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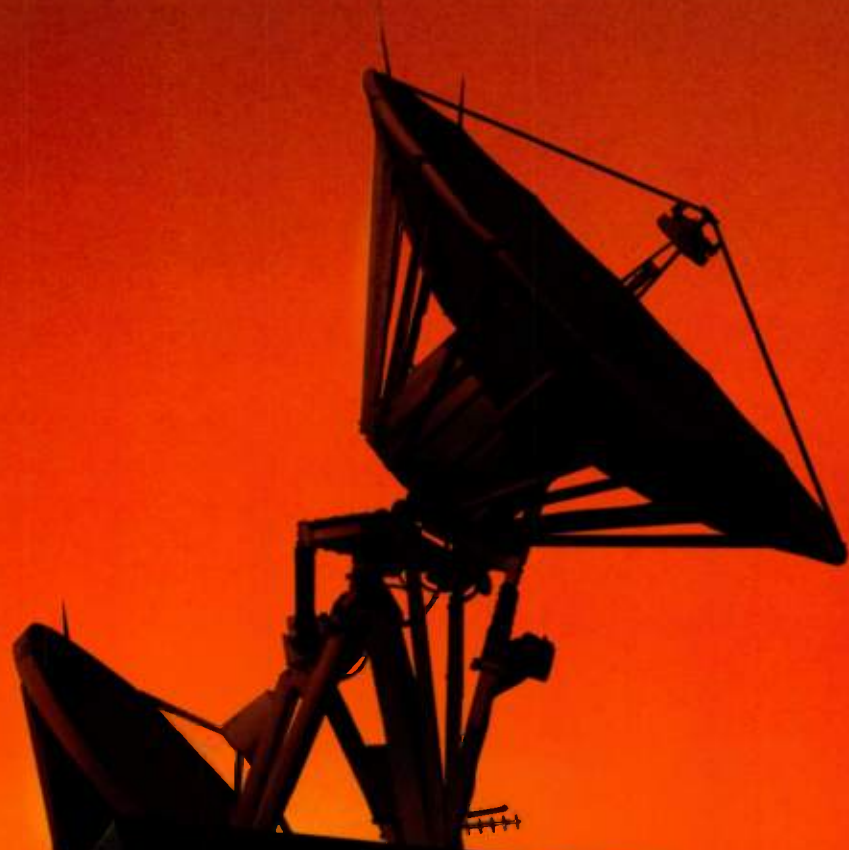
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TWENTY TIME-TESTED TACTICS for IMPROVING YOUR PEOPLE SKILLS

Page 16

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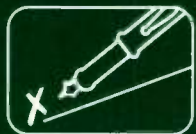
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Living Among the Dying

Do you come from a land down under, where women glow and men plunder?"

As I was winging my way to Australia recently, I was reminded of these song lyrics recorded back in the early 1980s. I was headed for the Land Down Under at the invitation of the Association of Christian Broadcasters. This group of friendly, fun-loving (and slightly cynical) Christian communicators, with an evident love for Christ and a heart for the Gospel, invited me to participate in their annual convention.

While there, I was struck by a headline in the daily newspaper, *The Australian*. The story was about a woman who was mistakenly deported and sent to the Philippines. There she was taken in by a group of Catholic nuns who cared for her and let her live with them at a hospice home they operated. During the four years that she lived at the hospice, her family did not know where she was and thought she had died. They were heartbroken. The newspaper headline tells her story: *Wrongfully-Deported Woman Found Living Among the Dying*.

In subsequent days, additional newspaper articles recounted the joy of being reunited with her family and the red faces of Australian officials who could not explain why she was deported nor why she could not be located for four years. But it was the headline that stuck with me then and still resonates with me now: *Living Among the Dying*.

This is not just the story of an Australian woman; it is our story also. She was indeed living among the dying, and God bless the Catholic nuns that took her in, but we too are living among the dying. Day by day we sojourn in a world of people who are dying and will perish everlastingly apart from Christ. Yet we have the cure! It has been entrusted to us! And apart from the "curative powers" of the Gospel, the world has no hope.

All of this reminds me of an apocryphal story I once heard about the ascension of Jesus Christ. After his Passion and Resurrection, Jesus left his followers standing on a hilltop looking up. He returned to heaven in great glory and all the angels gathered around to hear what Jesus had accomplished. He spoke of His virgin birth, His sinless life,

and His perfect obedience to His Father. He explained how His atoning death and bodily resurrection satisfied the wrath of God against sin and made it possible for men and women and boys and girls to inherit eternal

life. One of the angels asked: "Lord, how will all the people on earth hear about what you have done for them?" Jesus replied: "I have commanded my disciples to tell the world." The angel hesitated slightly, but said: "Lord, what if your disciples don't tell the world? What other plan do you have?" Jesus paused and said: "I have no other plan."

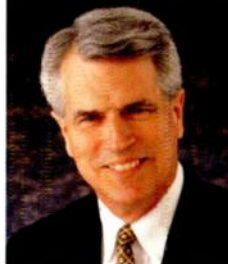
You and I are the plan. We have been commanded to reach the whole world with the Gospel of Jesus Christ. It was, in fact, the first recorded command that Jesus gave to His followers. He said: "Follow me and I will make you fishers of men" (Matthew 4:19). Unsurprisingly, this was also His last recorded command. Before He ascended to heaven, Jesus stood on the mount and said to His followers:

"But you will receive power when the Holy Spirit comes on you; and you will be my witnesses in Jerusalem, and in all Judea and Samaria, and to the ends of the earth." (Acts 1:8)

The first and last recorded commands of Jesus - you might say the alpha and omega of His teaching - emphasize our responsibility to proclaim the grace of God offered to us in the person and work of Jesus Christ.

Yes, we are living among the dying. Everywhere around us people are rushing off to a Christ-less eternity. But, we are to be fishers of men. Ordinary fishermen catch live fish and they die. We are to catch dead men that they might live. Ours is the calling to use every electronic medium available to accomplish that task. As the old hymn says, it is for us to:

*Lift high the cross
The love of Christ proclaim
Till all the world adores His sacred name.*



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



July 2005

Vol. 37, No. 5

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Dr. Frank Wright

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DIR. OF PUBLICATIONS/EDITOR

Valerie D. Fraedrich

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COPY EDITOR

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DESIGN

Maxim Design Group, LLC, Howell, MI
Sharon L. Schnell, Art Director

PRINTER

Atlantic & Hastings, LLC, Salisbury, MD

GENERAL COUNSEL

Wiley Rein & Fielding, Washington, DC

EDITORIAL OFFICE

9510 Technology Drive, Manassas, VA 20110
Phone 703-330-7000 Fax 703-330-6996
www.nrb.org

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NRB (ISSN 1521-1754) is published monthly except March, August and December. To subscribe, send \$24 for one year to NRB, 9510 Technology Drive, Manassas, VA 20110. Canadian orders add \$6 USD annually; other international orders add \$24 USD per year. Periodicals postage paid at Manassas, VA, and additional offices.

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Indexed in the Christian Periodical Index and available on microfilm and microfiche from University Microfilms International, 300 N. Zeeb Road, Ann Arbor, MI 48103.

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Simply Tools in the Master's Plan

Ricky Skaggs sings a song by John G. Elliott called "Somebody's Prayin'". The words are simple:

*Somebody's prayin'; I can feel it
Somebody's prayin' for me
Mighty hands are guiding me
To protect me from what I can't see
Lord, I believe somebody's prayin'
for me*

Maybe you have had that experience, too. In dark moments, in the midst of life's storms and daily challenges, you press on, knowing... sensing...that others are taking you in prayer before the Heavenly Father. It brings comfort and peace, and a sense of the power of God to cause all things to work together for good, just as He promised

The NRB Executive Committee has been praying for NRB board members by name for weeks now. When first introduced, the plan was to pray daily for assigned board members for a month, but committee members decided to change lists after the first month and to keep the intercessory prayer going. That means day by day, week after week, those who serve NRB on our board have been brought before God's Throne in intercessory prayer. Though we don't always know the needs of those for whom we pray, we know that the Lord does, and He can translate our compassion and apply the prayer to the exact need.

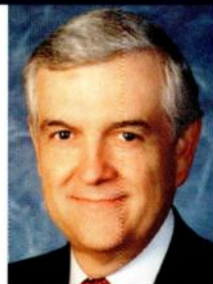
E.M. Bounds once wrote, "*Prayers for men are far more important than prayers for things because men more deeply concern God's will and the work of Christ than things.*" We often have our laundry list of needs we take before the Lord. J. C. Ryle said, "*There is a tendency in us to think only of our own needs, our own spiritual conflicts and our own progress in religion, and forget others.*" Who knows what God will do with a people who go beyond themselves and have hearts to pray systematically for others?

You can join with the NRB Executive Committee in this prayer effort by simply making a list of NRB members that you know and beginning to daily pray for them. You may want to give each a page in a notebook or daytimer, let them know you are praying, and ask if there are any specific areas for which you could pray. You may wish to jot down specific requests, your thoughts, or scripture to pray or share with the person. I believe

God will bless those on your list, and will honor your effort to intercede for them.

Because of the devastation caused by the tsunami last December, doors are opening in amazing ways in Indonesia and Christian radio stations are being added in areas where there is strong Muslim influence. God's Truth is being proclaimed and Romans 8:28 is being fulfilled. In many of the countries formerly under the hand of the Soviet Union, Christian radio is also taking hold. Christians are using commercial stations to air teaching programs, and getting amazing response from listeners. The challenges in these countries far exceed ours, yet the resolve of dedicated Christian broadcasters is strong. In many ways, we can learn from them in the areas of faith, trust, and perseverance. One broadcaster served for over a decade without any visible results. Yet, they remained faithful to follow the Lord's leading. Now, they are seeing much fruit from the faithful proclamation of God's Truth.

I believe that Christian broadcasters in the USA should be looking for ways to link up with their international counterparts. We have resources and experience that they could use. They have a confidence and faith in God's providence that we could benefit from. Often, Christian broadcasters in these emerging areas know that if God doesn't intervene, they have no hope. We, on the other hand, sometimes feel that we can accomplish a lot on our own, and only call on the Lord in an emergency. God's Word is clear. Jesus said, "Without me, you can do nothing." Check the NRB Directory for international Christian broadcast ministries, pray about how you can partner with them, make contact with the ministry, and let God lead. You will grow in your faith and be able to encourage and strengthen Christian brothers and sisters as they, too, use today's technology to tell the old, old story of Jesus and His love.



