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Eastern NRB, Philadelphia, PA;
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■ October 27-29

Southeastern NRB, Asheville, NC;
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■ February 11-16, 2005

NRB 2005, Anaheim, CA;
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Our Appointment in History

There are times when God, in His providence, allows people to see in full view the pivoting of history. Patriots assembling in Philadelphia experienced it on July 4, 1776. Navy sailors looking to the westward skies saw it on December 7, 1941. Families listening to their radios heard it on November 22, 1963. In an instant — the signing of a document, the dropping of a bomb or the firing of a gun — the world suddenly and irreversibly changes.

Yet no event in American history quite compares to the morning of September 11, 2001. Buildings that scraped the floors of heaven crumbled. Planes carrying businessmen, grandmothers and children plummeted. For thousands, life and all its promises and possibilities ended — some in an instant, others while saving strangers, running up stairs or storming cockpits.

At the end of the day we were left with a different skyline, smoldering ruins and a gripping fear. When the smoke and dust from the World Trade Center, the Pentagon and the grassy Pennsylvania field lifted, America was a different nation: shaken, fearful, serious.

Along with the crumbling of two national symbols of economic prosperity and military power went our assumptions and assurances of what was and is and is to come. History did more than pivot on that day — it spun.

Now, three years after the worst attack in U.S. history, we look in the rearview mirror and see a nation still grappling with two realities. First is the shattered visage of an “invincible America.” Second is a nation trying to make sense of the tragedy and the fears that linger much like the smoke that rose from Ground Zero.

Three years into an unprecedented era in American history, it is well worth the effort to pause, remember and reflect upon the events, people and lessons of September 11, 2001. One need not look far to see the noteworthy changes wrought upon our nation in its aftermath.

But as we reflect upon these things, we must begin with the most enduring principle of our faith: that in spite of the change around us, God does not change. He is the same yesterday, today and forever.

And our calling has not changed. We remain the ambassadors of the Most High God. We remain the bearers of a truth that transforms hearts, minds and lives. It is still for us, in the midst of change, to hold fast to our mandate to reach the world for Christ in our generation.

For the Christian, the unfolding story of this changing world has no surprise ending. Christ, on the cross, proclaimed, “It is finished.” Death — that king of terror — was overcome. And so we can live boldly in the

marketplaces, churches, halls of government and frontlines of life without the uncertainty of what lies a heartbeat away. This has led heroic believers throughout time — from Paul of Tarsus to Todd Beamer of Flight 93 — to stare down death and do the impossible.

In the storms of life and in our cries for help, Christ calms the raging sea and asks us, “Where is your faith?” So we humbly follow, knowing that God calls us in our weakness to be obedient, not necessarily to be comfortable or prosperous. Like the great missionary C.T. Studd said on his way to minister in India, “Some want to live within the sound of church or chapel bell; I want to run a rescue shop within a yard of Hell.”

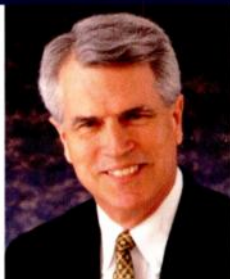
Whether ministering within a yard of Hell or within the bounds of Christian broadcasting, life on this side of September 11 has provided unprecedented opportunities and fearful realities. People in the highest positions of power are asking serious questions about evil, God and the afterlife.

Yes, America has changed, but the Gospel remains the same. In times of peace or panic, prosperity or poverty, God calls us to fix our eyes on the unchanging hope of the cross, traveling like a journeyman who plods to his destination with steady, consistent steps. And we can do this with full faith and joy, knowing that Christ has gone before us and will prepare us for the challenges we face. As He has taught us, the uncertainty of tomorrow does not dissuade us from living out our faith today.

C. S. Lewis, during the darkest hours of the post-World War II nuclear threat, reminded us of our simple duties as believers in the midst of trouble:

“The first action to be taken is to pull ourselves together. If we are going to be destroyed by an atomic bomb, let that bomb, when it comes, find us doing sensible and human things — praying, working, teaching, reading, listening to music, bathing the children, playing tennis, chatting to our friends over a pint and a game of darts — not huddled together like frightened sheep and thinking about bombs.”

God, in His grace, has appointed us for this moment in history. May we not shrink from the times, but go within a yard of Hell to reach the world for Christ.



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“And how shall they hear without a preacher?”

Romans 10:14 (NKJV)

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Nuestra cita en la historia

Hay ocasiones en que Dios, en su providencia, nos permite ver un giro de la historia. Los patriotas reunidos en Filadelfia lo vieron el 4 de julio de 1776. Los infantes de marina lo miraron en el horizonte oeste el 7 de diciembre de 1941. Muchas familias lo escucharon por la radio el 22 de noviembre de 1963. El mundo puede cambiar irreversiblemente en un momento: la ratificación de un documento, una bomba que explota o un disparo.

Sin embargo, ningún evento en la historia de los Estados Unidos puede compararse con la mañana del 11 de septiembre de 2001. Edificios que rozaban los pisos celestiales se derrumbaron. Aviones que llevaban empresarios, abuelitas y niños cayeron en picada. Para miles, la vida con todas sus promesas y posibilidades llegó a su fin: para algunos en un instante, para otros mientras rescataban a sus semejantes o subían las escaleras o irrumpían en la cabina del piloto.

Al final, el perfil de la ciudad era otro, solo se veían escombros humeantes y fuimos presas del pánico. Cuando por fin desaparecieron el polvo y el humo del Centro Mundial de Comercio, del Pentágono y del campo en Pennsylvania, los EE.UU. era una nación diferente: conmovida, temerosa, grave.

Además del derrumbe de dos símbolos nacionales de prosperidad económica y poderío militar, se esfumaron también la suposición y la seguridad de lo que era, lo que es y lo que ha de ser. En ese día la historia dio varios giros.

Hoy día, tres años después del peor ataque en la historia de los EE.UU., al mirar por el espejo retrovisor, vemos a una nación que sigue lidiando con dos realidades. Una es el rostro resquebrajado de un "EE.UU. invencible". La otra, es una nación que trata de hallarle sentido a la tragedia y a los temores que persisten como el humo que se elevaba de la zona devastada.

A los tres años de una época sin precedentes en la historia estadounidense, vale la pena hacer una pausa para recordar lo que pasó y reflexionar en los hechos, las personas y las lecciones del 11 de septiembre del 2001. No necesitamos mirar lejos para darnos cuenta de las mejoras que esto produjo en nuestra nación.

Al reflexionar en estas cosas, debemos empezar con el principio más firme de nuestra fe: que a pesar del cambio en nuestro alrededor, Dios no cambia. Él es el mismo ayer, hoy y siempre.

Nuestro llamado no ha cambiado. Seguimos siendo embajadores del Dios Altísimo. Seguimos siendo portadores de la verdad que transforma corazones, mentes y vidas. Está por demás decir que, en medio del cambio, debemos seguir aferados al mandato de alcanzar el mundo para Cristo en nuestro tiempo.

Para el creyente, la manera en que la historia de este mundo llega a su fin no guarda ninguna sorpresa. Desde la cruz, Cristo clamó: "Consumado es". La muerte, reina del terror,

había sido vencida. Por ello, podemos vivir confiadamente en los mercados, en las iglesias, en los edificios gubernamentales y en las líneas de batalla de la vida sin tenerlo que esté a un paso de nosotros. Esto ha inspirado a creyentes heroicos a través del tiempo—desde el apóstol Pablo hasta Todd Beamer en el vuelo 93—a encarar la muerte y hacer lo imposible.

En las tormentas de la vida y en nuestro clamor por ayuda, Cristo calma las aguas tempestuosas y nos pregunta: "¿Dónde está tu fe?" Entonces continuamos con humildad, sabiendo que en nuestra debilidad Dios nos llama a ser obedientes, no tanto a estar cómodos y ser prósperos. Como dijera el gran misionero C. T. Studd cuando iba para la India a ministrar: "Algunos quieren vivir donde puedan oír las campanas de la iglesia. Yo quiero poner un puesto de rescate a un metro del infierno".

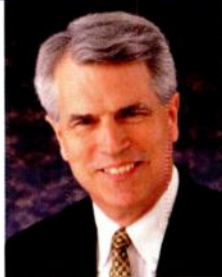
Ya sea que ministremos a un metro del infierno o dentro de los límites de las comunicaciones cristianas, la vida a este lado del 11 de septiembre nos ha dado oportunidades sin precedentes y realidades aterradoras. Los que ocupan los puestos más importantes se están preguntando seriamente acerca del mal, de Dios y del más allá.

No hay duda, los EE.UU. ha cambiado, pero el Evangelio sigue siendo el mismo. En tiempos de paz o de pánico, de prosperidad o de pobreza, Dios nos llama a poner nuestra mira en la esperanza inmutable de la cruz, a que sigamos adelante como un viajero que sigue hacia su destino final con paso firme y constante. Esto es algo que podemos hacer con plena fe y gozo, sabiendo que Cristo va delante de nosotros y nos preparará para los desafíos que nos esperan. Como Él nos ha enseñado, las incertidumbres del mañana no pueden persuadirnos a dejar de vivir nuestra fe hoy en día.

C. S. Lewis, en las horas más tenebrosas de la amenaza nuclear de la posguerra mundial, nos recordaba de nuestros deberes como creyentes en medio de la tribulación:

"Lo primero que debemos hacer es recobrar la compostura. Si hemos de ser destruidos por una bomba atómica, pues que esa bomba, cuando llegue, nos encuentre haciendo cosas sensatas y humanas: orando, jugando al fútbol, charlando con nuestros amigos mientras bebemos algo y jugamos a los dados; pero no amontonados como ovejas asustadas y pensando en bombas".

Dios por su gracia nos ha nombrado para este momento de la historia. Que no nos acobardemos ante los tiempos, sino que vayamos a un metro mismo de' infierno para alcanzar el mundo para Cristo.



Dr. Frank Wright

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(www.didyouknow.cd/cgi-bin/today15.pl)



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(www.funology.com/thatsodd/odd_humanbody001.cfm)

Barking up the wrong tree

The Antpitta avis canis Ridgley is a bird that looks like a stuffed duck on stilts and barks like a dog. On the other hand, the basenji is a smallish dog that does not bark, but yodels when excited.

