicating with your constituents and the larger worldwide audience, and should therefore be considered within the context of your overall communication strategy.

An effective Web ministry is not an afterthought or a sideshow, but it must be central to the overall mission of your organization, fully integrated with your other functions and activities. Like anything worthwhile, an effective Web ministry requires investment, not only in terms of direct technology expense, but also more significantly in terms of time. There is no getting around the fact that maintaining an effective Web ministry involves a great deal of hard work, week in and week out.

To keep you from wasting valuable time

and resources on a website with a lot of splash and little efficiency, we've developed the following 12 Principles of Effective Web Ministry:

1. Use professional, attractive design
2. Employ user-friendly architecture, navigation, usability and layout
3. Make sure you use branding to communicate your mission
4. Include fresh, timely and interesting features
5. Provide a depth of resources through a large content library
6. Use grassroots and online marketing
7. Integrate the website with offline communication
8. Include an effective online membership mechanism
9. Provide consistent e-mail communication
10. Apply a strong revenue model
11. Use a cost-effective infrastructure and administration
12. Review detailed statistical analysis

In addition to achieving the soft goal of expanding the reach and impact of your ministry, an effective Web ministry also should bring about the following pragmatic results:

- Strengthened relationships with existing supporters
- Increased donor retention
- Increased membership and expanded donor base
- Increased online and overall revenue
- Reduced communication and administrative costs

A detailed PowerPoint presentation is available of this workshop at webministry.christianity.com/reboot.

Duncan Rein and J. Sebastian Traeger are CEO and president, respectively, of Christianity.com. Contact them at duncan@christianity.com and sebastian@christianity.com.

Indecency

The Law of Unintended Consequences



BY STUART EPPERSON

My partner, Ed Atsinger, and I founded Salem Communications Corporation, which owns and operates commercial radio stations in virtually all the major markets in this country. We are in this business primarily because we have a point of view. Moreover, we think our views are well received in the marketplace of ideas. Our editorials emphasize limited government, free enterprise, a strong national defense and traditional moral values. These principles are also, in general, the views of our talk show hosts. We have both local hosts and nationally syndicated hosts. Indeed, we syndicate far beyond the reach of the stations we own.

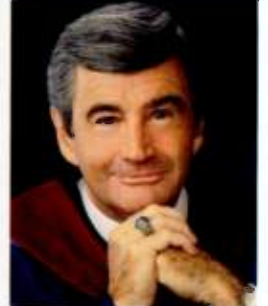
We are not only conservative in our politics but also operate within the Judeo-Christian moral framework, as did our founding fathers. Given that background, you might be tempted to think that we favor legislation now pending in Congress to regulate content of over-the-air radio and television stations. Not on your life!

Today, we enjoy almost unprecedented freedom in religious broadcasting and public policy discussions — that the First Amendment was designed to promote — largely because of one historic act in 1987: The FCC repealed the so-called Fairness Doctrine, which imposed government control of content. (The Fairness Doctrine was quickly dubbed the “Blandness Doctrine because it resulted in timid, don’t-rock-the-boat broadcasting.) Thankfully, repeated attempts by Congress to disinter the Fairness Doctrine have failed.

Now conservative Christians, and other conservatives, are being sucked into applauding measures that would have government again controlling content and shutting down stations that violate standards, just as many well-meaning conservatives supported the Fairness Doctrine. It’s important to remember that in spite of the overwhelming liberal bias of the large media, only one broadcaster ever lost a license because of the Fairness Doctrine — a small Christian radio station in Media, PA.

Conservatives are being sucked into applauding measures that would have government again controlling content.

Shock Jocks, Beware



BY D. JAMES KENNEDY, PH.D.

Rest easy, my friends. The First Amendment is not under assault. Creativity is not being chilled. We are not on a slippery slope, and no precedent is being established that may be used to silence religious broadcasters.

What is happening is that finally, after much protest, a long inactive FCC has begun to enforce existing standards against indecency. To its credit, Congress is trying to beef up the FCC’s authority to levy meaningful financial penalties against those who broadcast the moral equivalent of mustard gas into our culture.

It’s about time. I and many others have called for years, to little effect, for the FCC to enforce the law against broadcast offenders such as

So far this year the FCC has levied fines totaling \$1.6 million in six enforcement actions. Each fine was well deserved.

Howard Stern, the “king of foul media.” It is gratifying that some modest action is now taking place to clean up the public airwaves. Shock jocks, beware.