Dr. Ron Harris,
executive vice president/GM, KCBI-FM, Dallas, TX (Criswell Communications), and NRB Executive Committee Chairman.

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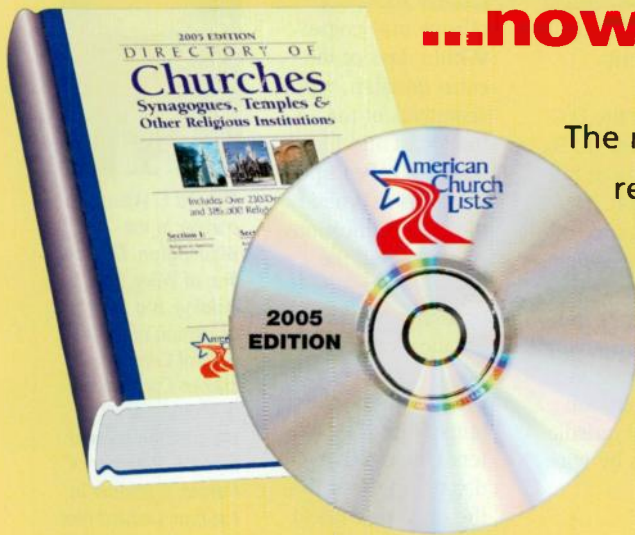
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Court Strikes Down FCC Rules On DTV Copy Protection

Television broadcasters and programmers should take note of a recent court decision that has pushed yet another digital television (“DTV”) issue toward Congress to resolve. A federal appeals court in Washington has invalidated the Federal Communications Commission’s efforts to block online distribution of digitally broadcast programming. In striking down the so-called “broadcast flag” rules, the decision in *American Library Association v. FCC* set off a new wave of lobbying efforts on Capitol Hill—where lawmakers already are grappling with several complex DTV issues, including possible establishment of a “hard” deadline for the end of the digital television transition.

The Commission adopted the broadcast flag regulations two years ago to address concerns of content owners and television broadcasters that digital programming could be [cut “easily and widely”] distributed via the Internet by tech-savvy viewers. In simple terms, the broadcast flag is a piece of digital code that can be embedded into a digital broadcasting stream for the purpose of preventing reception equipment from indiscriminately redistributing that content over the Internet. The FCC feared that if there were no mechanism to protect DTV broadcasts from unauthorized dissemination, high-value content such as movies or sports programming would migrate from over-the-air television to cable and satellite, which have security protections built into their video distribution platforms.

That prospect, in turn, might slow the pace of the DTV transition, the agency concluded. It therefore mandated that, starting in mid-2005, digital TV receivers be capable of detecting a piece of digital code embedded in a digital broadcasting stream designed to thwart attempts to upload the programming to the Internet.

The broadcast flag rules faced strong opposition from a coalition of library and consumer groups. From a policy standpoint, they argued that any new digital content-protection rules should provide more latitude for electronic copying and usage of off-air content, much as decades-old Supreme Court precedent permits for VCR copying of analog broadcasts. As a procedural matter, the broadcast flag oppo-

nents contended that the Commission had no legal authority to impose copy protection regulations, whatever the merits might be.

The U.S. Court of Appeals for the D.C. Circuit agreed with the latter argument. By a 3-0 vote, a panel of judges chastised the FCC for overstepping its jurisdiction. The court did not weigh in on the broader question of the need for new content-rights protection in the digital environment.

In adopting the rules, the agency did not identify any statutory provision giving it specific power to protect broadcast program material. Instead, the Commission relied exclusively on its “ancillary jurisdiction” to regulate “communication by wire and radio” under Title I of the Communications Act of 1934.

The broadcast flag rules faced strong opposition from a coalition of library and consumer groups.

After analyzing Title I, the D.C. Circuit determined that Congress gave the FCC jurisdiction to regulate devices used for the receipt of “wire or radio communication” (i.e., television receivers) only when those devices are actually in the process of receiving program content. But, the court ruled, the Commission’s broadcast flag rules sought to regulate the operation of DTV receivers only *after* the reception was complete—a step too far beyond the broadcast transmission process to be covered under existing statutory language.

In its sharply worded opinion, the D.C. Circuit noted that during the agency’s 70-year existence, “the FCC never before asserted such sweeping authority. Indeed, in the past, the FCC has informed Congress that it lacked any such authority. In our view, nothing has changed to give the FCC the authority that it now claims.”

However, in the wake of *American*

Library Association, change may come. Within days of the court decision, representatives of the broadcast and film industry called upon Congress to amend the Communications Act by giving the agency explicit power to re-impose the broadcast flag rules.

The online redistribution issue thus joins other DTV matters under active debate on the Hill—the most prominent of which may be the date for ending the digital transition.

Under current law, a television licensee may continue broadcasting on both its analog and digital channels until 85 percent of viewers in its area receive digital signals, a benchmark that may not be reached for many years to come. But lawmakers have grown increasingly interested in setting a firm date by which broadcasters must relinquish their second channels, in part because some portions of the newly freed-up spectrum is to be reallocated to public safety uses.

As of this writing, the House Commerce Committee is set to begin deliberating on a proposal to end the DTV transition by Dec. 31, 2008. Drafted by House Commerce Committee Chairman Joe Barton (R-Texas), the bill also would impose mandatory cable carriage rights for analog and digital signals in certain circumstances.

The House Committee draft at this juncture does not address the broadcast flag issue. Nor does it include a provision that many lawmakers argue is necessary for passage: a subsidy program to fund a supply of converter boxes for consumers who cannot afford (or perhaps choose not to buy) new digital receivers. I will report on the progress of DTV legislation in future columns.



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.

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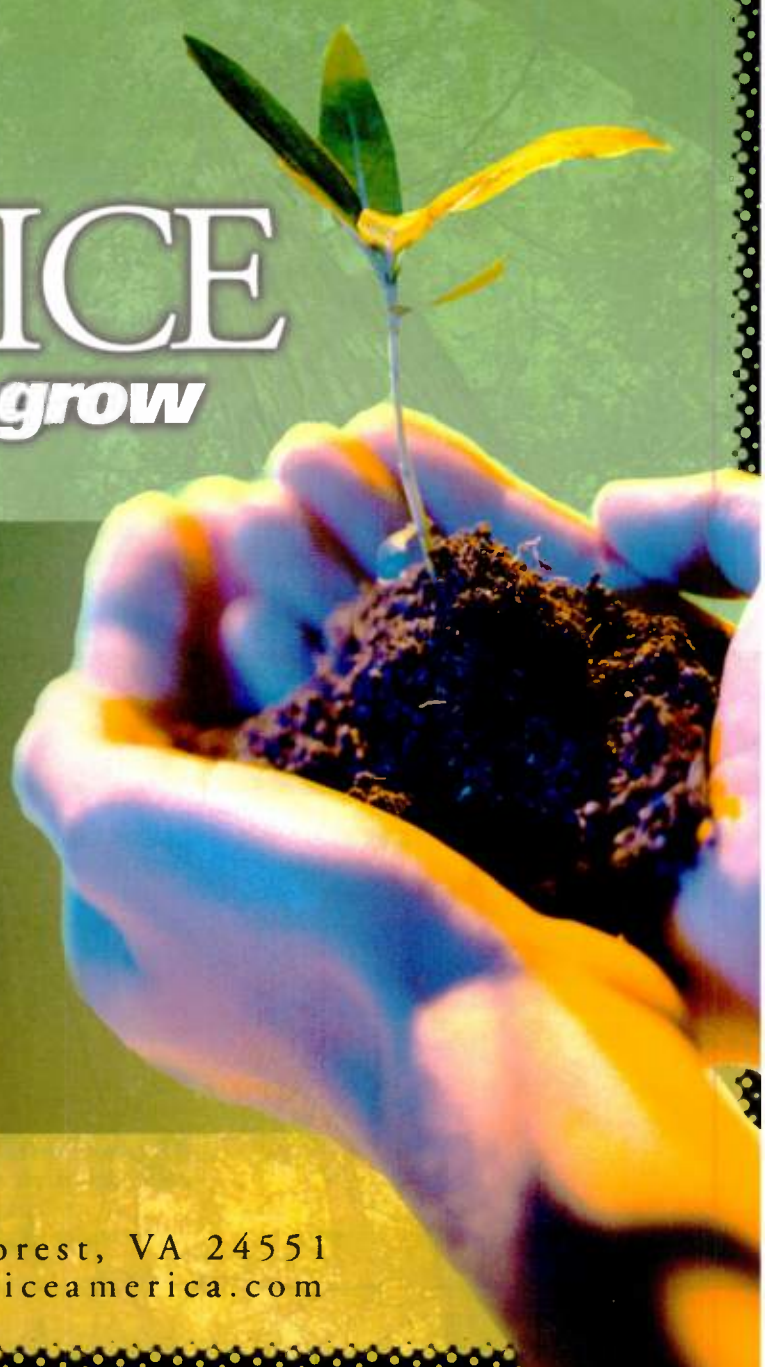
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Impression in 5, 4, 3, 2, Gone

First impressions count. Whether they are good or bad, it's hard to deny that they count.

We try not to judge but we are slaves to appearances, and yes, we judge – even by titles of magazine articles. While most people theoretically agree that the principle of first impressions matters in the virtual world, they deny this reality practically by sidestepping excellent website design in building their online presence.

WEBSITE DESIGN PRINCIPLES

Communicate a Consistent Visual Identity

It is essential that you communicate one identity every time and in every way that you communicate. Whether you are a church or a ministry, everything from your logo, to your signage, to business cards, to your website should incorporate the same look and feel. Since you have so few opportunities to communicate with your constituents, it's vital that every time you do, you come across the same way. Multiple identities cause confusion which leads to an appearance of disorganization or even distrust.