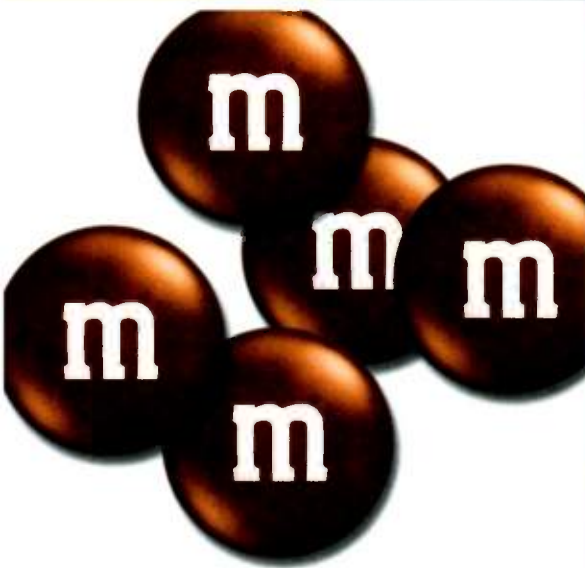
(www.didyouknow.cd/antpitta.htm)



Thirst Quencher

Frogs don't need to drink because they absorb water through their skin.

(www.pca.state.mn.us/kids/frogsforkids.html#didyouknow)



Branded

The first M was imprinted on M&M's in 1950, nine years after they were introduced to American GIs serving in WWII.

(us.mms.com/us/about/history/timeline/)

Vroom! Vroom!

"Drag" is a late 18th century term for a wagon or buggy, because the horse would "drag" the wagon. By the mid 1800s, streets where the wagons went were called the "main drag." In the 1950s, hot rodders started using the term drag race for racing cars on city streets.

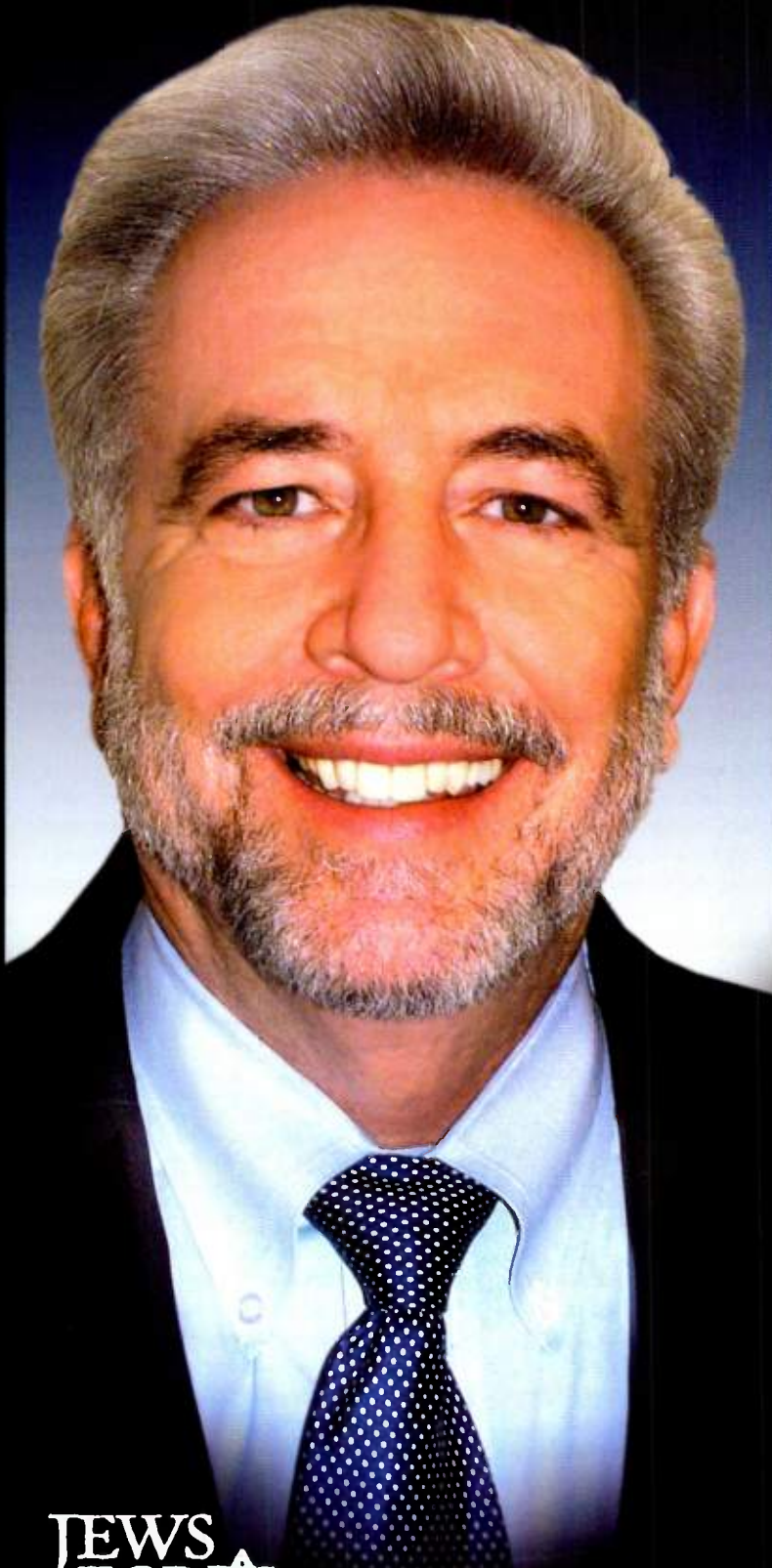
(www.idiomsite.com/dragrace.htm)



Time for a commercial break

The first TV commercial was a 20-second ad for a Bulova clock, broadcast July 1941 on WNBT, New York, during a baseball game between the Brooklyn Dodgers and the Philadelphia Phillies. The cost: \$9.

(www.didyouknow.cd/fastfacts/movies.htm)



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FCC Seeks Comment on Digital Radio Rules

The FCC recently launched three proceedings that could lead to the imposition of new content regulations on broadcasters. Two of those actions — concerning the possible need for new measures to control violence in television programming accessible to children and new rules to foster “localism” on all stations — are only at the inquiry stage, which means that it will be some time before any additional regulations emerge. But the third proceeding, which tentatively calls for new mandates to assist the Commission to enforce its indecency rules, appears to be on a fast track.

The FCC has called for comment on a proposal that all broadcasters be required to retain recordings of their programming for some as-yet unspecified, but short, period of time (perhaps 60 to 90 days). Such a requirement, the agency indicates, would afford it a better record upon which to evaluate indecency complaints.

As licensees know, while the government has the power to ban obscene broadcasts, it does not have the same authority over material that is indecent — which the Commission defines as “language or material that, in context, depicts or describes, in terms patently offensive as measured by contemporary community standards for the broadcast medium, sexual or excretory activities or organs.” The First Amendment protects indecent speech but permits the FCC to restrict such broadcasts to the hours of 10 p.m. to 6 a.m., when children are unlikely to be listening.

The agency does not monitor the airwaves for offensive language. Rather, it relies on complaints from listeners and viewers to trigger investigations that may lead to enforcement actions. For complaints to be considered, individuals generally must provide the Commission staff a “significant excerpt” from the program at issue. In the past, this often meant that complaining parties were asked to submit a tape or transcript of the offending material.

More recently, however, longtime observers have detected some degree of softening in the FCC’s approach to complaints — at least with respect to the initial showing expected of aggrieved listeners or viewers. The agency now appears more ready to move promptly to the investigation stage with less detailed facts in hand. And NRB members and many others are well aware that the Commission also has issued

a number of noteworthy indecency sanctions over the past 18 months. These include the March 2003 Golden Globes decision, which appears to have set a new standard with respect to airing the “F-word.”

At the same time, the FCC remains sensitive to the constitutional constraints on its power in this area. (The agency could well face court challenges over some of its high-profile indecency decisions of late.) According to the FCC, “[b]ecause the specifics and context of the broadcast are critical to the determination of whether material is obscene, indecent, or profane, the more information the Commission can have in its possession about a program when it concludes an investigation and decides whether or not to initiate an enforcement proceeding, the more informed a decision it can make.”

The agency nonetheless appreciates that a recording retention requirement may be a significant burden for some licensees, particularly small broadcasters. As of this writing, NRB is preparing to submit informal comments to the Commission on this aspect of the issue. The association plans to express its firm support for the FCC’s recent indecency enforcement actions, but to express some reservations about the overbroad proposal to burden all broadcasters

with new requirements when indecency complaints involve only a handful of stations—and findings of violation involve even fewer.

But rather than simply oppose the recording retention proposal, NRB will suggest an alternative: The agency should consider imposing retention requirements only upon licensees that receive a “Notice of Apparent Liability” for an indecency violation following investigation of a complaint. Limiting a new rule in this fashion would ensure that only those broadcasters who have been subject to the Commission’s enforcement processes and found seriously wanting would bear the extra costs of demonstrating ongoing adherence to the rules.

The FCC is likely to act on the recording retention proposal before the end of the year. I will provide updates 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.

Building an International Family

Today, the world is within reach of our media fingertips. Satellites, national broadcasting networks, extensive cable TV systems, and the Internet open the door for national, regional and even local media ministries to go global with the Gospel.

However, being able to broadcast into another country doesn’t mean that you have an international ministry — it’s only an indication of your ability to buy airtime. A true international media ministry needs the type of sustainability that only comes from actual viewership.

The successful establishment of viewership is never accidental. It takes strategic planning, which starts with a good working knowledge of the country you are planning to reach. Effective commu-

nication is another building block and is always a two-way street. The first half of the equation is the actual communication of the Gospel message by your ministry; the other half is viewer response. Ministry is about impacting real people, and reaching real people boils down to establishing a sincere relationship.

Of course, relationships thrive within the parameters of a family-oriented group or infrastructure. The development of such an infrastructure is based solely on establishing a local presence in the country you are trying to reach. To achieve a family-oriented feeling about your ministry among a country’s viewing population, you must successfully institute an operations platform that is conducive to growth — not only to your ministry, but also to the nation.

A Delivery System That Amplifies Worship

In just 20 years, most evangelical churches have progressed from hymn-books to overheads to digital projection to streamline and heighten the worship experience. Projection screens have become a staple for worship even in 50-seat storefronts and parish chapels.

As media technologies advance to ever increasing pinnacles, the costs to churches subsequently increase. With so much being invested, the question must be asked, "Has the introduction of media into our sanctuaries really made our services more meaningful, or have we succeeded only in making our songs and sermon outlines more visible and jazzy?"