So far this year the FCC has levied fines totaling \$1.6 million in six enforcement actions. Each fine was well deserved. KRON-TV/San Francisco, CA, for example, was fined \$27,500 for showing male frontal nudity to its viewers. The FCC slapped Clear Channel Communications with four fines totaling \$1.5 million, including a record \$755,000 in one fine for broadcasting violations that incorporated graphic descriptions of male sexual anatomy and the enactment of real or simulated masturbation.

The language used in the Clear Channel violations is so lewd that it cannot be described in this magazine. That the FCC determined it was “indecent” and not obscene is only evidence of what the late Patrick Moynihan called “defining deviancy down.” Anyone who wants to double-check that assessment can visit www.fcc.gov/eb/Orders/2004/FCC-04-17A1.html to read what provoked the FCC action.

The newly energized FCC also has launched an investigation into Janet Jackson’s CBS televised Super Bowl half-time “wardrobe malfunction” and has reversed its Enforcement Bureau by determining that Bono’s crude

Indecency

Don't get me wrong. I deplore the current state of this immoral, debased culture, and am working in every way I know to change it. Although I think what is being passed-off as entertainment these days is an outrage, I am serious when I say we support limited government.

We may all cheer the demise of Howard Stern, who lost many of his major markets because of impending government action. I wouldn't listen to his program if he were the last broadcaster on the face of the earth. I'd rather be without radio, and that is a drastic statement since radio is my business.

However, mark my words: If impending government action can cause Howard Stern to be taken off the air, imagine a bill that would give the FCC power to so regulate content that after three fines for violating standards set by fiat, a station could lose its license.

Let us suppose that Congress, reacting to the justified outrage over the Super Bowl half time fiasco, passes such a bill. And let us suppose President Bush, in a tight re-election campaign and watching the polls that say the public wants action against the filth masquerading as entertainment, signs the bill. (After all, President Bush signed the McCain-Feingold campaign law even though he thought it was unconstitutional.)

Right now an FCC dominated by reasonable people wouldn't do anything drastic. But let us suppose that with this bill on the books the nation has elected Hillary Rodham Clinton as President.

Let us also suppose — and it is no stretch of the imagination to believe this — that President Hillary Clinton appoints radical liberals to the FCC. With the precedent established that the FCC can revoke licenses over content, these Commissioners determine that conservative views constitute hate speech. For example, we are strongly supporting a Constitutional amendment that defines marriage as a union only between one man and one woman. Let us suppose that these Commissioners declare that such a position is against national policy and constitutes discrimination.

Of course, the homosexual lobby would mobilize hundreds, perhaps thousands, of complaints against stations advocating our point of view. Armed with these complaints, the FCC would have no problem finding an excuse for shutting down the voices broadcasting what the lobbyists would call homophobic views.

But the examples need not be confined to moral and religious questions.

We also are opponents of the Kyoto treaty, which, if ratified by the Senate, would drastically affect our standard of living in this country. It is a terrible treaty. But radical environmentalists militantly support it. So let us suppose they organ-

sexual reference at the 2002 NBC-aired Golden Globe Awards was indecent after all.

That last action has sparked a complaint from a coalition of broadcasters and self-styled defenders of the First Amendment. The coalition, which includes the American Civil Liberties Union and Fox Entertainment, urges the FCC to reverse course, charging that its ruling against use of the "F" word is "chilling free speech."

Bob Wright, chairman of NBC, warns that the FCC's decision to take seriously its responsibility to regulate obscenity and indecency "can force broadcasters to play it safe at the high cost of sacrificing creative integrity." Well, I say we sacrifice "creative integrity," if by that we mean the license to insert epithets, curse words and blasphemies into programming. Such foul fare became dramatically more common on prime-time television from 1998 to 2002,

according to a Parents Television Council study.

This is not an assault on creativity. It takes precious little originality or imagination to utter four-letter words. Profanity cheapens discourse, assaults listeners and is a poor substitute for intelligent dialogue. Neil Rogers, a South Florida talk show host, is notorious for his use of crude, sexually explicit bits in his daily show. He

has been put on notice by the FCC's stepped-up enforcement actions and he is complying. "I'll do whatever they want as long as the check keeps coming every two weeks," Rogers told the *South Florida Sun-Sentinel*. "You just have to be more creative."

He's right. Until the late 1960s, Hollywood was governed by production codes that prohibited foul language and sexually suggestive scenes. Creativity did not suffer, nor did civility. I'll take this from Peter Lorre in *The Maltese Falcon*, "Hey, you imbecile, you big bloated idiot, you stupid fathead," anytime over this from *Beverly Hills Cop*: "Do you mind telling me where the (bleep) you come off going under cover without authorization from me? What the (bleep) is this all about?"