Match Web Design with Your Personality and Audience

Not only should you be communicating the same message every time, but you should also communicate the right message about your organization. This is obvious in the physical world: If you go to a barbecue, you wear jeans. If you go to a wedding, you wear a suit. The same is true of good

web design. Ask yourself, who am I trying to speak with? What are their likes and dislikes? Ask questions that expose their personality. After targeting your audience, discover your organization's own personality. If you and your constituents are backyard BBQ people you should not be using swans or ice sculptures as imagery. Never, ever, ever design your website in the likeness of another's because you "like" it. Yes, it may be nice, but it is their website, conveying their message, to their audience. Be yourself, even if that means wearing a snowsuit in Costa Rica.

Focus

Imagine walking into a room and having 15 people talking to you simultaneously, with many shouting to be heard and some quietly whispering to you. After a while you manage to choose someone to be the only speaker only to discover that you picked the wrong person. Thousands of websites are designed to be that confusing. Now imagine walking into that same room and being greeted by five people, each speaking in order of importance as the others quietly sit behind them. That's good design and it's welcoming. You have only five seconds to clearly define your site's purpose to a visitor, so limit the amount of options on the homepage. Remember, less is more. Less is sane.

Carefully Consider the Sitemap and Navigation

Poorly conceived navigation is a

source of frustration for website visitors, especially first-time visitors. How many primary sections of the website will you have? What will they be called? How will you group the different secondary channels? Across every page, your navigation scheme should be consistent so that your primary channels are easily accessible. In general, it should always be very easy to move between different sections of your website, a.k.a. user friendly. Spend just as much time thinking about the navigation on your website as you do thinking about its graphical design. Planning the sitemap speeds up the design process.

Keep It Simple

The best design is usually the simplest. Graphical images should be quickly digested and easily remembered, so don't over-do your website design with a lot of them. Experience is the main objective and a simple approach will assure a positive user visit.

Too often, people ignore the first four points and hope a clever design will save their website. Sadly, this is rarely the case. You can slap some lipstick and a dress on a cow, but it's still a cow.



*Michael Schafer,
creative director for
Silas Partners,
thecurrent@
silaspartners.com*

CHURCH MEDIA

Enhance Worship

YOU'RE ON THE FRONT SCREENS!" were the words yelled from the front screen operator to the director. The wrong video source at the wrong time was being projected to the front screens in a room full of worshipers on one memorable Sunday morning. This is an all too common mistake that causes technology or media to interrupt a moment of worship.

Each weekend worship service at churches across the country should help the people attending experience Christ in such a way that they experience eternal life change, and media can and should

have an important role in developing an atmosphere for enhanced worship. Worshipers who attend a weekend service and leave only remembering the great lighting, incredible video screens, or amazing sound system miss the whole purpose of that service. They are observers, not participants.

MEDIA STAFF KEYS FOR CREATING ENHANCED WORSHIP:

Fall under the leadership of your senior pastor and music minister

They are ultimately responsible for the leading of worship at your church,

and we need to be in agreement with their vision and leadership.

Give a unified presentation

Ensure that the use of technology unifies the different elements of weekend services: printed material, music, video elements, lighting, sound, graphics, dramas, and stage sets all need to focus the weekend attendee to the sermon and its subject matter. This could be as simple as a unifying image or color that is repeated throughout the order of worship, or as complex as an overall theme that is the thread sewn through each element. This principle can be

TELEVISION

Non-discrimination: Closed Caption and the FCC

Christian ministries all over the world spread the word of God to believers as well as non-believers. Likewise, God's message should not discriminate between those who are hearing and those who are deaf. Closed captioning is an easy and affordable way for your ministry to add viewers and donations, as well as meet the FCC's new requirements.

There are two ways to add captions to programming: live or "real-time" and pre-recorded or offline. While the logistics of each are simple, it's important that networks and producers research their options so that captions are as accurate as possible (e-mail author for more details).

Real-time (Live) closed captioning is the best and only way to caption a live broadcast or a taped program that is finished just before air. Real-time captioning is performed by highly trained court reporters or stenographers, called real-time captioners, who listen to your program and "write" what they hear on a steno keypad, similar to those seen in courtrooms. As they write, their message is computer-translated from steno to English and transmitted via IP or modem to a caption encoder at the broadcasting facility, where the program is transmitted with captions available to all viewers. All this in less than two seconds! The captioned feed can be recorded for future playback.

Offline (pre-recorded) closed captioning is the process by which captions are

added to a videotaped program. The program producer sends his program master or a digital file to a caption company, where captioners transcribe the program word for word and break the transcript into captions following strict style guidelines. The captions are then assigned time-code and placement positioning so that they appear in synch with program audio. Once created, the captions are encoded onto a new captioned (air) master. Copies made of this closed captioned master will then contain captions.

Adding captioning to your program can cost anywhere from a real-time rate of \$110 to an offline preparation rate of \$375 per program hour, depending on the service required – a small price to pay for a service that guarantees to reach and potentially expand your viewing audience and donation base by as much as 10%. (The U.S. deaf or hard-of-hearing population is estimated at over 28m or roughly 10% of our total population.)

The FCC mandates how much programming must be captioned and, starting in 2006, almost all video programming distributors must caption everything that airs between 6:00 a.m. and 2:00 a.m. – 20 hours per day (http://ftp.fcc.gov/cgb/dro/captioning_regs.html). Networks often pass this requirement on to program producers.

There are some exemptions to the FCC captioning mandates, but qualifying for

those few exemptions is very difficult. In the past year alone, over ten ministries have applied for and been denied exemptions. In 2006 it will be even harder.

Please see <http://www.fcc.gov/cgb/dro/headlines.html> for some examples of who has applied and been denied exemptions.

In Romans 10:14 Paul wrote "How then shall they call on him in whom they have not believed? And how shall they believe in him who they have not heard? And how shall they hear without a preacher?" Those who have not heard are your deaf and hard-of-hearing viewers. Adding captions to your program is the best way to fulfill your mission by reaching this important and growing audience.

Some things to consider while searching:

- Quality
- Turnaround
- Capacity
- On-air examples
- Company history
- Extra services
- Price



Darryn Cleary,
vice president of
Sales, VITAC,
darryn-c@vitac.com

exercised regardless of your church's size or budget.

Practice, practice, practice

Train your volunteers to think like worship leaders. Challenge them to examine transitions between songs and teach them how to use simple graphic changes to enhance flow. Demonstrate lighting techniques for use during the service that will help focus attendees on what is going on at the moment. Talk with the team before and after the service – about its flow and transitions. Record the weekend services and have the media team watch how the role of technology either

enhanced the message or was a distraction. Make improvements from week to week, and practice transitions during sound checks and rehearsals.

Get Ready

Make the weekend service top priority during your workweek. Pastors and worship leaders spend many hours preparing for the weekend service(s), so concentrate on taking care of all the details that will allow for successful worship. Not only prepare the physical elements, but also your own heart. Spend time in prayer so that the Lord can reveal anything in your own life that might inhibit success. Also,

pray for the media team and for their efforts to be unified.

Every worship service is an opportunity for individuals to interact and connect with God in a very real and powerful way. Technology and media should enable the message and encourage people to engage in a personal worship experience that can have life impacting results. Go ahead - enhance worship.

Randal Taylor,
president of Taylor
and Company,
rtaylor@taylorand-company.biz

RADIO

Promotions in a Box

My brother and I had a submarine. Not an ordinary, run-of-the-mill submarine. Nope. This submarine was so sophisticated, it could dive a mile under water, scoop up treasure, and FLY back to our secret headquarters!

Yep, when we looked at our submarine, we saw an incredible vehicle. Everyone else saw a cardboard box.

Remember the fun you had as a kid when you found a cardboard box? You could think of a million cool things to do inside that box! So, why is it that when we grow up, we learn to "think outside the box"?

I guess I'll never learn because two of my best promotions have come in the shape of a box!

The first box arrived in late 2000. Our station was asked to participate in Operation Christmas Child - Samaritan's Purse's shoe box gift collection program. We were short-staffed and under-funded, but we jumped in and became part of a force that collected 17,000 (THOUSAND!) shoe boxes in southern Colorado!

The next box arrived three years later. Focus on the Family was rolling out the "Plugged-In Movie Reviews" feature.

Stations were asking for reviews of current films, so the timing was right. But, we had a problem. My promotions budget had been slashed 60-percent due to the economic downturns following the September 11 attacks. Despite the challenge, our job was to make this promotion work. During a brainstorming session, someone asked, "What do you do when you go to the movies?" The answer: "Order popcorn." What does popcorn come in? "A box." So we ordered 300 popcorn boxes, stuffed them with promotional kits, microwave popcorn and candy; then sent them out our media reps. Eight weeks later, 200 stations had signed up for "Plugged-In Movie Reviews"!

What did I learn from all of this? That a box is the ultimate promotional tool? No. The ideas worked because I learned that sometimes thinking outside of the box isn't enough - especially when you're short-staffed or strapped for cash.

Sometimes you have to think about the box you're in - and find the best way out! Here's how I've learned to think "inside the box"!

Know Your Audience. Know your P-1 (or Becky). Know what motivates her,

know what matters to her, and then craft your promotion accordingly.

Promotion Doesn't Always Mean "Prize". In the case of the Operation Christmas Child promotion, we gave our listeners the opportunity to make a difference in someone's life.

Set Clear Goals. Set clear, simple benchmarks for success and frequently communicate these goals to your staff.

Keep It Simple! Make sure your promotion is easy to understand. You don't have enough air time for all the details, and people won't participate if your promotion sounds too hard.

Have Fun! Let your enthusiasm show. Listeners will respond to it!

Try these ideas out on your next promotion. And remember, if staff and budget issues leave you feeling like you're stuck - then take another look at your "box". Learn to see an amazing-sophisticated-ultra-cool-flying submarine!



Bill Arbuckle, marketing and promotions manager, Briargate Media/Focus on the Family, arbuckwr@fotf.org

INRB

Get A Life, Be A Christian

If you're like me, you probably spend a good bit of time each day traveling to and from work. In my case, when traffic is especially slow I find myself reading bumper stickers. It may be the proclamation of a proud parent saying "my child is an honor student" or others telling the world that their team is "number one". Regardless of what our bumper stickers say, it's a subtle way of telling others what we stand for and what is important in our lives.