As a church media director with a background in world missions, I had to come to grips with two issues. The first is how to keep a media ministry biblical and in step with God's unchanging purpose. The second is how to be sure our use of media augments worship and aids in clearly communicating spiritual truth without getting in the way. Only when we address these matters can we justify the costs and energy consumed in church media ministry.

Keeping It Biblical

For centuries, Protestant churches were content to worship with the printed and

spoken word. A cursory scan of the Bible, however, indicates that God placed a high value on visual portrayals. The rainbow in Genesis 9 spoke volumes about God's character to the survivors of the great flood. The Tabernacle, carefully crafted by the likes of Bezalel and Oholiab in Exodus 35 and 36, was God's way of revealing His nature to His people as well as to the on-looking Gentile tribes.

Neighboring nobles expressed awe at the God who could inspire the intricate splendor of Solomon's temple. The writings of Daniel, other prophets, and the Book of Revelation bear out vast chunks of text devoted to God's use of art, color and visual forms to communicate His greatness to the world He loves. In view of such things, we need to consider the possibility that God cares as much about how things appear in our expressions of worship as He does about what is being spoken and sung.

Keeping it Effective

By one definition, media is a means of conveying a force or effect. It is the task of a media minister to shape the media band and all of their gear as a delivery and distribution system, to communicate the message with the maximum force and effect. Sometimes that calls us to produce a jar-

ring and edgy video to drive the point home. Another message may involve stage draperies and soothing pools of light. The rule should always be to adapt the media to the message.

There is a mission in media for the Church of Jesus Christ today. He is calling forward the Bezalels and Oholiab who are not only skilled, but also filled with the Spirit of God (Exodus 35:31). Media ministers are increasingly finding their places on church staffs alongside pastors, teachers and worship leaders. Our devotional lives must include an incessant quest for anointing and inspiration equal to that of our pastors and worship leaders.

We are being called to capture the art forms and media resources that will draw all generations deeper into worship and personal transformation. Let's be sure we're doing what He wants done, not doing things only because we can.



Orlen Stauffer,
Director of Media Ministries, Kempsville Presbyterian Church, orlen@kpc.org

These three areas — strategic planning, communication and infrastructure — are the key building blocks to establishing a global broadcast presence. Other questions you need to consider from the outset include:

- How are you going to interact personally and as a ministry with your international viewing public?
- How can your international ministry continue to be effective and successful in the long term?
- How will you ensure the care of your ministry's mailing list, the proper handling of financial gifts, the continuance of vendor relationships, the accurate reporting of critical international operations information, and, most importantly, the protection of your ministry's integrity?

With so much to think about and consider, it is wise to crawl before you walk and walk before you run. The time you spend in developing a solid foundation with the right team members will be the difference between success and failure. Your international ministry will be only as strong as the effectiveness of a ministry team that is committed to its own ongoing growth and efficient operation.

One final key to consider is seeking assistance from a reputable international agency that specializes in global ministry. Without proper assistance, going global can result in short-term success followed by long-term failure, a massive clean-up operation and enormous costs. The right international agency can help you every step of the way — from strategic planning

and establishing lines of communication to building your local presence and answering the tough questions that invariably arise.

By working with an international agency committed to your growth and efficient operation, you can generate an ongoing legacy of life-changing ministry to the world and establish a media ministry that is solidly based on integrity, honor, and a commitment to your new and growing international family.



Dr. Frederick Tanner, *president, International Facilitators Plus, Inc., ifp@telus.net*

RADIO

Crisis Communication

Never in human history has change accelerated to the pace it is today. Everyone is affected by change. Some ministries that were on the leading edge of soul winning and service to humanity a few years ago are now struggling for survival.

Today, radio broadcasting is facing new challenges brought on by increased competition, high station valuations, aging audiences, narrowing demographic targeting and a secular culture that is hostile to the Christian message.

As the CEO/President, GM, Station Manager or PD of your station, there are times that you will address the staff during a crisis brought on by economic or organizational changes. The following Crisis Communication Checklist may help you to focus on those communication concepts that will enable you to have a favorable response from your employees.

1. Truth and honesty are the best policy. Your employees are not gullible. Trying

to manipulate the facts will result in distrust and low employee morale.

2. Fight against gossip and rumors. Hold a meeting with key department heads just prior to the major announcement. Then, when your employees have questions of their department heads later, you will all be singing out of the same hymnbook.

3. Know your audience. See your communication from your employee's eyes. Utilize WIIFM (What's in it for me?) for your message focus. Is my job in jeopardy? Will my role in the organization be changing? What do you mean by budgetary cutbacks? Remember, change equals uncertainty in the employee's mind.

4. Don't shrink from your responsibility when it's time to make a hard judgment call. You can't blame it on the Board of Directors or the management without losing respect. Make the decision you are asked to deliver, and make it your decision.

5. Directly speak about your feelings

to the staff. Doing so will generate confidence in your sincerity.

Don't gloss over the bad news. This seems obvious, but you'd be surprised at how trying to put a spin on your communication will destroy your credibility.

6. The written word is often more powerful than the spoken word. People need to see important information in writing. If communicating by e-mail, start with a clear subject line — it's the first place people look.

In conclusion, as you prepare your announcement, a good dose of humility goes a long way. By admitting you're not perfect and you're just trying to do what's best for the organization, your employees will likely listen to what you have to say.



Dick Jenkins, president, EMF Broadcasting, djenkins@emfbroadcasting.com

INTERNET

Covering the Bases

I just watched *The Natural* — a film I consider to be one of the all-time best sports movies — for the 10th time. Much of the film's appeal is the emotionally satisfying finale because nearly every little boy has dreamt of hitting a home run in the bottom of the ninth to win a big game — especially if the ball rockets into the stadium lights and creates a fireworks display that rivals Disney World's.

It's worth noting that Roy Hobbs and the New York Knights were down by two runs, and without the two base hits that preceded his heroics, Hobbs' incredible blast would have been meaningless. Spectacular, but meaningless.

Every major league manager will tell you that fundamentals and base hits win ball games. Maybe spectacular gets you a shoe endorsement contract, but the basics get you a championship. It is no different with your website.

The most frequent question I hear from GMs at Christian radio stations is, "How can I generate revenue from my station's website?" It's a fair question, but the painful fact is that most station website traffic is too small to monetize.

So, how does a radio station generate

revenue? First, you broadcast quality programming over an excellent signal, which attracts a large number of committed listeners. Then you monetize those listeners by selling access to programmers and/or advertisers, and/or asking listeners to support them through donations. Websites must follow this same fundamental cycle.

The real questions we need to ask are: 1) How do we grow our online audience large enough to monetize the traffic, and 2) How do I use the web to engage my P1 listeners with my station, my programmers, my advertisers and my staff? (This in turn should increase your web-based revenue.)

These are two different questions, but the answer to both is the same: You're going to need a little something called "fresh, compelling content." Having a domain name and promoting your website on the air is not enough. Your listeners need a compelling reason to visit and frequently return to your site. Fresh is more important than deep, and compelling is more important than either.

A website that remains unchanged for weeks and months is worse than no website at all, as it does more to damage your image than anything else.

Another dangerous trend on station web-

sites is something I refer to as the "Times Square Factor." Struggling to make radio budgets, some stations simply use the web as a "value add" for on-air advertisers; before you know it, they have over-committed their home page. Then, the only person on the planet who can tolerate the all-ads-and-no-content page is the Sales Manager — and he's only there to see if all the ads are running. Your listeners deserve more, and they will demand it.

According to Arbitron, 33% of all Internet users have visited a radio station website. Tragically, only 3% say they have visited in the past week. There are too many other places on the web to go for information, and you must give your audience good reasons to make your website a habit.

You can't score until somebody gets on base. That means giving your website the attention it deserves before expecting the money to flow.



Rick Killingsworth, VP/GM of Salem Web Network, rick@salemwebnetwork.com

TRADE TALK

AIRWAVE NEWS RADIO



Fusebox with Mike, Marisa and Jonathan of Love89.

Knoxville, TN – WYLV-FM hosted an exclusive Breakfast with The VeggieTales on June 26 for 89 families at Dollywood, where the *VeggieTales Live Show* was a popular part of Kidsfest this summer. (marisa@love89.org)

Dallas, TX – Following the loss of longtime host Marlin Maddoux, *Point of View* continues to build on his legacy. Kerby Anderson and Penna Dexter now co-host the daily two-hour, live radio broadcast with cutting-edge coverage of the same issues, topics and current events that built the program. (Mike Murray, 615-534-2000)

Dallas, TX – The Hispanic Christian Radio Network (HCRN) team — Joel Jolley, David Galván, Delwin Bardales and Dale Vick — aired Promise Keepers live in Spanish from the new American Airlines Center. (Dale Vick, 214-280-5010)

Blue Bell, PA – *Youth Culture Today*, the new 60-second feature hosted by Walt Mueller, president of the Center for Parent/Youth Understanding, is now airing on over 300 stations. Listen to a demo at www.walterbennett.com. (Jack Hibbard, 215-591-9400)



WGNR-FM/AM staff at groundbreaking ceremony

Indianapolis, IN – Moody Broadcasting Network's (MBN) WGNR-AM-FM hosted a July 20th groundbreaking ceremony and celebration for its new broadcast center. WGNR executed a capital campaign to raise \$1.9 million that included the purchase of new land and construction of a new turnkey facility, to include studios, a conference room and offices. (Ray.Hashley@moody.edu)

Saint Paul, MN – KTIS-AM-FM released its first CD compilation, *Music for Life – Volume 1* on August 3. The CD features some of the most popular songs on the KTIS play list, including Point of Grace, Sonicflood, Darlene Zschech, Go Fish and Chris Rice. Net proceeds support Minnesota Teen Challenge, a faith-based organization committed to providing assistance to those struggling with chemical addiction. (Janell Wojtowicz, jbw@nwc.edu)



Chicago, IL – Joseph Rhoiney, host of Moody Broadcasting Network's (MBN) *Gospel Praise*, and Ollie Woodson, former lead singer of The Temptations, were guests of Rizen at the taping of its current DVD. In other news, the MBN

development team recently celebrated signing up its 400th full-power affiliate. (Doug Hastings, Doug.Hastings@moody.edu)

Black Mountain, NC

– In June, WMIT-FM began airing the daily feature, *33 Days of Generosity*. The program includes a moment with Dr. Blackaby and/or



On-air personalities Carol Davis and Matt Stockman in the newly remodeled studios of WFGW-AM and WMIT-FM

Dr. Andy Stanley and attempts to demonstrate how stewardship is not limited to just one part of our life. In additional Blue Ridge Broadcasting news, WFGW-AM and WMIT-FM held an open house on July 17 to reveal their remodeled on-air digital studios. (Tom Atema, 828-669-8477)

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TRADE TALK

AIRWAVE NEWS RADIO, CONT.