This is not an assault on free speech. The First Amendment is not, nor has it ever been, a safe harbor for obscenity. It has been illegal since the colonial era. In 1712, for example, the Massachusetts Colonial Legislature made it a crime to publish "any filthy, obscene, or profane song, pamphlet, libel, or mock sermon."

In 1815 the Supreme Court of Pennsylvania upheld the conviction of a man who showed for money a painting "representing a man in an obscene ... and indecent posture with a woman." The state high court ruled, with refreshing common sense, that while "every immoral act, such as lying, etc., is not indictable, yet where the offence [sic] charged is destructive of morality in general ... it is punishable at common law.... No man is permitted to corrupt the morals of

Armed with complaints, the FCC would have no problem finding an excuse for shutting down the voices broadcasting what the lobbyists would call homophobic views.

The First Amendment is not under assault. We are not on a slippery slope. No precedent is being established that may be used to silence religious broadcasters.

ized to protest the views of our stations and talk show hosts. If the FCC moved on these complaints, it might — as a public service — shut down all stations that opposed Administration policies. After all, having set the precedent with moral issues, it would be easy to move against economic issues.

Black elites could organize to shut down stations opposing affirmative action. Hispanic leadership could organize to shut down stations supporting immigration reform.

I could go on and on but you get the point. We are conservative; we're not stupid. We can clearly see the possibilities here. Congress never writes clear laws, but always leaves to agencies and departments the interpretation of the law, often resulting in unintended consequences. In the case of the FCC, the interpretation will depend on the Commissioners who are appointed. In a liberal administration I can guarantee that the appointees will include people hostile to what we stand for.

If while reading this you are thinking, *Oh, that won't happen. The Supreme Court won't let it*, think again. Everyone — even the sponsors of the bill, the President who signed it and the media which commented on it — was morally certain that major portions of McCain-Feingold would be declared unconstitutional for violations of the Free Speech clause of the First Amendment. Today, as horrified as our founding fathers would be if they could come alive and learn of it, it is the law of the land.

It is my fervent hope that conservatives, especially religious conservatives, won't get driven into believing that more government is the answer to this cultural problem. It will only lead to disasters, and no bill once passed by Congress and signed into law is ever repealed.

Today Stern, Bubba (the Love Sponge) and Janet Jackson are in the spotlight. Tomorrow Rush Limbaugh, Dr. James Dobson and Janet Parshall could be there.

There are a number of simple solutions to getting rid of the garbage on the air. The FCC should use the authority it already has. Listeners should stop listening. Without ratings there are no sponsors and without sponsors there will be no programs. Express your deep displeasure to sponsors, radio station owners and the public. Although that may be harder to accomplish than just enacting a law, in the long run it will avoid the unintended consequences of eroding our precious freedom.

Stuart Epperson is chairman of Salem Communications Corporation.

It is my fervent hope that religious conservatives won't get driven into believing that more government is the answer to this cultural problem.

the people; secret poison cannot be thus disseminated."

FCC actions are not taking us down a slippery slope leading to the loss of First Amendment freedoms. Moral pollution has been entering the public airwaves at an alarming rate for years, and only now has a long dormant FCC begun to flex the regulatory muscle given to it by Congress in 1934.

Seventy years ago, Congress passed the Federal Communications Act, which states, "Whoever utters any obscene, indecent or profane language by means of radio communication shall be fined under this title or imprisoned not more than two years, or both." The scope of prohibited speech is narrow, well-defined and consistent with the historic legal standard that the First Amendment does not protect obscene speech.

Some may object that an FCC with teeth, one armed with the power to impose enormous fines and, possibly,

revoke licenses, could in the future turn on religious broadcasters. Indecency, for example, could conceivably be redefined by a future FCC to include opposition to homosexual activism by religious broadcasters. That is a possibility — one about which we must be vigilant — but the solution is not a toothless FCC. We should not reject legitimate enforcement of the

The FCC is obliged under law to punish with the tools at its disposal those who corrupt the morals of the people by emitting public poison into the culture.

law banning obscenity, indecency and profanity because of the real risk that objections to homosexual behavior could, as in Canada, become subject to FCC enforcement actions.

Parenthetically, a second, and perhaps more likely line of attack on Christian broadcasters may come if opposition to the political program espoused by homosexual activists is deemed contrary to the "public interest" — a relevant standard for broadcast license renewals. The U.S. Supreme Court already has laid down the predicate, ruling in 1983 that "to warrant exemption under 501(c)(3), an institution ... must demonstrably serve and be in harmony with the public interest..." What happens if, in the future, the public interest is seen as being served only by support for "gay rights"?