My bumper sticker says "Get A Life, Be A Christian". The problem with this is that whenever I do something dumb in traffic, I realize there may be people out there associating my actions with that of other Christians. I can just hear someone saying "Look at that jerk...and he calls himself a Christian!" This doesn't mean that my expertise as a driver is being evaluated, but my standing as Christian and how I treat others are being judged.

For a number of years I worked in secular television. The thing that constantly

was on my mind was the need to stand for excellence in everything I did. I knew that others knew I was a Christian, and if I was dishonest, took shortcuts, was constantly late or made excuses for my actions, it reflected not only on my performance, but possibly upon other Christians as well.

I think it is time that we as Christians, make the decision that we will no longer settle for second-best in anything. Our production standards should be first rate, produced on time and on budget, without excuses. We must have a work ethic that is second to none, and create working environments whereby we truly treat others as we would wish to be treated. We should adopt the attitude that we are to serve others, helping those new to the field to develop their skills and God-given talents, rather than suffer abuse and chalk it up to "paying their dues".

We must all conduct our affairs - this means our personal and private lives - above reproach. If we do, people won't have to ask if we are Christians, but they

will recognize something special about our lives, our attitudes, and our performance that causes them to want to know more. There should be a standard of excellence and integrity which is apparent. We must be known as people who go the extra mile, doing more than is expected and for blessing others in the process.

If we all make the decision to do this, I believe we will gain the respect of others in secular programming. Christians will be sought out in the workforce, and Christian production work will become the new standard by which others are judged. I believe this is possible, but I also know it takes the commitment of all of us to make this a reality.



J. Martin Cooke, director of Production Technology, Palm Beach Atlantic University, MARTY_COOKE@pba.edu

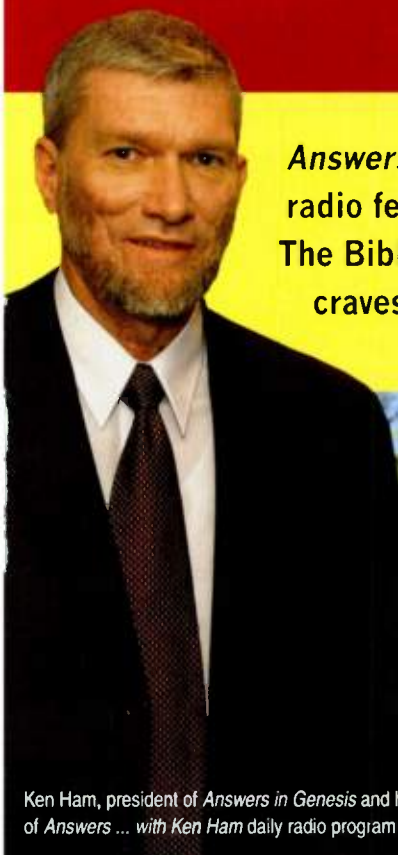
Q. Why will Amy turn her back on God when she turns 20?

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in Genesis

Ken Ham, president of *Answers in Genesis* and host of *Answers ... with Ken Ham* daily radio program

E/SENRB: A Time to Come Together

The Eastern Chapter of the NRB and the Southeast Chapter will come together in Philadelphia for this year's regional conference to be held September 22-24, 2005. Southeast NRB Chairman Tom Atema said, "With time, cost, and travel an increasing issue, we've decided to join the Eastern Chapter this year in an effort to bring our membership the best regional conference."

"We're thrilled to have the SENRB joining us this year," said ENRB Chairman Jack Hibbard. "The Southeast Chapter includes well respected ministries and incredibly talented people in our industry.

The conference schedule is designed to create an intimate atmosphere, but it is the attendees that always make the conference a success.

Their presence will only enhance this year's conference."

For the third consecutive year, the annual meeting will be held at the beautiful Hyatt Regency Hotel in the historic city of Philadelphia, Pennsylvania. Situated on the Delaware River, the Hyatt Regency at Penn's Landing is Philadelphia's only waterfront hotel. The venue features all the amenities of a major hotel and is just a short walk away from history with Independence Hall, the Liberty Bell, and the National Constitution Center just a few blocks away.

The conference schedule is designed to create an intimate atmosphere, but it is the attendees that always make the conference a success. With a mix of broadcast managers, programmers and ministry leaders, the annual ENRB conference has been a great source of encouragement,

spiritual refreshment, fellowship, and industry networking for over thirty years.

This year, following dinner on Thursday night, the conference gets started by tickling the funny bone as the E/SENRB welcomes the hilarious comedian, Taylor Mason. Mason was a grand prizewinner on *Star Search* and Ed McMahon called him, "one of the best comedians I've ever been around". He is a frequent guest on the [Christian] comedy TV show *Bananas*, and his unique ability to blend comedy and faith has been a hit with audiences at churches, youth festivals, and concerts.

Great challenge from God's Word and practical workshops are scheduled for Friday. Dr. Ron Hembree, president of the Cornerstone Television Network, will present the devotional following breakfast. Dr. Hembree is the host of *Quick Study*, a daily 30-minute television program seen in every state in the U.S. and every province of Canada.

Two concurrent workshop sessions will be held on Friday morning. These workshops, with wide ranging topics, will have broad appeal to those involved in all forms of media ministry.

There is free time on Friday afternoon or you can plan to join us for an historical tour of the city aboard the Philly Duck. The Philly Duck, an amphibious vehicle originally built to transport troops and cargo during World War II, not only cruises the city streets, but also the

Delaware River! A ticket to this fun tour is included in this year's registration.

The keynote speaker for the 2005 conference is Ron Hutchcraft of Ron Hutchcraft Ministries. Ron is the host of three radio programs: *Realtime*, *A Word with You* and *Call to Greatness*, currently heard in over 50 different countries worldwide, plus the Armed Forces Radio Network. Ron will speak at the Friday evening banquet and again on Saturday morning during the conference.

The conference concludes with lunch on Saturday, which follows a chapter "Innovation Exchange". This session, modeled after the Innovation Exchange at the annual NRB Convention & Exposition, will feature small group discussion on hot topics affecting our industry.

Eastern Regional Chapter Officers

Jack Hibbard, Chair
Alyson Hayes, 1st Vice Chair
David Eshleman, 2nd Vice Chair
David Young, Secretary
Doug Myer, Treasurer
Members-At-Large: Sue Bahner, Frank Ginther, Nevin Larson, Alex Leonovich, Paul McDonald, Tom Moyer

Southeast Regional Chapter Officers

Tom Atema, Chair
Keith Hurd, 1st Vice Chair
Rosemary Green, 2nd Vice Chair
Debra Revitzer, Secretary
Alice Knighten, Treasurer
Members-At-Large: Charles Burge, Allen Henderson, Jay Johnson, Allen Power, Michael Shelley

Contact Jack Hibbard, ENRB Chairman, at 215-591-9400. To register for this year's Southeast/Eastern NRB Conference visit <http://www.walterbennett.com/enrb.htm>.



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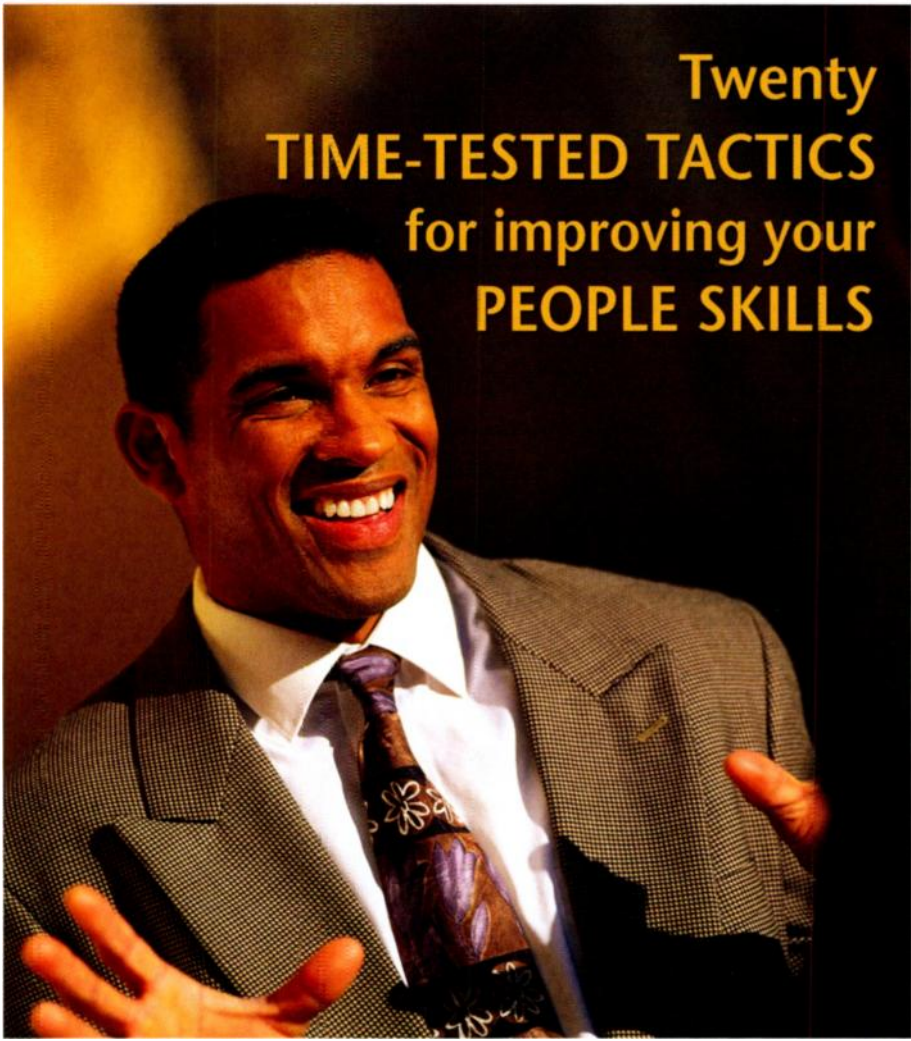


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Twenty TIME-TESTED TACTICS for improving your PEOPLE SKILLS

Here's a recent news item that might surprise you. It's a conclusion from a recent *Wall Street Journal* survey of more than 2,000 corporate recruiters: "Interpersonal communication and other so-called soft skills are what corporate recruiters crave most, but find most elusive in MBA programs." Did you get that? Communication skills. Interpersonal skills. People skills. That's what recruiters are looking for more than anything else when they seek to fill management slots. Sure, the recruiters seek the "hard" skills, too. They want you to know strategy and economics, how to analyze the financials, how to examine statistical data, and so on, but the soft skills are currently king of the skill hill... perhaps they should have been all along.