Dallas, TX – The award-winning KCBI-FM news team of L.B. Lyon and Sharon Geiger produced a 3-minute news spot profiling local, national and international ministries, churches, youth groups and individuals doing God's work. KCBI teamed up with Peggy Weymeyer of *The World Vision Report* to bring stories from around the world. The news feature airs just before *Adventures in Odyssey* and hopes to bring children up-to-date with current events from a Christian perspective, at a child's level of comprehension. In other KCBI news, the station hosted its annual KidZone Summer Splash event on June 19 at the Hawaiian Falls. Hundreds of kids joined KZ Rod at the water park. *KidZone Radio* is a three-hour children's program aired Saturday mornings and tailored for ages 7-11. (Laura Best, lbest@kcbi.org)



L.B. Lyon & Sharon Geiger

Moscow, RUSSIA – Radio Center (www.radiocenter.net) announces that beginning July 15, it increased broadcasting volume considerably after signing a contract with the Russian-speaking Jewish Community of New York City for the creation of new, daily contemporary programs devoted to the history, culture, art, philosophy and religion of the Jewish people. World famous Russian-speaking journalists, reporters, actors and artists helped to create this project, with reporters providing detailed cultural coverage from around the globe. (Andrey Nekrasov, manager@radiocenter.net)



Andrey Nekrasov,
Radio Center
Manager

Los Angeles, CA – The Southern California Broadcasters Association created a scholarship award in honor of George Nicholaw, former VP and GM of KNX Newsradio. (*Radio Ink*, 06/30/04)

Boise, ID – On May 25, KTSY-FM teamed up with All Tune and Lube to hold its first Single Parent Oil Change Day to help single moms and dads. For five hours, All Tune and Lube changed oil and inspected cars, while the KTSY crew and volunteers washed and vacuumed the vehicles. All the services were free. More than 75 women showed up, and cars were parked two and three deep. (Jerry Woods, jwoods@ktsy.org)



KTSY staff members Nichole Korn, "Bozz Vistaunet" and Michelle Yeager chat before washing more cars on single parent's day.



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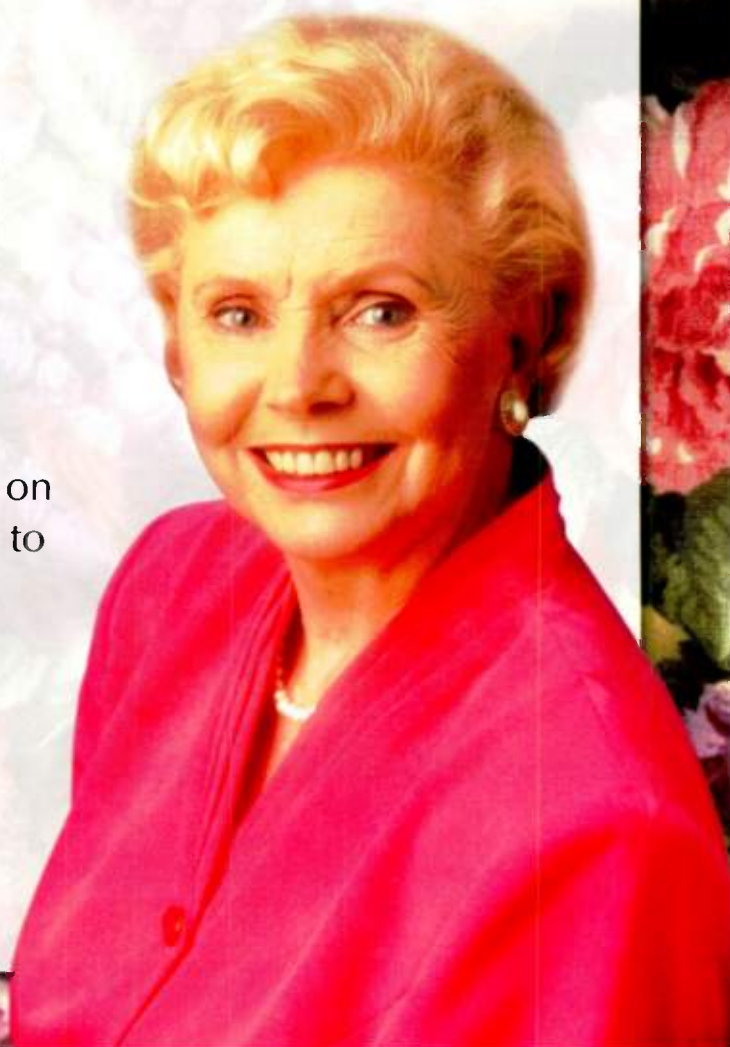
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AMBASSADOR



Blue Bell, PA – *Selah!* is a 60-minute relaxing night sounds Christian Contemporary Praise/Worship music program, hosted by Pastor Frank Tamillo, which combines the message of God's abounding love and mercy. (Michael Hamilton, 215-591-9400)

Ft. Worth, TX – North American Mission Board (NAMB) president Robert Reccord addressed the Federal Marriage Amendment in a special program on FamilyNet Radio. Taped for Reccord's weekly *Strength for Living* radio broadcast, the feature addressed issues relative to defending biblical marriage. (Lisa Bratton, LBratton@FamilyNet.com)

Nashville, TN – Ravi Zacharias International Ministries (RZIM), headquartered in Atlanta, GA, joined the GSF & Associates family of clients. Zacharias hosts the 26-minute weekly radio program *Let My People Think*, heard on more than 1400 radio outlets worldwide. This fall, RZIM will

launch *Just Thinking*, a 13-minute daily radio feature. (Susan Meredith, susanm@gsfmedia.com)

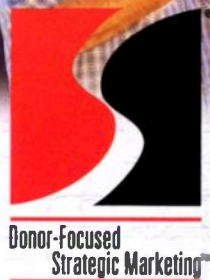
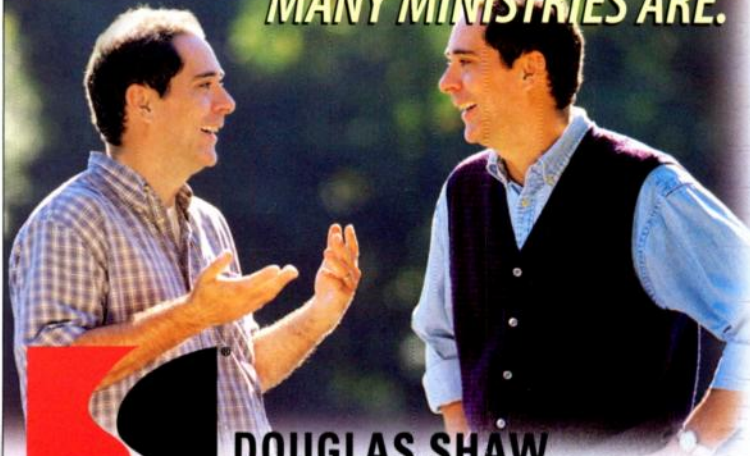
Camarillo, CA – Pending FCC approval, Salem Communications is acquiring WRMR-AM/Cleveland, OH, from Cleveland Classical Radio for \$10 million. Beginning July 12, the Adult Standards station began broadcasting as WHK-AM News Talk 1420. In other Salem acquisition news, the company closed on WAFS-AM/Atlanta, GA on June 30, purchasing it from Moody Bible Institute. (*Radio Ink*, 07/08/04)

Spokane, Washington – Moody Bible Institute (MBI) expanded its Northwest ministry base with Moody Aviation joining MBI's Northwest Center for External Studies and KMBI-AM-FM. Two days of activities included an evening gala featuring Dr. Joe Stowell, president of MBI and *Proclaim!* host, and the bluegrass music of Frank Peretti with Northern Cross. (Richard Monteith, Richard.Monteith@moody.edu)

Colorado Springs, CO – International Bible Society (IBS), translation sponsor of the New International Version (NIV) Bible, recently surpassed the 400 million mark in number of Scriptures distributed. IBS has distributed more than 402 million Scriptures since its founding in 1809. Through a ministry alliance with Gospelcom's Bible Gateway, IBS provides online Scriptures. Beginning in 1995 with the NIV, IBS has put 40 translations online in various digital formats. Online Scripture outreach continues to grow as IBS currently serves more than 1.5 million unique visitors per month. To learn more about IBS, visit www.IBS.org. (newsrelease@usa.ibs.org)

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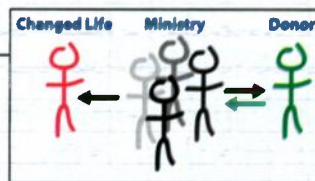
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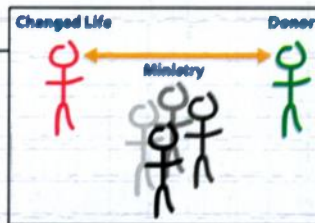
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Franklin, TN – Big Idea Inc., creators of the award winning *VeggieTales* entertainment franchise, has moved its headquarters to Franklin, TN. A state-of-the-art, 12,000 sq. ft. facility houses Big Idea's executive, creative and production teams. Tennessee Governor Phil Bredesen joined Franklin Mayor Thomas R. Miller to welcome Big Idea and *VeggieTales* characters Bob the Tomato and Larry the Cucumber to the state. Big Idea Inc., is a subsidiary of Classic Media, Inc. Additionally, Word Distribution has signed a long-term video distribution deal with Big Idea Inc., marking the continuation of a 10-year relationship with the creators of the *VeggieTales* entertainment franchise. (Rick Hoganson, Hoganson@Prodigy.net)