The homosexual political community will, in any event, continue to seek to silence those who stand for biblical morality quite independently of FCC enforcement actions. In the meantime, the FCC is obliged under law to punish with the tools at its disposal those who corrupt the morals of the people by emitting public poison into the culture.

Our public servants have a duty to protect public morality. Congress has delegated that task to the FCC. I fully support its decision to begin to do its duty.

Dr. D. James Kennedy is president of Coral Ridge Ministries and senior minister of Coral Ridge Presbyterian Church in Fort Lauderdale, FL.

For Such a Time as This

BY PAMELA McCANN

In my years as a Christian involved in advertising and broadcasting, I've thought about the unique opportunities we have. The "why" behind our work unites all of us. And lately, the theme "For such a time as this," taken from the book of Ruth, has been coming to mind as I think about our industry.

We have powerful reminders this year about the why behind our work — the unthinkable seems to be happening on an almost daily basis:

- County clerks issue marriage licenses to homosexual couples because they don't agree with the law and ignore due process.
- Openly gay ministers are acquitted by their church in a hearing process, despite the fact that they are living in direct conflict with the mandates of the church. One denomination splits over the issue of gay ordination and others threaten to do the same.
- Celebrities are "acting out" live on the public airwaves during prime time, forcing broadcasters to move to a delay system to protect their licenses, ratings and budgets.
- Social strategists are active on national, state and local levels with unprecedented success. A client of mine fell victim to an organized, unjust, malicious and calculated attack by pro-abortion organizations and members of the California education system.

Despite the fact that the liberal media and culture warriors seem to hold all the cards (press, entertainment, law, legislature, education, etc.), they haven't won. Large sections of our culture today are obviously hungry for the other extreme:

- Voters elect an openly Evangelical President — and numerous other Christian officials to federal, state and local positions.
- *The Passion of the Christ* grosses more than \$300 million in one month — and fuels a vigorous cultural dialogue about the person of Christ. The film is now No. 7 in all-time box office domestic grosses, just behind *Lord of*

the Rings: Return of the King and above such blockbusters as *Jurassic Park*, *Forrest Gump* and the other two *Lord of the Rings* releases (www.movies.com).

- Christian radio is trending upward across the country. Ratings for CCM continue to soar. Recently, I was with Z88/Orlando, FL, which is dominating its market with significant demographic segments.

Can this be the same nation?

Although the news bothers me deeply, I'm reminded that we are part of a bigger story. God knew this day would come. He knew the access we would need in the United States and around the globe. And He put you and me in the thick of it.

So today I'm thinking about Mordecai's challenge to Ruth: "For such a time as this." I reflect on the incredible platform we have, the challenges we face, and the awesome tools that God has given us. We have overt communication access to growing numbers of people around the world, which is something we likely couldn't build today if it didn't already exist. We face the same question Ruth did: The opportunity is here — what are we going to do?

During the past few weeks, I've made some decisions about what living in "such as time as this" means for me and my work in this industry. Here's the list of what I'm going to be doing in my work life:

1. Focusing more on priorities and getting rid of the unnecessary things that drain my energy and resources. I am going to number my days.
2. Being actively aware and thankful for the opportunities God has given me, and asking for a fresh and vital perspective on the blessings that surround my industry, my work and my life. I am going to thank God.
3. Taking Dr. Blackaby's counsel to ask God to show me where He's working and how I can participate, and then doing it. I am going to watch for God.
4. Stewarding my platform and opportunities well while the opportunity is here, and being more diligent with my assets: studying, learning, staying informed, being alert and remaining

active. I am going to bring what I have to God.

5. Building the body, because we need each other. I am going to support God's people.
6. Staying informed and in tune. I am going to pursue Godly wisdom.
7. Keeping my focus on the fact that we are part of a bigger story. I am going to trust God, who holds the beginning and the end in His hands.
8. Being generous with my time, talents and resources. I am going to give to God.
9. Praying. I am going to talk to God.

I don't know your thoughts about the times we're living in and what God has purposed for you. Your leanings may be more political — and we need the activism. On the other hand, they may be rooted in evangelism or discipleship; the world certainly is hungry to know about Jesus and grow in faith. Or your call may take on other forms and pursuits.

But a few things are clear. We must remember that we are living in a significant time for the Kingdom of God, that we are blessed beyond compare and that we are challenged beyond our expectations. For me, "for such a time as this" and my commitment to step up like Ruth did has meant making dramatic changes in my own personal life and business.