Need more evidence of the value of people skills? Listen to the recruits as well as to the recruiters. A survey of 1,500 graduates from eighteen full-time MBA programs, conducted by the leading B-school accrediting body, found that graduates rated "one-on-one communication" as the most important workplace skill. However, only six percent of these alums considered their business school better than "moderately effective" in helping them develop in that area. Interesting findings, aren't they? People who can get things done through others - those who can persuade, those who can motivate, those who are liked and who get along well with others - stand the best chance of becoming effective leaders in the workplace (and the best chance of getting the

jobs in the first place). Interesting indeed, but hardly path-breaking. We've known this for decades. Just look at *How to Win Friends and Influence People*, the perennial bestseller, which made the same argument as far back as 1936!

Want to be a great leader? Want to succeed in your career? The word is out: your interpersonal skills are critical. At work, in the home, at church, around the neighborhood and just about everywhere else, these skills can make or break your ability to get things done.

A Plethora of Powerful Practices

A quick truth-in-advertising disclaimer: what's said in this article has been said before. These human relations practices certainly predate me and they predate 1936. In fact, they've been handed down through the ages. They are time-honored and battle-tested, and they've been published in myriad forms by myriad authors because they're powerful practices. They work. They'll improve your life and the lives of those around you.

The list below is not an exhaustive list, of course - you could no doubt add to it - but I hope that you'll find it to be a helpful primer for how you can perfect your own people skills.

1. Don't complain. It's been said (and rightly so) that we shouldn't bother complaining. Eighty percent of the people won't care and the other twenty percent think you deserve what you're getting! But if you prefer scriptures to quip-tures (yes, I know that's not a word, but it does rhyme nicely), consider the Apostle Paul's admonition to the Philippians: "*Do everything without complaining or arguing*" (Phil. 2:14).

Don't complain. It doesn't get you very far because people tend to react negatively to toxic talk. Instead, offer potential solutions when you identify problems, or say nothing at all.

2. Smile a lot. Check out that mug of yours in the mirror. Do you usually have a "no" face or a "yes" face? Does your expression tell the world to leave you alone or that you're friendly and approachable? My guess is that Jesus smiled a lot. After all, the fruit of the Spirit is joy.

Try this out, just for today. I'm serious - experiment with this. Make yourself smile, even if you don't feel like it. Do it consistently throughout the day and then watch how others respond to you. You'll be pleasantly surprised (and they might be too!).

3. Listen closely and actively. When I was in grade school, my grandfather often said to me (in a distinctly Italian accent): "You hear but you don't listen!" He was usually right. I could parrot back what was said to me, but I didn't really process it, much less obey it.

When it comes to interpersonal relations, that's a blunder bigger than the lasagna that mama used to make. The result is frustration and repetition: frustration because nothing incenses a speaker quite like the feeling of being ignored, and repetition because the speaker will try to remedy the problem by repeating what he or she just said.

Try this instead: Make a real effort to listen to everything that's being said to you. Concentrate on it rather than letting your mind wander to something more interesting - or to what you want to say in response. Then, especially if there is the potential for disagreement or misunderstanding, paraphrase what the person has attempted to communicate to you. Be patient here and briefly summarize his/her concerns, points, or ramblings as a preface to your own rejoinder. That person will know that he's been heard. Then, in reciprocation, he'll be more likely to listen to you.

You'll reap what you sow here. Communication will improve, guaranteed, and so will the relationship. Additionally, you'll never again have to worry about getting tugged around by the ear because you hear but you don't listen.

4. Make them feel important. Lack of affirmation and respect may be reaching epidemic proportions in our narcissistic society. At home, at work, and everywhere else, people seem to be starving to hear that they're important and relevant. So feed them. Let them know you think they're working real hard, that they're doing a great job - that they're contributing, that who they are and what they do has genuine value. Try it with your

spouse, with your employees, with your friends, with your pastor. Be an encourager and an affirmer. There is no straighter pathway to building up people and building your relationships.

5. Show your appreciation. Gratitude is a cousin of affirmation. When someone has expended some effort from which you benefit - even if it's something they're expected to do - let them know that you appreciate it. Make a habit of expressing gratitude. People feel entitled to it and when it's withheld, resentment fills the vacuum. By contrast, when you express gratitude, you can instantly make that person's day.

So thank your spouse for taking out the trash or for doing the dishes, not just for the special things. Thank your employees for their effort, even if it doesn't always produce fruit. Thank the mailman for being so reliable. Then watch their faces brighten. Gratitude costs you nothing and it gives them much. Awesome ROI (return on investment).

6. Talk about their interests. Try this the next time you're at some stuffy social function - make a game of it, if you'd like. Rather than hoping for opportunities to tell people how great you are, and rather than just making small talk about the five day forecast, talk about the other person's interests. Set yourself aside for the evening and become interested in those around you. This person is a secretary and a mother? Ask about the job and about her kids. That person has a *Star Trek* shirt? Ask about *Star Trek*. It doesn't matter that you don't really care about Mr. Spock or understand that ear condition of his. The person you're speaking to is a fan, so start there. People love to talk about their interests, so give them the opportunity to do so.

By the way, this technique works outside of parties as well. Try it the next time you see that neighbor who's been giving you a hard time.

7. Remember every name. Some people have an uncanny ability for remembering names. The rest of us find creative ways to hide the fact that we've forgotten them. "Hello, friend. Oh, hi there, buddy. Welcome, brother. Great to see all of you again!"

It's been said that their own name is the sweetest word that a person ever hears, so do whatever it takes to make that sweet sound. You'll do more than impress them - you'll make them feel memorable.

8. Make a sacrifice for them. Words are powerful, but few of your words will be more treasured than a sincere sacrifice of time or money on your part. So get in the habit of identifying and meeting people's needs. Be kind. Put their needs ahead of your own. Let the overworked mother drop off her kids at your house for an afternoon and then tell her you'll take care of returning them. And while you're at it, bring a pizza for their dinner. When that mom thanks you lavishly for going out of your way to bring dinner, just say: "Hey, the pizza place was only an extra mile!" She'll get it.

Nothing - nothing - will earn you more real friends than sacrifice. And if you're evangelically-minded, nothing will earn you the right to be heard on important issues like your faith.

9. Use self-deprecating humor. Don't hesitate to make fun of yourself. In a world where people are so full of themselves and incessantly concerned about communicating their own importance, self-deprecating humor can instantly make you attractive. So go ahead, make fun of your flaws. Knock yourself down a few notches. Paradoxically, it will probably raise you up in the eyes of others.

10. Focus on your similarities. Lots of research bears witness to what might already be obvious to you: we're more likely to be influenced by people who are similar to us. If you've been there too, if you've endured their pain, if you look and talk and dress like they do, they'll probably like you more. They'll listen to you more and they'll confide in you more.

So center on the similar. Even if you have a scant one percent commonality with somebody at work, focus 100 percent of your conversation on that commonality when you can. Some people call that the "101 Percent Principle." Others call it being "as shrewd as a serpent."

11. Create "social relaxation". This has nothing to do with offering your guest an easy chair. It has everything to do with

creating an environment where people are relaxed in your presence and feel comfortable talking to you. How do you do that? For the most part, through an amalgam of the practices listed here. Smile, compliment them, focus on their needs, and express a real interest in them. Ease into tougher discussions - warm up to them - rather than being so direct. And always show them you are paying attention by making good eye contact, by nodding your head when you understand what they're saying, and by squarely facing them rather than sitting at an angle. Be genuine, transparent, accepting - and even loving - and you will almost always reap

that's pride. I should humbly accept that I don't have all the answers, and that someone else - even someone who is criticizing me - might have a good point.

If you sometimes have this problem too, one remedy is to change your mindset - to consider the dialogue a "learning conversation". That is, conceptualize the conversation as an opportunity to learn something rather than as a joust. Glean what you can from the other person. Maybe your colleague really does have some information that you don't. Maybe your mother-in-law actually does have some wisdom she can pass along to you. Once we make that mental leap from

for them either. These behaviors infuriate most people. If you have this problem, re-read practice #3 (active listening). Then, make a new screen saver for yourself that says "Shut up and listen!"

17. Never say "you're wrong". Think about how you felt the last time someone said those exact words to you. Did it help to resolve the problem or did it escalate it? These words rarely persuade, so excommunicate them from your vocabulary. And please, don't tell me I'm wrong about this.

18. Don't communicate when you're angry. Sometimes it's unavoidable, but often it's not. Most of us do an exceedingly poor job of making our point clear when our brains are clouded by anger. Then we get even angrier at ourselves for not communicating well, spiraling the problem. Just step away and count to thirty. Yeah, yeah... that approach is clichéd, but I'll tell you something, it works.

One quick corollary while we're on the topic: never send an e-mail when you're mad. Same rule, different venue. If you send it, your diatribe will be on record for all posterity! So just say no to angry emails.

19. Make self-examination a habit. Am I using these skills daily? Where can I improve? What's working and what's not? As with any self-improvement process, you need to take inventory regularly regarding how you're doing. Reflect on your people skills often and then find ways to improve on your weaknesses.

20. Practice these practices. People skills are like any other skills: the more you use them, the more adept you become. So if you're serious about "perfecting" your people skills, there's no shortcut. Only practice will make perfect.



the same in return.

12. Talk about your own mistakes while raising theirs. You might be a perfectionist, but you're not perfect. If you want to get somebody to listen to you about mistakes they've made, start by identifying your own. Believe me, they'll certainly listen to that! As you do, you'll make it safer for them to own up to their faults.

13. Don't assume you're right. This assumption derails more conversations, starts more fights, and extinguishes more potentially great ideas than any other. I'm not always right. That's pretty obvious, but in a conversation or a debate, that somehow becomes less obvious to me and then it creates problems.