Naples, FL – Sky Angel aired two special events in July focusing on the Federal Marriage Amendment and the importance of Christians getting out the vote. *Battle for Marriage* was designed to raise aware-



ness about the Federal Marriage Amendment and to motivate Americans to call their senators prior to the July 15 Senate vote. *Is It A Sin Not to Vote?* will continue to air until the November Presidential election. The event featured special guest Stephen McDowell, president of the non-profit Providence Foundation and an expert on early American history and the Founding Fathers. Additionally, on June 11, Sky Angel aired live coverage of the funeral service for former President Ronald Reagan from Washington, DC. In other news, Sky Angel received its fifth Telly Award for the 2003 Sky Angel television commercial, *Now I Lay Me Down*, written and produced by 45 North Communications of Ann Arbor, MI. (Nancy Christopher, nancy.christopher@skyangel.com)

Glendale, AZ – CAM (Christian Alliance Media) Group, a Christian television station representative and programmer revenue development company, moved its main offices to Glendale. CAM Group represents TLN/Chicago, IL; WCFC-TV/Rockford, IL; KTLN-TV/San Francisco, CA; and KEEN-TV/Las Vegas, NV. They also work with several program producers such as Primary Focus and Phoenix Entertainment to build revenue through sponsorship and advertising. (Greg Bogdan, gbogdan@camgroupinc.com)

Fort Lauderdale, FL – On June 12 and 13, Coral Ridge Ministries aired *The First Amendment on Trial*. The special addressed the assault on reli-

gious liberty, offered solutions and featured Dr. D. James Kennedy, former Alabama Chief Justice Roy Moore, commentator Pat Buchanan, writer David Limbaugh, Christian historian David Barton, and others. (John Aman, J.Aman@crministries.org)

Columbus, OH – *Bananas*, a weekly, one-hour, comedy television series hosted by comedian Thor Ramsey and produced by Guardian Studios, received the Midwest Regional Emmy award for best entertainment program. (Steve Howard, showard@guardianstudios.com)



Nashville, TN – Actor Stephen Baldwin recently commended Steelroots, Inc., for its production work on *Livin' It*, a new action sports DVD recently released by PalauFest Productions, a division of the Luis Palau Association.

The crew recently wrapped episodes for the upcoming season of the *Steelroots* television series, which won the 2003 NRB Bronze People's Choice Award in the children/teen category. (Lynn McCain, lynn@mccainpr.com)


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- "We have been blessed since listening to your station. Your radio broadcasts have helped us dearly in learning more about God. If we can support you in any way, we will do so."

The Lowe Family
Pittsburgh, PA

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PEOPLE

Indianapolis, IN – WGNR-FM, Moody Radio for Central Indiana, welcomed Tom Winn as PD, host of *Prime Time Central Indiana* weekday afternoons, and assistant manager of operations. With more than 21 years' experience in Christian radio, Winn served most recently as general manager of WFNA-FM/WNFR-FM in Port Huron, MI. (Tom Winn, Tom.Winn@moody.edu)



Tom Winn

Chicago, IL – Melinda Schmidt is co-host of Moody Broadcasting Network's (MBN) live nationally syndicated radio program *Midday Connection*, which hosts musicians and authors as guests with topics designed for women. A long-time radio veteran, Schmidt has been a part of the MBN family for more than 20 years, most recently hosting WMBI-FM's Saturday morning show. Schmidt also hosts two days a week, joining Anita Lustrea, executive producer of *Midday Connection*. (Doug Hastings, Doug.Hastings@moody.edu)



Melinda Schmidt

Spokane, WA – KMBI-FM welcomes Kyrsten Lee as afternoon drive host and PD. Lee most recently served as the afternoon drive host on KTSL-FM, as well as promotions director and assistant music director. (Rich.Monteith@moody.edu)



Melinda Schmidt

Ft. Worth, TX – FamilyNet added Scott JuVette to its news team. A 20-year veteran of the broadcast industry, JuVette is an award-winning news videographer garnering more than 75 honors, including Emmys for photojournalism excellence. (Denise Cook, dcook@FamilyNet.com)

Dallas, TX – KCBI-FM CEO Ron Harris received an honorary doctorate of divinity degree from Dallas Baptist University on August 6. Harris is Executive VP of Criswell Communications and hosts KCBI's *Morning Show*. (Laura Best, lbest@kcbi.org)

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TRADE TALK

MUSIC

Nashville, TN – Denver & The Mile High Orchestra recently entertained baseball fans during Chick-Fil-A and Lipscomb University's Faith Night at Greer Stadium. The concert preceded the Nashville Sounds vs. Iowa Cubs game and featured a testimony by a Sounds player and giveaways of Moses bobble-head dolls. (Emily Kohl, emily@turningpointpr.com)

Mobile, AL – Integrity Music, in conjunction with INO Records and Simpleville Music, released *Word of God Speak: The Worship Songs of MercyMe Resource Kit*, a resource for worship leaders to incorporate the music of INO Records' MercyMe into worship services and other church activities. (Tricia Whitehead, spinhouse@comcast.net)

Nashville, TN – Flicker Records has announced a new partnership with XXXchurch.com for the label's Flicker Rocks Harder compilation CD, featuring 17 tracks from nine different Flicker Records' artists including Pillar, Everyday Sunday, The Swift and Kids In The Way. Through the partnership, each CD also contains X3 Watch, a free accountability software tool from XXXchurch designed to keep people away from pornography on the Internet. (Matt Williams, matt@thewmg.net)

Nashville, TN – In July, Charlie Daniels released Red Skelton's classic "Pledge of Allegiance," which debuted on *The Red Skelton Hour* in 1969. The version recites the pledge and clarifies each word and phrase. Skelton's pledge was twice read into the Congressional Record of the United States. Daniels' version was released by Koch/Blue Hat Records. (Janet Bozeman, bozemanmedia@comcast.net)

Memphis, TN – Ardent Records' rock band Jonah33 was named an official spokesperson for Redeem the Vote, a non-profit, non-partisan organization that encourages Christians, particularly among the nation's youth, to register to vote. (Aislynn Rappe, arappe@ardentrecords.com)



Nashville, TN – On June 27, award-winning artist Michael W. Smith was featured on NBC's *Weekend Today with Lester Holt and Campbell Brown*, *NBC Nightly News* and MSNBC. The story covered the rise in faith-based nightclubs. Smith is founder of Rocketown Club (www.rocketownclub.com). (Jackie Marushka Smith, pr@providentmusicgroup.com)

Nashville, TN – The U.S. Army, with the assistance of Word Records recording artist Mark Schultz, launched "Be Safe – Make It Home" on June 7 (<https://safety.army.mil/home.html>). Targeting service members, Schultz and the Army produced a music video, training video and PSAs featuring Schultz's song *Letters From War* (www.markschultzmusic.com). The materials are used to educate soldiers and the public of the Army's high rate of accidental fatalities. (ZEEBOZINE, 06/07/04)

Seattle, WA – Hip-hop trio Lojique (pronounced logic) inked a deal with ILLECT to release *Process of Illumination* on August 24. (ZEEBOZINE, 06/07/04)

INTERNATIONAL

UNITED KINGDOM –

The Christian Broadcasting Council (CBC, www.cbc.org.uk), with Executive Chairman Olave Snelling, met in the House of Lords in May to address Christian broadcasting in the United Kingdom and its



future. Speakers included Ian Mackie of the United Christian Broadcasters (UCB); Peter Kerridge of London's Premier Christian Radio; Johnny Woodrow of God TV in Sunderland, Africa; and Jonathan Bellamy of Cross Rhythms City Radio in Stoke, UK. (J. Peter Wilson, jpeter.wilson@cbc.org.uk)

TRADE TALK

LEADERSHIP TRAINING

Evaluation: A Powerful Group-Building Tool

When you're leading a committee, it's wise to evaluate your group's efforts. Here's how:

1. Bring in an outside facilitator to help you conduct a formal evaluation process.
2. Stage a planning retreat.
3. Assign an evaluation period on each meeting agenda.
4. Ask members to provide written evaluation comments each time you send minutes or notes.
5. Ask individual members for comments on a rotating basis. The group's chair, for instance, might make it a point to call two members every month for brief, informal "listening sessions."
6. Bring in leaders from another committee or work group. Ask them to compare the workings of your group with theirs.
7. Obtain a self-assessment kit. These are available from many leading publishers.
8. Make "continuous improvement" an explicit goal of the group. Be sure that all members buy in to the goal, and agree to regular self-evaluation.
9. Set benchmarks. These statistical indicators are an easy measure of progress.



Richard G. Ensman is a freelance writer who lives in New York state.

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TRADETALK

INSPIRING MEMBER KICY-AM-FM/Nome, AK

P *ptarmigan Telegraph* is the name of a popular program on KICY, the Evangelical Covenant Church's radio station in Nome, AK. Listeners call or write in with messages for friends and relatives and these brief messages are then read on the air. Even today, the program remains a vital means of connecting the people of western Alaska. *Ptarmigan Telegraph – The Story of Radio Station KICY* tells how, since 1960, a small radio station in Alaska has connected people not only to each other but to the gospel message as well.

On Easter Sunday morning in 1960, Art Zylstra was in the radio studio before sunrise. He wanted to make sure he had plenty of time to go through the sign-on protocol. At 6 a.m. Bering Time, he flipped the mic switch in the control room to the right, and read a carefully scripted sign-on greeting he had written days before.

"This is the Voice of the Arctic, radio station KICY, initiating with this announcement. KICY is broadcasting with a transmitted power of 5,000 watts. ... This is Art Zylstra, manager of radio station KICY, inviting you to remain tuned and reminding you of this bit of good news: 'Faith cometh by hearing and hearing by the word of God.'"

KICY staff spent countless hours discerning the needs and wants of people in Nome and in the villages, and the log of programs reflected a diversity of flavors: Wilbur Nelson's *The Morning Chapel Hour*, a community bulletin board, Zylstra's *Musical Mailbag*, a *Pause for Prayer* at noon, midday news, Gert Fondell's *Lines From a Mother's Scrapbook*, the talk show *From a Woman's Point of View*, the Narramore Christian Foundation's *Psychology for Living*, *Ranger Bill* and *Sailor Sam* children's programs from Moody Broadcasting Network, *Good News Broadcasting Association's Back to the Bible*, *Moody's Stories of Great Christians*, and Pacific Garden Mission's *Unshackled!*.

KICY produced *Eskimo Hour*, hosted by Fred Savok, KICY director of Alaska Native programming. The program translated regional and national news into one of three Native dialects — Iñupiaq, Yupik or Siberian Yupik — and featured 30-minutes of pre-recorded hymns sung by village congregations in their specific dialect.