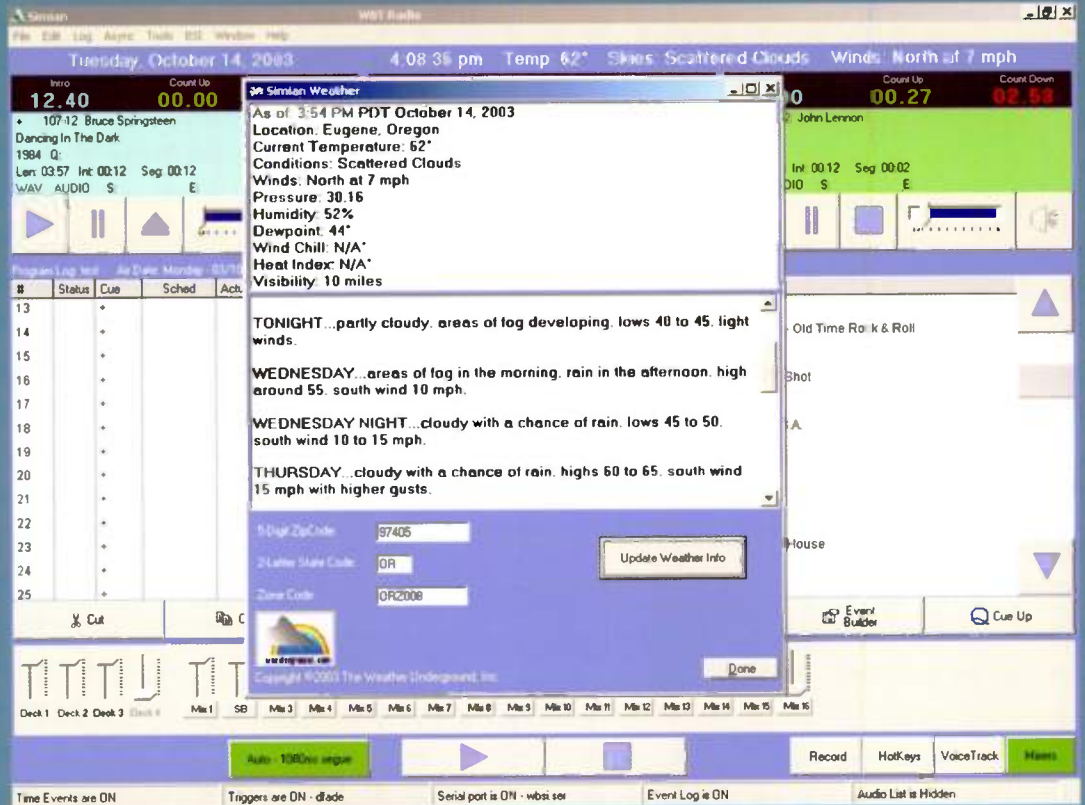
It may mean the same for you. I hope that you keep a few thoughts in mind: 1) that He purposed to have you here now, 2) that He placed you specifically in this day, in this age, and in this industry, and 3) that He will give you a fresh vision for what that means in your life and work.

The challenge is before us ... for such a time as this.



Pamela McCann is CEO of McCann Graoup, based in Bainbridge Island, WA. Contact her at pamela@mccanngroup.com

New Simian 1.6



Simian
broadcast
automation

Just \$1499 including technical support and updates for 1 year

Simian 1.6 is the result of input from numerous BSI users. Thanks to their input, Simian now includes an on-screen weather display that updates from the internet.

The new Simian also includes sophisticated new Voice-Tracking functionality allowing Voice-Tracking days in advance, even from remote studios, and an improved ability to verify logs before air play.

Simian is still the most feature-rich automation system in the industry and provides powerful, reliable broadcast automation for stations in the US and around the world.

Thousands of users have discovered how easy and versatile BSI Simian really is.

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www.bsiusa.com

**Test and try
before you buy.**

70% of Christian ministry websites do not have a prominent call to action on their home page.

- A call to action is critical on every single page. If the purpose of your website is unclear, users will not take the time to figure it out.

85% of Christian ministry websites do not offer an email sign-up function on their home page.

- Surveys show that email is the most powerful way to connect with constituents; and a prominent signup box is the most effective way to build an email database.

80% of Christian ministry home pages require more than 30 seconds to download over a dial-up connection.

- The average Internet user will wait between 10 and 15 seconds for a page to load before moving on.



Salem Web Solutions can help your organization reach its potential on the Web using the same proven concepts that have produced success with Salem's other market-leading websites, Crosswalk.com, Oneplace.com, and Crosscards.com.

Salem Web Solutions will help you develop a Web strategy that better stewards your ministry dollars, touches the lives of your constituents, and advances the Gospel. Contact Rachel Hornor to schedule a free consultation today.