When I assume that my opinion is right and that someone who disagrees with me is wrong, I've lost the opportunity to learn from that person and to generate a win-win solution. Moreover, I just seem to get more entrenched in my position. That's stubborn, that's folly, and

pushing our point to engaging in a learning conversation, we reap self-improvement, better ideas, and better relationships. We also reduce the number of times that we'll have to use practice #14.

14. Apologize. Just say it. Go ahead, it won't kill you. Besides, you probably owe it to the person. Repeat after me: "I... was... wrong. I'm... sorry." Tack on a "please forgive me" and you'll be liberated indeed. Beware, though, the resulting rush of peace may cause you to smile. You'll then look just like the person you're talking to.

15. Never, ever gossip - ever. Many people don't even realize they're doing it, bonding with someone by tarnishing someone else's reputation. That's gossip, plain and simple. If what you're about to say undermines the reputation of someone who's not in the conversation, think first about why you're really saying it. Then, in most cases, bite your lip.

16. Don't interrupt when someone is speaking. Never complete their thought

Michael Zigarelli, Ph.D., is an associate professor of management at the Regent University Graduate School of Business and the editor of the Regent Business Review. You can reach him at michzig@regent.edu

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Our aim is to assemble a select group of **strategic partners** who will enable us to seize hold of the opportunities before us.

Together we will focus on keeping the doors of electronic media open for the spread of the Gospel and on opening new doors of **opportunity** to reach the world for Christ in our generation.

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To find out more of the responsibilities and rewards of membership in the President's Council, contact the NRB office at 703-330-7000.



EEO COMPLIANCE:

Are you ready for a potential FCC Audit?

Over the last 35 years, the FCC developed its current set of Equal Employment Opportunity (EEO) rules, which remain to prohibit discrimination on the basis of race, color, religion, gender or national origin, and to require broad outreach before hiring staff.

The FCC has made it amply clear that EEO compliance will be reviewed at mid term, as well as license renewal time, and audited periodically. Since April 2004, the FCC has mailed audit letters on three separate occasions, each time to approximately five percent of broadcasters nationwide who were selected randomly.

These audits, as well as the day-to-day compliance requirements, often throw broadcasters into a panic. "How do we do this?" "How much time is it going to take?" "It takes my focus away from the business." Broadcasters who have not adopted technology solutions have experienced an increase in the aggravation and staff expenses to comply and document their compliance.

It is worth remembering that EEO is good business. We must represent the demographics of our society or business area through our employment outreach practices because diversity brings strength, different ideas, perspectives, and skill sets.

Much of the Commission's new EEO compliance rules can be achieved through a conscientious effort augmented by technology. The key is to reduce actual out-of-pocket costs for advertising and postage and, more importantly, to reduce personnel costs of keeping and making available the required records of compliance. Remember, however, that no matter how high the cost of compliance might be, it is far less than the costs of defending complaints of EEO rule non-compliance or challenges to your license renewal application.

The FCC recognizes that discrimination can result from practices and policies that are not intentionally discriminatory, so its rules are designed to prevent, not remedy, discrimination. All stations with five or more full-time employees, with

some exceptions, must demonstrate compliance with EEO program requirements. The FCC has also adopted a "zero tolerance policy" for special circumstances when there are well-supported allegations by a large number of people or when a broadcaster's actions "shock the conscience", are "particularly egregious", or show a pattern of deliberate or systematic violations.

The renewed EEO filing requirements include mid-term and renewal reports four years apart and an EEO public file annually. These rules apply to almost all stations and communities. While the previous EEO rules allowed stations in areas with small minority workforce populations to be excused from implementing a formal EEO program, the current rules show no regard for local workforce composition and include many stations previously excluded from EEO procedures. There are some small market and small station exceptions, however. Stations exempt from the formal requirements include those with fewer than five full-time employees.

Special rules exist for religious broadcasters, which are defined as follows: The organization is, or is closely affiliated with, a church, synagogue, or other religious entity. Religious radio broadcasters that establish religious belief or affiliation as a qualification for a position or for all employees are exempt from formal EEO program requirements for that position. They are expected to make reasonable good faith efforts to recruit widely among their co-religionists and, except on the basis of religion, cannot discriminate. If the religious broadcaster treats five or more positions as non-religious, then they must comply with the Prong 3 outreach requirement, which is described below.

The FCC has defined a three-pronged outreach requirement for "broad outreach". For more details, please visit www.eeo1source.com or ask your FCC lawyer.

Outreach Prong 1 – Recruit for All Full Time Vacancies.

Use sources designed to achieve broad outreach so all segments of the population have an equal chance to compete. Notices of full time job vacancies must achieve wide dissemination and **MUST** reach the ENTIRE COMMUNITY. Broadcasters may not rely exclusively on job fairs.

Outreach Prong 2 – Notifications to Community Groups.

Notice of job vacancies must be provided to all qualifying organizations that request such notice. The key is to demonstrate reasonable efforts to publicize the notification requirements in their communities so that qualifying groups are able to learn of the new vacancy.

Outreach Prong 3 – Use of Supplemental Outreach Initiatives.

There is a menu of approved activities, which are supplemental outreach initiatives beyond the wide dissemination of job vacancy information, designed to go beyond normal recruitment and reach persons who are unaware, inexperienced, or overlooked by vacancy specific recruitment. Employment units with five to 10 full-time employees & small market stations must engage in at least two of the

menu activities every two years while units with more than 10 full-time employees must engage in at least four of the menu activities every two years.

There are significant EEO record keeping requirements that non-exempt licensees will be required to collect and keep (but not submit) for the license term:

- List of all full-time jobs filled, identified by job title
- The recruitment sources used to fill each vacancy
- Address, contact person, and phone number of each recruitment source used to fill each vacancy
- Organizations entitled to notification – listed separately
- Dated copies of all advertisements, letters, emails, faxes, etc. used to fill each vacancy
- Documentation necessary to demonstrate performance of Prong 3 menu options:
- Nature of the initiative & scope of station's participation
- Station personnel involved
- Records reflecting referral sources of interviewees and hires
- Useful in-program evaluation
- Good faith evaluation
- Meaningful self evaluation of policies, procedures, personnel training on EEO and compliance with the three prongs

All records, but not records of a prior licensee, must be retained until grant of the renewal application covering the license term during which the hire or activity occurred. The records may be maintained in an electronic format rather than on paper. In addition, stations must place in local public inspection files and, for stations having websites, post on their websites the following information on the renewal filing anniversary date:

- List of all full-time jobs filled during the previous year, by job title
- Recruitment sources used to fill each specific vacancy
- Address, contact person, and telephone number of each recruitment source

- Prong 2 organizations entitled to notification – list separately
- Recruitment sources that referred people hired for full-time vacancy
- Data on total number of interviewees
- Total number of interviewees referred by that source
- List and brief description of Prong 3 menu options implemented during the preceding year
- State if employment unit straddles states and falls in multiple renewal groups (select one and be consistent)

Other items of note:

- Minimize time between public file and date for renewal applications
- TV governs over radio
- LPTV is subject to EEO compliance, but has no public file, thus no required report
- Class A TV must maintain a public file

It is not my intent to provide a comprehensive list of all the things a broadcaster must do, but to create awareness that EEO compliance is not optional and must be taken seriously. It is best to seek guidance from qualified and experienced professionals, such as communications lawyers. Many of them have primers, presentations, and advice about broadcasters' rights posted on their websites. One good example is <http://www.wcsr.com/downloads/pdfs/telecommeeom.pdf>.

Deepak Massand is the CEO of Litera Consulting, a technology solutions provider that focuses on productivity and workflow solutions. Contact him at dmassand@litera.com or visit www.litera.com

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The Complete Guide to EEO Regulations for Religious Broadcasters is available in the NRB e-Store at www.nrb.org. (Free for NRB Members.)

The NRB e-Store



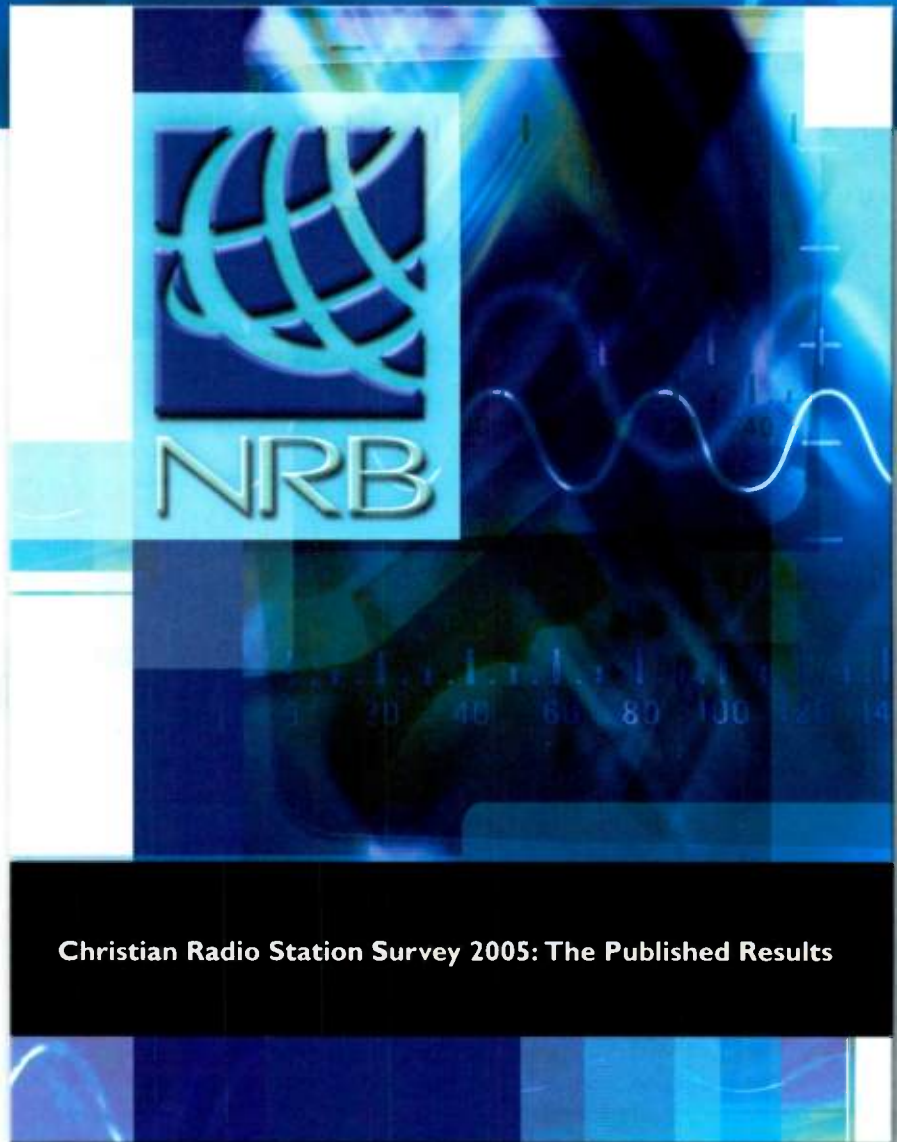
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Nashville, TN –