The station also produced a 15-minute segment, *Ptarmigan Telegraph* that quickly became the station's signature program. The program (pronounced "tarmigan") invited listeners to

call or write in messages for family members, work colleagues or distant relatives. These brief comments would then be read on the air so that the intended recipient would hear and respond in an appropriate manner. At the time, home phone service was not available. Instead, each village might have one phone, usually a pay phone. Larger towns such as Nome had privately owned phone exchanges, but communication remained difficult. *Ptarmigan Telegraph* soon became an indispensable lifeline to the area, announcing when Uncle Jim would be arriving at fish camp, that Doris had given birth to a healthy baby boy, the arrival of a shipment of caribou meat on a chartered flight and a call for medical help for someone too sick to be transported. It was how Dave Shinen, the Wycliffe translator on St. Lawrence Island, heard the news that his father in California had died.

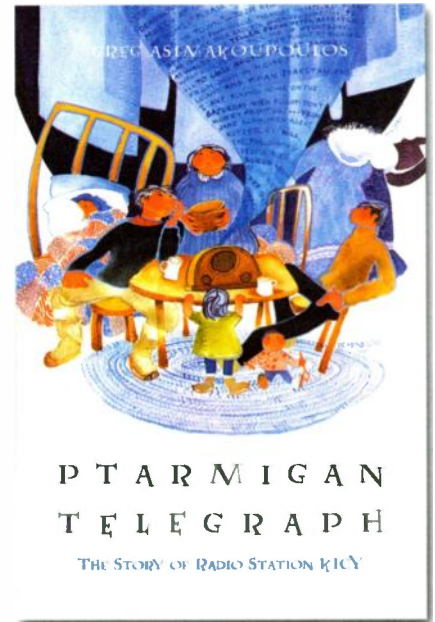
This type of service program was unique to Alaska, as it was the only state in which the FCC allowed broadcasting private communiqés over public airwaves. Other stations in the state had similar programs.

The station provided another indispensable service through its seven news and weather reports daily. For the first time listeners had up-to-the-minute forecasts and warnings of approaching storms, severe temperature drops and low-pressure fronts moving in from the Bering Sea. In a part of the world accessible only by ship, plane or dog sled, news of blinding storms, treacherous winds and floating ice packs could save lives. KICY provided a vital service with these brief weather reports.

Listeners were identified 300 miles south in the delta region of the Yukon and Kuskokwin Rivers, as well to the north throughout the Seward Peninsula. The signal carried to both Little and Big Diomed Islands, and Nunivak Island lodged in the frozen Bering Sea.

A letter from the Russian government to the U.S. government protesting the existence of KICY gives reason to believe the transmission was reaching the people in Siberia.

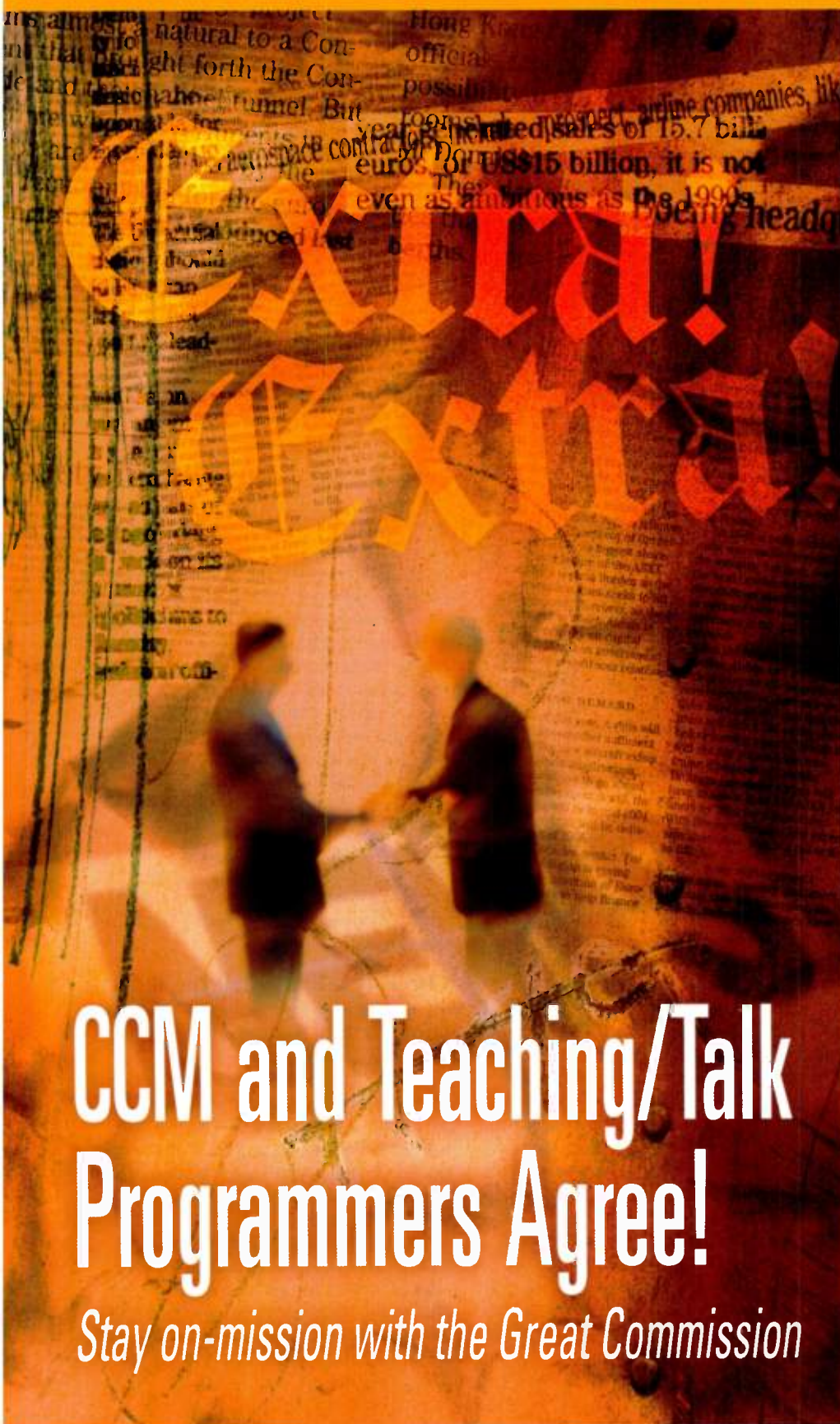
For hundreds of uninterrupted miles, the new radio station was being heard loud and clear. With 5000 watts of non-directional power, the potential listening audience was thought to exceed 40,000 people, two-thirds of whom were Alaska Natives. Within the first month the station received more than a thousand letters from 80 villages.



Today, KICY (www.kicy.org), which is run by Arctic Broadcasting Association, a corporation of the Evangelical Covenant Church, provides Christian music and teaching to listeners on both sides of the Bering Strait, and mission opportunities for those called to serve in Alaskan mission field. The station is sending fixed-tuned radios to the Russian Far East and plans to increase its power to 50,000 watts.

Greg Asimakoupoulos is a Covenant pastor and writer living in Naperville, IL. Adapted from Ptarmigan Telegraph: The Story of Radio Station KICY. Copyright 2004, the Arctic Broadcasting Association. Used by permission. For more information about KICY or to purchase the book, contact Rob Hall at rob.hall@covchurch.org or (773) 907-3341 or Arctic Broadcasting Association, c/o Rob Hall, 5101 N. Francisco Ave., Chicago, IL 60625.

RADIO



BY DICK JENKINS AND WES WARD

FamilyLife Today's Bob Lepine shared this story at the Southwestern NRB chapter meeting:

"Imagine for a minute what I have been imagining myself about our programming at *FamilyLife*. If we had an annual performance appraisal with Jesus, and if He said 'Let's talk about how effective your programs are at accomplishing the core goals for the mission,' what would He say about what we are doing? Here is how I see Jesus leading the meeting:

'As you know, our mission is to bring in the Kingdom. We are trying to keep our entire operation focused on advancing the work of the Kingdom. Because of your gifts and your interests, I have you assigned to the broadcast division. Let's talk about what you are doing to bring in the Kingdom.'

“Do our programs have a Kingdom focus? Are we being effective Ambassadors for Christ? Remember 2 Corinthians 5:18-20: ‘All this is from God, who reconciled us to Himself through Christ and gave us the ministry of reconciliation: that God was reconciling the world to Himself in Christ, not counting men’s sins against them. And He has committed to us the message of reconciliation.’ Think through all we are doing,” Lepine continued. “What part does each element play in accomplishing the Kingdom objectives? Are there any parts that need to be changed? Are there programs that need to be scrapped or redesigned? Are there programs that need to be invented? The hour is short. Our mission as Christians does not come with an opt-out opportunity. We have been given our new life in Christ for a purpose, and we serve at the pleasure of our King.”

We (the authors) believe that sometimes all of us in Christian radio get off-mission. Every now and then, it’s healthy to do a self-inspection. We all need to be sharpened and refined — and on guard for mission-drift in our organization, in our practices and in our hearts. As Lepine says, “We serve at the pleasure of our King.”

Check Point #1 – The Great Commission

Read the way Eugene Peterson expresses the Great Commission in *The Message*:

“Go out and train everyone you meet, far and near, in this way of life, marking them by baptism in the threefold name: Father, Son, and Holy Spirit. Then instruct them in the practice of all I have commanded you. I’ll be with you as you do this, day after day after day, right up to the end of the age.”

We share an avid passion to see all of Christian radio be so unquestionably on-mission with the Great Commission that Jesus could one day say, “Well done, good and faithful Christian radio.”

All of Christian broadcasting needs to unambiguously re-enlist in the carrying out of the Great Commission and embrace this as our primary “key performance indicator.”

Check Point #2 – An Honest Self-Evaluation

If penetrating into lives by sticking with the Great Commission is our measure

of effectiveness, shouldn’t this be the case for every organization within Christian radio? Name the organization, and if it is called Christian, we remain vigilant in this assertion. Shouldn’t it be non-negotiable for Christian radio? It carries an invigorating enthusiasm for evangelizing the lost and training believers to grow up in Christ. Our job is to lead listeners to Christ and then into the deepest possible relationship with God.



We’re not asking listeners to “just add Jesus” — we must break into their lives with the truth that Jesus is everything.

Many modern full-time contemporary Christian music stations need to understand that they are primarily evangelistic and pre-evangelistic in nature. Christian broadcasting exists to create a hunger for being in relationship with Christ. We want to do all we can to “get a fresh hearing for Jesus” and to provide “entry points” to life with God.

Generally speaking, teaching and talk stations need to focus on nurturing and growing up Christ’s followers. The mission is to create an insatiable appetite for growing deeper in relationship with the King of their lives.

Whether doing evangelism or making

disciples — music or talk — all of us need not only to learn the language, but also to tell The Story.

Check Point #3 – Learn the Language

“Learning the language” means to be culturally aware. Like the missionary who heads to Spain learns Spanish to function well in that culture, we must be trained in our culture. Let’s carefully understand our mission fields (target audiences). Speak their languages and reach them where they are. Be culturally alert. Don’t make assumptions — about anything.

In reaching the lost, we must understand the audience at large — the “common man” — that we give lip service to with our lofty discussions about reaching America for Christ. Keep in mind, most of the data suggests that church “growth” in America is mostly transfer growth from other churches. Very small percentages of converts “stick.”

Expand your mind with this. Go down to the local truck stop cafe late at night and do some investigative work. Listen to the conversations and engage in discussions. Discover things that will open your eyes and your heart to the mission field that lies before us. Christ spent time training his disciples and getting with the people outside the synagogue. Doesn’t this approach retain its validity today?

For a glimpse of cutting-edge media designed for secular targets, click over to Gospelspots.com and view one of the 10 television spots aimed to point viewers to the Kingdom.

Check Point #4 – Tell the Story

“Telling the story,” means that we tell The Story, God’s Story. Make compelling radio by telling brilliant narratives ... but never miss the meta-narrative. Let us be the best storytellers (and story singers) on the planet and captivate like no one else. But remember, it’s mission-critical that we should be telling God’s Story behind these stories (or at least telling listeners where to get The Story).

And let’s be clear: God’s Story is current, progressive and eternal. We’re not asking listeners to “just add Jesus” — we must break into their lives with the truth that Jesus is everything. Paul said that we are to keep this “of first importance: that Christ died for our sins” (1 Cor. 15:3).

Grow listeners to embrace that all “the preliminaries have been taken care of and the rule of God is now accessible to everyone,” says Dallas Willard. “Review your plans for living and base your life on this remarkable opportunity.”

A Funny Thing Happened on the Way...

At first glance, we (the authors) are at opposite ends of the ministry spectrum. Jenkins' EMF Broadcasting focuses on evangelism; Ward's *Revive Our Hearts'* main emphasis is on training Christian women. Yet as we began to collaborate on writing this article — originally designed to be a point-counterpoint piece — we found ourselves in total agreement on the above principles.

We're both yearning to see lives changed by Christ. We're delighted that our mission is to provide an introduction to the Kingdom and to show people the way to live under King Jesus. Learning the language is all about understanding how to create entry points for God's Story to be told.

Here's where learning the language and telling The Story collide: it's in *authenticity*. As you study the emerging generation of today's culture, you'll find one of the top questions is this: “Why should I believe that this will get me to Heaven when it won't change my life?”

We must be ready with an answer, and not just any answer: God's answer. Whether music or talk, let's be like John Wesley who said that our task is to give the world the right impression of God. We're not just pointing the way to Heaven but communicating that “the life you've always wanted” starts now in Christ!

Are you on-mission?

Dick Jenkins is president of EMF Broadcasting; Wes Ward is director of media for Revive Our Hearts. This article stemmed from a discussion during the NRB Radio Committee meeting in May 2004.

Performance Appraisal

Let's get personal. Take a minute and meet with God for a performance appraisal:

1. Do you have a passion to connect culturally, to understand and love those I have assigned for you to communicate My message? Ask Me to develop in you a love for people and how to talk with them. (By the way, My Spirit goes ahead of you and opens eyes better than you do.)
2. As you strive to be culturally sensitive, are you conforming to Me and not to the world?
3. Do you occasionally forget to tell The Story I have sent you to tell? Ask Me for wisdom regarding how to do this.
4. In your zeal to draw a crowd and grow come, are you ever doing this as a means in and of itself? Draw a crowd, but know this: the performance appraisal of Heaven will not be based on how many listen. Make sure you are on My mission and not on your own.
5. Do you have passion to be telling My Story? If you are honest and you do not, or you have lost your first love, ask Me to revive your love for Me.

— Dick Jenkins and Wes Ward



The NRB e-Store



www.nrb.org

...been shopping lately?

7 Ways to Boost Your Community Presence

BY D. CHUCK LANGLEY



In today's world of radio, "community" seems to take the back seat to "efficiency of scale." The real-people personalities that once made radio a star in the community are now on tape or from satellite. The big groups have homogenized the formats. They have taken poor-sounding stations and made them good-sounding stations. They have also taken great-sounding radio stations and made them good.

The FCC is going around the country holding forums on localism, but can that ever be achieved? The business of broadcasting has changed dramatically. We have competition for listening from the Internet, CD players, I-pods, cell phones and other wireless technology just around the corner.

Localism will be the salvation for AM

and FM in the future and that localism combined with involvement in the community will set you apart from other media. This will be programming you just can't get anywhere else. A radio station that cares about the community will be rewarded with loyal listeners, advertisers and contributors ... but only by being so local and so involved, it hurts! I call it "super-serving" your community.

Here are seven ways to help you build that presence in your community.

1. Network and Build Personal Relationships.

Attend events, swap business cards, and write follow-up e-mails and letters. Buy your accounts and contributors an occasional coffee and remember birthdays

and special events. A simple birthday card or some flowers as a new shop is opening means a lot and sets your station apart from the other media. Consider a Programming Review Board, made up of a diverse segment of your community, whose job is to inject energy into your programming through a broader scale of involvement and to help build that personal relationship.

2. Build A Database.

Having a list of your advertisers and listeners (and your competition's) can mean wonders to ratings and revenue. I remember a station I managed where we were able to keep a four-to-one edge over the competition and stay in the share range of 20-26 points. The competition

could never figure it out. The little secret was that we took two years to build a database of our listeners — and the competition's. The week before the Arbitron began, we very quietly sent personal copies of our infamous Scratch n' Win Cards to that database. The cards were mailed and delivered on a Wednesday, giving us maximum reach as people wrap up the diaries for the previous week or start a new week on Thursday. We did the same thing in a larger market with a new station and beat out the big 100 KW FM in its core demo in the first book. It was kind of funny. The big radio group spent \$50,000 to do a focus group study to try to find out how we beat them, never figuring out what happened. I might add that we also wore away a lot of shoe leather going door-to-door to every business in town, building a relationship with the local businesses and the local Marine Base. Use of a simple database program is not difficult and can be maintained with an outside contractor or in-house. Remember to have one person doing the entry on database for consistency.

3. Web Presence.

Use the Internet to build loyalty and increase time spent listening. To advertisers it is "value-added." Don't try to sell it separately or you'll wind up competing with yourself for dollars. Make sure listeners, advertisers and contributors can e-mail you directly without filling out a clumsy form. This is, again, building that bond of a personal relationship. Put your program schedule on your website along with your announcer information. Links to advertisers and websites are good, too, but keep it simple. Some of the gaudiest and most user-unfriendly web pages belong to radio stations. Ask yourself, "Why does my listener (or potential listener, advertiser or contributor) go to my website?" The answer is, to find out information about your station or to contact you.

4. Remotes. Remotes. Remotes.

In real estate the key term is "location, location, location." In radio it should be "remotes, remotes, remotes." This is the one thing that can really set you apart. Don't ever ... ever ... give away a remote. They are the most valuable item on your radio station. Enhance their value, don't diminish it! Package remotes to include

promos, announcements or commercials and web promotions. Non-commercial stations can do remotes, too (you just have different rules to follow). Make sure your announcers get paid a good talent fee. Arrive early to set up, look neat and keep in close contact with the advertiser during the remote. It helps you build that personal relationship we referred to earlier. A good check is the best way for the announcer to feel like the remote is something special.



A radio station that cares about the community will be rewarded with loyal listeners, advertisers and contributors ... but only by being so local and so involved, it hurts!

5. Build Media Partnerships.

Once or twice a year, partner with a local TV station, the cable system or newspaper to do a fundraiser or special event. You all win by helping a worthy cause, getting cross-promotion and building awareness.

6. Create a Simple Media Kit.

I've used full color, multi-page station profiles before. Unfortunately, clients — especially agencies — toss them in the trash when you leave. And sometimes, when you're putting a presentation together in the sales room, you find page six of your eight-page brochure missing ... whoops! Make your sales material "tell the story" and do it simply. If a sales rep does nothing but read his/her presentation right from the sales material he/she will have told the story. I find that a simple tri-fold is best: you can mail it, you can stick it in a coat pocket, and it takes up little room in your computer case or briefcase. One sheet works well, too. Also, make sure the same story is told on your website.

7. Listen. Listen. Listen.

I learned many years ago from a programming mentor who told me, "Get off your soapbox" and talk one-on-one with your listeners. In today's radio world, though, it's not the talkers but the listeners who will be the leaders. Listen to your listeners, advertisers and contributors. Find out what they like and don't like about your station. Take your Quarterly Issues and Programs seriously. If done properly, this can be a wonderful tool in keeping a heartbeat on the community's needs and problems.

For religious broadcasters there will also be new challenges and more efforts in the future to censure our free speech. Build that personal relationship with your politicians, too. Let them know they can depend on you to keep them informed on local happenings. Invite them to come on air from time to time. Make sure they're in your database, too. E-mail them and let them know your viewpoint on legislation they may have in front of them.

It's a new world out there. Enhancing your community presence is the best way to continue your success in your market.

D. Chuck Langley (langleybroadcast@yahoo.com) is a 34-year veteran of station and group management, sales, and programming. He has dedicated his future to helping Christian broadcasters (non-commercial and commercial) spread the Word. He is based in Wilmington, NC, and works with AM, FM, LPTV and LPFM stations.

The Media Training Alliance Wants You!

Enlist as trainers to build broadcast nationals for Christ

BY CHARLES T. POLLAK

My Lebanese newscaster's lips quivered as he stood in the studio doorway, "God bless you, my brother Chuck Pollak. Our brother, Raschi, was killed last night."

Rockets and bombs hurled toward us frequently, sometimes daily, at the Voice of Hope Christian Radio stations in Southern Lebanon. Our American and Lebanese staff had grown accustomed to the terrifying daily interruptions in this war zone. We knew death was always a possibility, but somehow it all seemed far off, and that it wouldn't really be expected of us.