Sparrow Records band Starfield recently received its third consecutive



Artist of the Year award at the 2005 Shai Awards, May 14, in Toronto (Mississauga), Ontario, Canada. In addition to this year's award, the band was honored in this category in 2004 and received a total of five awards in 2003, including Artist of the Year. The Shai Award (formerly the Vibe Award) is the Canadian equivalent of the GMA Music/Dove Award. Starfield is currently writing songs for the follow-up to its self-titled debut, slated to release in December. Leading up to its sophomore release, Starfield will be touring with Todd Agnew this fall. (Rick Hoganson, Hoganson@Comcast.net)



Nashville, TN – Rocketown recording artist Ginny Owens has formed the Fingerprint Initiative (www.fingerprintinitiative.com), an organization designed to assist humanitarian efforts nationwide. The program's kick-off event was a benefit concert in New Orleans on May 21, with ticket proceeds funding a home built by the local Habitat for Humanity chapter. Funds for the Fingerprint Initiative come from web site donations, contributions at concerts, grants from local and national businesses, as well as from Owens' ministry. (Mandy Collinger, mandy@savvymediasolutions.com)



Los Angeles, CA – Atlanta-based film and video producer/director Darryl D. Lassiter, announced the launch of his new music video division. After winning the 2004 Stellar Award for Best Music Video for Vickie Winans' *Shook*, Lassiter saw a need for his firm, DDL Entertainment, to dedicate an entire division to serving the needs of record labels and artists for their music projects. (Darryl Lassiter, darryldlassiter@msn.com)

Mobile, AL – Dove and Stellar Award-winning artist Israel & New Breed (newbreedmusic.com) renewed its recording contract with Integrity Music Group, and its lead singer and co-founder Israel Houghton has extended his exclusive publishing agreement with Integrity Music Publishing. Coinciding with the re-signing announcement, the praise and worship group's album *Live From Another Level* has achieved a gold certification by the Recording Industry Association of America (RIAA). Israel & New Breed is currently working on summer and fall tour schedules and will continue to serve as a co-worship leader at Lakewood Church in Houston, TX. (Tricia Whitehead, Spinhouse@bellsouth.net)



(l-r) Kevin Weimer, Integrity Label Group VP; Tara Griggs-McGee, Sony Urban & Gospel executive VP; Jerry Weimer, Integrity Music Group president; Sam Chappell, business manager; Don Moen, Integrity Label Group president; Israel Houghton; Steve Barnett, Epic Records president; Lisa Ellis, Sony Urban general manager; CeCe McClendon, Sony Urban Promotions senior VP; Danny McGuffey, Integrity Media chief marketing officer; Jackie Patillo, Integrity Gospel general manager and Stephanie Andry, Integrity Gospel marketing director.

Nashville, TN – Singer/songwriter Chris Rice prepares to release his full-length project, *Amusing*, on August 23. *Amusing* is Rice's first studio release in two years and his first project on eb+flo (ebflo.com), a record label and online music store that was launched in 2002 by Rice, Monroe Jones and Ken Lewis. In addition to the release of *Amusing*, Rice recently filmed a full-length live DVD that will be released October. Additionally, he will be touring in the fall with Jars of Clay and Sara Groves. (Lori Isaacs, lori@theMcollective.com)

Nashville, TN – EMI Gospel has been nominated for a 2005 R&R Industry Achievement Award in the Label of the Year category. A year after adopting the Gospel format for charting purposes, the publication is officially acknowledging this genre by including it in the R&R Industry Achievement Awards for the very first time. EMI Gospel is in the company of fellow heavyweight label nominees Zomba Label Group, Sony Urban Music and Gospo Centric, and others. (Lynn McCain, lynn@mccainpr.com)



Nashville, TN – Fervent Records' girl-fronted rock band Inhabited will release its national debut project, *The Revolution*, July 12. Produced by Monroe Jones (Jackson Browne, David Crosby, Third Day), the album confronts tough teen issues in an effort to prompt this generation to take action. (Mandy Collinger, mandy@savvymediasolutions.com)



Nashville, TN – Word Entertainment announces the acquisition of Spirit-Led Records, which includes Fervent Records, home to such artists as BarlowGirl, Big Daddy Weave, By The Tree and others, to its label group. An independent artist driven label with 2005 sales to exceed \$7 million, Fervent Records is a wholly-owned subsidiary of Word Entertainment. The label will continue to operate with its current staff under the direction of its Founder and President Susan Riley, an eight-year veteran of the Christian music industry and one of the only women to own and operate an independent label in any genre of music. In addition to the labels, Word Publishing has acquired the two publishing arms owned by Riley, Open Worship Publishing and Fresh Springs Publishing. (Rich Guider, Rich.Guider@wbr.com)



TRADE TALK

AIRWAVE ANNIVERSARIES (cont.)

Mobile, AL – Praise and worship artist Martha Munizzi (Martha Munizzi Music) signed a long-term marketing and distribution agreement with Integrity Music, as announced by Danny McGuffey, Integrity's chief marketing officer. (Shannon Walker, shannonw@integinc.com)

(front row, l-r): Dan Munizzi, president/CEO of Martha Munizzi Music; Martha Munizzi; Sam Chappell, business manager. (back row, l-r): Danny McGuffey, chief marketing officer for Integrity; Jerry Weimer, president of Integrity Music Group and COO of Integrity Media, Inc.; Don Moen, president of Integrity Label Group; Kevin Weimer, vice president of Integrity Label Group.



Seoul, SOUTH KOREA - Korea's Christian Broadcasting System (CBS) marked its 50th anniversary last year in an event coordinated with the Rise Up Korea organization. The celebration, held at Seoul's Jamsil Olympic Main Stadium, drew a crowd of over 80,000 devotees. The event was the first for Rise Up Korea, an organization established to increase Korean teens' involvement with the church, and was born out of the five-year-old "Festival for the Future" campaign designed to encourage leadership and character development in the country's youth. Attendees were treated to over four hours of worship, devotional sermons, and performances by well known Christian musicians, including Michael and Carrie Hodge from Nashville, TN. (meyersound.com)

La Mirada, CA - 2005 marks the 60th anniversary of an international Christian radio network that broadcasts the Gospel in more than 150 languages from 32 transmitters located throughout the world. Far East Broadcasting Company now broadcasts a total 627 hours of programs each day, and reaches areas in which two-thirds of the world's population live, receiving in excess of 750,000 listener responses annually. In celebration of its 60th anniversary, FEBC President Gregg Harris, Co-founder Dr. Robert Bowman, and International Council Chairman Emeritus Jim Bowman invited believers to join them for a luncheon on April 28 at Knott's Berry Farm Resort and on May 6 for a Ralph Carmichael Concert. (www.febc.org)

AIRWAVE ANNIVERSARIES

London, ENGLAND - Premier Radio, the first Christian radio station in London, reached its tenth anniversary on June 6. With a sustaining commitment to bring the message of Jesus Christ to all Christians across all denominations, as well as non-churchgoers through the airwaves in London, it is looking forward to a brighter future of the broadcasting ministry. An endorsement was received from the Evangelical Alliance UK (EAUK) Director Rev. Joel Edwards, who complimented Premier's ability to offer its listeners an essential Christian viewpoint on current affairs. Premier Radio acknowledged the contribution made by Trans World Radio (TWR) and United Christian Broadcasters (UCB), both of whom have been broadcasting to the UK on satellite for a number of years. There was a special celebration of Premier's tenth anniversary on June 11, at Westminster Central Hall featuring live music from Matt Redman and Band. Special guests included EAUK Director Rev. Joel Edwards, Diane Louise Jordan, and Pam Rhodes. (ChristianityToday.com, Eunice@christianitytoday.com)

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PEOPLE

Colorado Springs, CO – Lloyd Parker has joined WAY-FM Media Group as the new chief operating officer, a position vacated by the recent promotion of Dusty Rhodes to senior vice president. Since 1996, Parker served at EMF Broadcasting as K-LOVE and Air1's general manager. In early 2004 he moved into the new role of EMF director of corporate relations. In 2002 he founded *Christian Music Planet* magazine, serving exclusively as its editor in chief since January 2005. In other news, Jim Marshall, chairman of CMB and general manager of WMHK-FM, accepted the GM position at WAY-FM/West Palm Beach, FL. (Angelique Saniotis, Angelique@wayfm.com)



Nashville, TN – The Gospel Music Association elected the following new directors to serve a two-year term on the GMA board, beginning in

June: Larry Blackwell, Jr., vice president of Gospel music, EMI Gospel; Karen Clark, manager, Nashville Music Private Banking Division at SunTrust Bank; David Crace, senior vice president, EMI CMG; Jim Cumbee, president of non-broadcast media, Salem Communications; Tim Marshall, senior vice president of artist relations, Word Records; Dale Mathews, president, Brentwood-Benson Publishing; Don Moen, artist, songwriter, worship leader, and president of Integrity Label Group. The Board of Directors elected four new vice presidents: Demmette Guidry, vice president/general manager, Urban Records Group Music World/Sanctuary Urban Group Inc.; Cheryl Moore, director, Christian retail marketing of Verity/Zomba; Luis R. Fernandez Jr., senior sales manager, Latin America for Integrity International Group; Nina Williams, vice president of label operations, Provident Label Group. (Tricia Whitehead, Spinhouse@bellsouth.net)