Nothing could have prepared me for the words I heard that morning. We trained every member of the national staff. We knew and fellowshiped with their families. Our children played together. I deeply respected their passion for Christ as these new broadcasters daily risked their lives to boldly proclaim the Gospel. They, as we, were aware that some of the most dedicated listeners were terrorists who noted their names and waited for an opportunity to kill them — and their families — and silence the message of hope and peace.

For the first time in 30 years of broadcasting, my voice caught and came in sobs before I could cut my microphone. Many things flashed through my mind as shock, sorrow and grief settled in my heart. Raschi was a friend, the father of four children, one only two days old, and he desperately wanted to serve Christ as a

pastor someday. Was the price too high to spread the Gospel, would our staff give up and desert the work in a justifiable attempt to protect their families?

One by one the staff of the Voice of Hope gravitated to the station, driving through a battle zone to get there. We grieved, wept and prayed together, American and Lebanese, believers seeking their God not knowing why Raschi had to die, but trusting in His care.

What happened there that day changed my life forever. After prayer, the Lebanese staff recommitted their hearts, their lives and their families to serve God, without reservation. The American staff was more committed than ever to proclaiming the Good News over the air waves in that turbulent part of the world. What the Lord was doing through the radio station was much bigger than any one of us. My admiration for the staff soared. We Americans could go home someday and recount wonderful, challenging stories about "the field." But these folk burned with such a passion to reach their nation, gripped in an unrelenting, brutal civil war. They would stay, for it was their country. They would take what we had started and use it for God's glory, whatever the cost. Raschi was the first, but he wasn't the last. Several more went to be with the Lord ... we grieved, but also rejoiced, knowing they would meet many souls in eternity who were there as a direct result of the broadcasters' efforts.

Basic Training

Since that time, I have had the privilege to train leaders in many countries experiencing the freedom of deregulation that makes Christian radio possible. Without exception, I find a deep-seated love for the Lord and a call from God to reach their people for Christ through media. They lack only the practical training to make it a reality. We in American Christian broadcasting are blessed with expertise and a rich heritage from those who went before us, who had a powerful impact for the cause of Christ, ensuring that we would have that same opportunity to serve the King through broadcasting.

In so many nations, this has yet to happen. Their airwaves are open for the first time in history. How the media are used and who sets the agenda and priorities will determine the course of broadcasting for the next few decades. In some countries, secular commercial interests, unfettered by immature regulatory systems, air content that would not be allowed in the United States. What responsibility do we as Christian broadcasters have to those in many nations who may only know how to turn a radio on and off, but yet have a call to reach their country for Christ? I believe those of us who have ability are required to share with others who have heard the call but don't know how to begin or maintain the work. "To whom much is given, much is required" (Luke 12:48).

International War Zones

Many international ministries have made it their business not only to spread the Gospel through their own stations with missionaries at the controls, but also to equip nationals to do it themselves. They've done this without strings attached, seeking only to train, disciple and then pull out as a matter of strategy. Shortwave pioneers HCJB, Trans World Radio, IBRA, Far East Broadcasting and others that broadcast into closed and remote areas developed training programs, planning for the day when foreign missionaries would no longer be able to remain. Meanwhile, newer ministries such as Handclasp, Radio Africa Network, United Christian Broadcasters, International Communication Training Institute (ICTI) and our own Sharing Ministries International have joined in, conducting seminars in emerging nations for believers whom God has called to reach their own people with the Gospel through radio and television. We use international broadcast professionals and faculty who donate their time and pay their own expenses to share what they know with national organizations radically dedicated to the message of Christ, no matter the cost.

The concept of sharing what we know is central to the Gospel message. Peter heard the Macedonian call to "come over and help us," empowering the Macedonians in Word and practice to reach their own people in their unique cultural setting.

In many areas of the world, deregulation and privatization of the air waves is in full swing. Countries whose people thought of radio as a tool in the hands of their government now have the first irresistible taste of media that is driven by the Holy Spirit and the needs of the audience. Many research studies show that messages embedded in popular music or television programs over time will influence heavy users of those media, leading the audience to adopt a program's depiction of reality as truth.

Airwaves filled with rock music embracing the culture of death and TV screens overflowing with sex, drug use and violence set new standards that developing countries see as harmful to their youth and their culture. Countries that enjoyed strong family ties and values, manageable crime rates and social stabili-

ty find themselves dealing with the rise of gangs, promiscuous youth and the deconstruction of the family unit.

A study of regulatory cycles shows that once standards are set in government or by the society as a whole (barring any radical revolutionary change), several decades elapse before that standard is changed. If the standard set is a godly one, the cycle is the same. Christians in these developing nations have the opportunity to set the broadcasting agenda, both Christian and mainstream, for many years to come — all our brothers in those countries need is for you and me to show them how.

Media Training Alliance

Sharing Ministries International, a member of the United Kingdom-based ICTI, launched the Media Training Alliance (MTA) with the assistance of National Religious Broadcasters (NRB) at the 2003 NRB Annual Convention and Exposition. The MTA is a loosely held association of Christian broadcasting professionals and academics whose goal and mission is to help indigenous peoples initiate broadcast outlets and/or programs to reach their own people. Our main objective is to help nationals create and manage Christian communications organizations of their own — on their own.

Under the direction of General Secretary Andrew Steele, ICTI provides the infrastructure to build a network of trainers and match them with training needs in the developing world. Trainers are people like you and me who volunteer our services for the short-term.

The MTA accomplishes its goals and strategies with a methodology evolved over the past 12 years. When would-be broadcasters request assistance, the process of developing a team of possible trainers and facilitators begins. Volunteer trainer data stored in the ICTI database includes: the regions to which each is willing to travel, 30 professional specialty categories, three support categories, demographic and contact information. An Internet forum is used to contact members, initiate interest, assemble the training team and strategize with regard to the objectives of the trip. Each member of the training alliance can plan from the convenience of home or office. Since most trainers are from Western countries, they

generally pay airfare to the host country. Once in the host country, all travel expenses, food and lodging are furnished by the host organization. This is a vacation like no other.

The trainers include technicians, engineers, producers, managers, industry professionals, consultants, teachers and academics. The requirements of each particular trip differ: time of year, financial arrangements and costs, host region, broadcast ministry proposed, spiritual conviction, and communication strategy of the organization. The team is assembled in accordance with the particular objectives of the host organization, its broadcast ministry objectives, and an assessment of what objectives and goals can be accomplished during each visit. Each volunteer media trainer prayerfully considers the opportunity presented. Many use their vacation time. Most return home blessed by receiving far more than they invested in eager, would-be broadcasters.

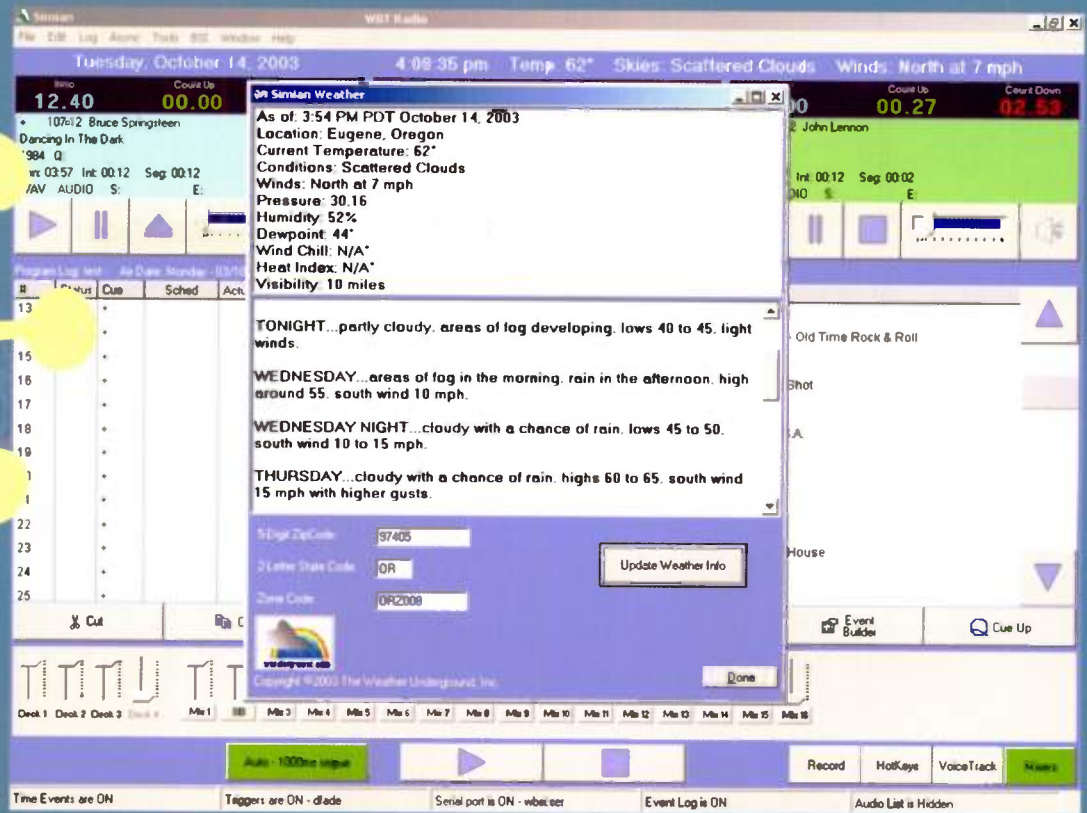
There are many Raschis out there serving in Christian radio and television, often in dangerous or difficult conditions. They are committed to do what God has directed regardless of our help. All they need and want to know is what we know; they want to glean from our experience in order to reach their countrymen in their own way with the Gospel of Jesus Christ. Your experience may not be in a war zone as mine was; but we will share the satisfaction of "entrusting to faithful, brave and dedicated men that which was entrusted to us" (2 Timothy 2:2) and watching as they win spiritual battles in their nations for Jesus.

Charles T. Pollak, Ph.D., is the Director of Radio for the Billy Graham Evangelistic Association and President of Sharing Ministries International. Contact him at ctp@sharingonline.org or Sharing Ministries International, P.O. Box 1563, Conroe, TX 77398, (757) 343-7752. To become a volunteer in the Media Training Alliance, request a registration form from [Iris Rhodes \(icmi@icmc.org\)](mailto:Iris.Rhodes@icmc.org).

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