Dallas, TX – Hope For The Heart appointed Paul R. Stein as the new director of marketing and resource development. Dedicated to "Providing God's Truth for Today's Problems", the ministry and the board welcome the addition of Stein, whose broad experience will add further depth to the ministry. (Brent Ray, bray@hopefortheheart.org)

Camarillo, CA – Vance Dillard has been named program director for Salem Music Network's Solid Gospel Network. Dillard continues to serve as program director for the company's Today's Christian Music Network and The Word in Praise Network. (*Radio Ink*, 05/20/05)



Sarasota, FL – Dave Cruse of KSBJ-FM in Houston, TX, returned as morning co-host at The JOY FM. Cruse anchors and directs the morning show, renewing a partnership with current co-host Bill Martin. For the past four years Cruse has served as morning co-host at KSBJ-FM/Houston, TX. (Steve Swanson, steve@thejoyfm.com)

Nashville, TN - GSF Media welcomes Dan Griffin as its new director of client development. He brings with him more than twenty years of experience in communications management, research and marketing. Griffin served for the past nine years with Arbitron, Inc.; most recently as southeast manager of the Advertiser/Agency Division in the Atlanta office working with major corporations including Coca-Cola, Delta Airlines, and AutoZone. He also worked with national and regional advertising agencies throughout the southeast. Prior to Arbitron, he served as national sales manager for Cable Advertising of Metro Atlanta, and as national account executive with the Katz Radio Group. (Susan Meredith, susanm@gsfmedia.com)



West Chicago, IL – Douglas Shaw & Associates is pleased to announce the addition of Richard DeVeau to the position of creative director. DeVeau brings 25 years of experience to the position, and has most recently been writing and directing print and online fundraising efforts for such clients as Habitat for Humanity, Jane Goodall Institute, Guideposts, Children's Cancer Research Fund, The Center for Jewish History, Defenders of Wildlife, Franciscan Fathers, Trinitarians, Kenneth Hagin Ministries, Paula White Ministries, Joyce Meyer Ministries, and others. Prior to working with nonprofits, DeVeau worked at a number of New England advertising agencies writing and directing print, broadcast, web and online advertising, branding, marketing communications, and direct marketing. (Paula Graffy, pgraffy@douglasshaw.com)



Douglas Shaw & Associates Creative Director, Richard DeVeau

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Pro-Life Perspectives and Perspectives on Life from National Right to Life

Chicago, IL - Total Living Network (TLN) was recently added



to the Sky Angel channel lineup. TLN is also actively involved in the production of original specials, such as *The DaVinci Code Deception*, which aired earlier this year. More first-run specials are in the works, including a special about the 12 apostles scheduled to air late summer and another one due out in September entitled *The Heroes of Flight 93* about Todd Beamer and other passengers who are credited with foiling a planned third 9/11 terrorist attack. (Nancy Christopher, nancy.christopher@skyangel.com)



FamilyNet

Forth Worth, TX - On May 12, FamilyNet hosted Arkansas Governor Mike Huckabee on *At Home - LIVE!* with hosts Chuck

and Jenni Borsellino. The Governor told viewers the inspiring story of regaining his health as outlined in his new book *Quit Digging Your Grave With A Knife and Fork*. Huckabee described going from 280 pounds to about 170 in a little more than a year and pursuing health through nutritious foods and an exercise routine that allowed him to discontinue his diabetic medications two years ago. Huckabee ran a marathon in March of this year and stressed the importance of a "lifestyle." During his interview, Huckabee also talked about his passion for education reform that led him to leave his pastorate at a Baptist church and run for public office. (Andrea Sharples, asharples@FamilyNet.com)



Nashville, TN – Virtue Games (virtuegames.com), a new Christian multimedia game development studio located in Marin County and a subsidiary of Thousand Mile Productions (a privately held Christian media company), has assembled a team of highly experienced professionals, from computer industry graphics experts to Hollywood special effects gurus, striving to produce the highest quality Christian computer games to date. By utilizing full motion video, 3D generated graphics (like those found in *Shrek* and *The Incredibles*) and employing powerful computer game engines, Virtue is striving to deliver cutting edge game play experiences free of gratuitous violence, foul language, sexual immorality, and occultist themes. Cheyenne Wolford is the chief game architect of Virtue Games, which has just released *Isles of Derek*, with another title, *Mayabin*, currently in production. (Brian Mays, brian@nashvillepublicity.com)

Nashville, TN – FuseMagazine.net, the brainchild of North Carolina-based writer and entertainment critic Robin Parrish, announces a new partnership with iTickets.com and a re-launch of the site. The newly-launched site has been re-named *INFUZE Magazine* (infuzemag.com) and aims to be the fusion point where art and faith connect. Discussing art and entertainment from a faith-based perspective, yet not considering itself a “Christian magazine”, the purpose of *INFUZE* is to use art and entertainment as a common ground to reach out to those who might otherwise reject a Christian viewpoint. Recent features have included writer/co-executive producer of *The O.C.* and creator of Marvel Comics' *Young Avengers* Allan Heinberg, actor Jonathan Jackson, author John Eldredge, actor Doug Jones, dramatist Rob Lacey, author Frank Peretti, author Patrick Carman, Hollywood producer Ralph Winter, *The Passion of the Christ* score composer John Debney, author

Ted Dekker, *Veggie Tales* creator Phil Vischer, actor Mel Gibson and singer/songwriters like PFR, Margaret Becker, Wayne Kirkpatrick and Charlie Peacock, to name just a few. Embracing the blogging model of news reporting, *INFUZE* has assembled a roster of writers and reviewers, including music producer Matt Bronleewe (Michael W. Smith, Kimberly Locke, Natalie Imbruglia, Plumb), popular online blogger and author Julie Anne Fidler, author of *Stumbling Toward Faith*, Renee Alston, and others. As an added twist to the regular features and reviews, *INFUZE Magazine* community members not only review and discuss the various mediums, but also present their own original works in the Creative Works section of the site. (Anita Crawford, anita@springboardentertainment.com)



A WORD FROM THE WORD

Possessions—Matthew 25:14

Have you ever trusted somebody with your stuff and they didn't take care of it? Our possessions are something we value, and we want other people to value them, too.

The Parable of the Talents is a story Jesus told to describe what it will be like when He returns at His second coming. Now, the point of the story is that we are responsible to Him for the things that He has entrusted to our care, and we will all give an account for what we have done with His things.

In Matthew 25, verse 14, Jesus begins the parable by saying, “For it is just like a man about to go on a journey, who called his own slaves, and entrusted his posses-

sions to them.” Well, this parable is a sobering reminder that all we have actually belongs to Christ. We are simply stewards of His possessions.

The word “possessions” is a Greek word that refers to whatever exists. In other words, whatever a person has is their goods or possessions.

Now the parable suggests that the possessions actually belong to the Lord – not us. He “called his own slaves [or servants], and entrusted his possessions to them.” Well, in the parable we are the Lord's servants. So, whatever we have been given actually belongs to Him: our material wealth, our clothes, food and shelter, and all of our earthly possessions and money. It also includes our natural

talents and abilities – everything that we possess!

So, if it all belongs to Christ, how are you doing as a servant entrusted with His “stuff”? Are you faithful and responsible to Him in putting everything to its best use – from His point of view? Or do you hoard things like they're your own? Remember, you are accountable for what you do with His possessions.

Listen, who told you all that “stuff” was yours? The deal is – it belongs to Christ and you're accountable.

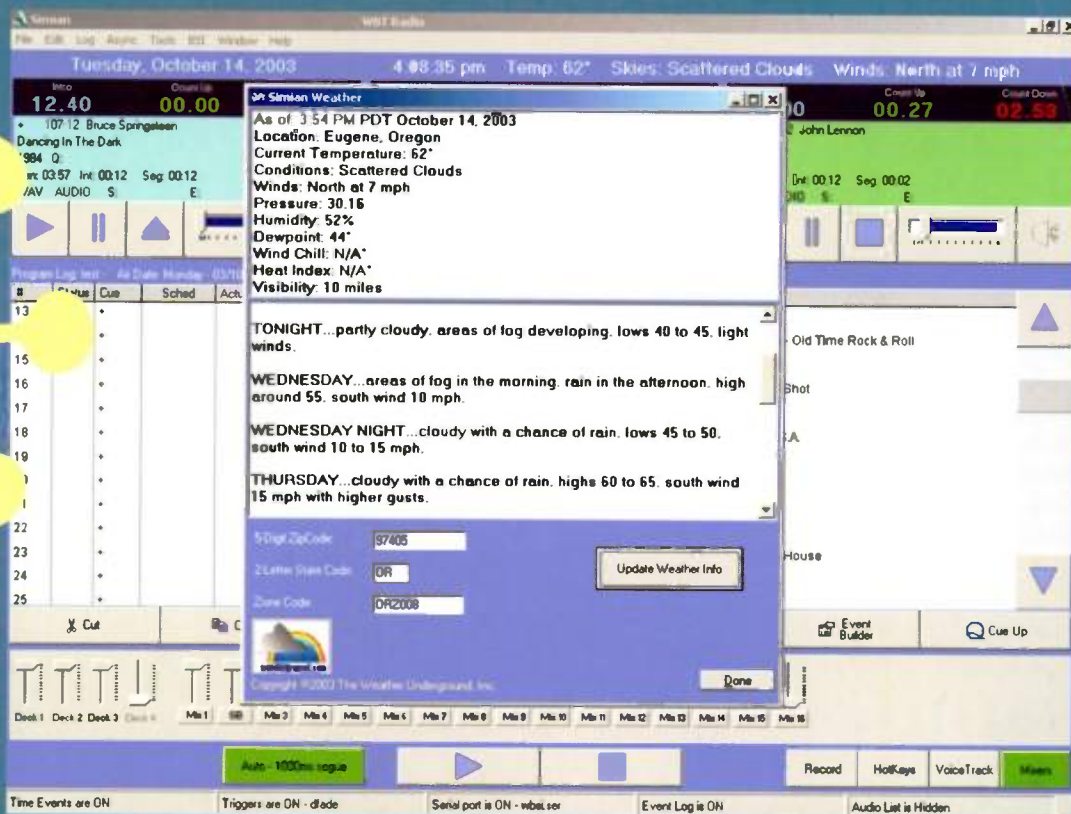


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