

NRB

NATIONAL RELIGIOUS BROADCASTERS • JANUARY 1998

DECLARING



CHRIST

#BXNCJGJ#####
#RBCQ 008715 6# 9612
#DIEGO DOMINGO MASS MEDIA CONSULT
#STANTON ASSOCIATES PRODS
#PO BOX 3930
#HOLLYWOOD CA 90028
#####

**NRB 98 PREVIEW! • DC SURVIVAL GUIDE
CONVENTION TIPS • EXPO INFO • INTERVIEW SECRETS**

Congratulations
to
Point of View
with
Marlin Maddoux

For
Twenty Five Years
of
Integrity in Broadcasting



Point of View


RADIO TALK SHOW

**"...and please let Ross and Rachel
get back together this season.
Amen."**

Unfortunately, most kids learn more about relationships and morals from sitcoms than anywhere else, including their families. That's why there's FamilyNet. It's a place where families can watch television together, without worrying about what it's teaching their kids. It's based on sound Christian principles. FamilyNet. There's always something good on television.

For affiliate information, call Risa Hubbard of FamilyNet at 1-800-8 FAMNET.

For program and ad sales information, call Darin Davis of TimeRite, Inc. at 1-800-777-1127.

 **FamilyNet**

Quality Christian Programming



**We're
GOLD
Again!**

INFOCISION IS PROUD TO
ANNOUNCE THAT WE HAVE
ONCE AGAIN WON THE
GOLD MVP QUALITY AWARD.



InfoCision Management
Telephone Fundraising Specialists



InfoCision is the only outbound telephone fundraising firm to earn an MVP Quality Award each of the five years since its inception. This award recognizes those telemarketing companies with the *most outstanding commitment* to Quality assurance, customer service, and an uncompromised commitment to excellence.

Call InfoCision to learn how we raise more money for nonprofit organizations than any other outbound telemarketing company.

Tim Twardowski • Executive Vice President – Marketing
Nick Stavarz • Senior Vice President – Marketing

325 Springside Drive • Akron, Ohio 44333 • (330) 668-1400 • <http://www.infocision.com>

contents

16

cover story

Getting the Most Out of NRB 98

by Richard G. Ensman Jr.
What to do before, during, and after the convention to make your trip a success.



features

20

Interviewing at NRB 98

by Don S. Otis
Learn interview secrets from the pros.



22

NRB 98 Expo: An Exhibitor Primer

by Jonathan Thompson
Will your convention exhibit be successful? Read this and find out!



24

Survival Guide to Washington, D.C.

by Sarah E. Smith and Christine L. Pryor
Tips and tricks to help you enjoy the nation's capital.



30

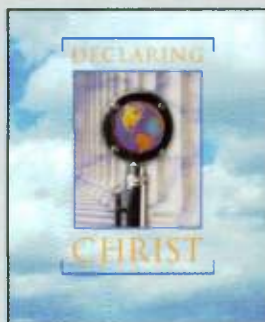
FYI Focus: NRB 98

A brief look at workshops, receptions, member info, Webcasting the convention, WoW Inspirational Awards, daily speakers, and Thomas Nelson's 200th anniversary.



Cover:

Logo for NRB 98.



departments

opinion/commentary

- 4 Signing On
by E. Brandt Gustavson and David Clark
- 6 Reactions

industry information

- 36 Radio
by Dave Eshleman
Small market know-how
- 38 Technology
by Randy Schoening
Non-linear considerations
- 40 Sales Spot
by Tom Moyer
Selling resolutions
- 42 Music Matters
by Rod Kittleman
Back to basics
- 44 Youth
by Jack Eason
Remembering Generation X
- 46 Interviews
by Jonathan Petersen
Seeking seekers

broadcasting news

- 8 Trade Talk
Expanded section includes 1998 NRB Annual Awards winners
- 34 Washington
by Richard Wiley
Cross-ownership rules

miscellaneous

- 47 Advertising Index
- 47 Classifieds
- 48 Calendar

Take Every Opportunity

Welcome to the first edition of *NRB* magazine! We've redesigned the content, look, and even changed the name from *Religious Broadcasting* to *NRB*. We welcome your thoughts and comments on the new — and we feel improved — publication and we look forward to better serving you through this magazine.

What amazing days these are! The opportunities we have for spreading the Gospel are endless — in both broadcast and narrowcast ways.

My father died more than 10 years ago and I think if he were raised from the dead to face our day, he would observe the developments with amazement. When he died, the Internet, digital transmission of radio and television, and the banking system were nowhere near today's technology. Of course, the use of the Web to disseminate Christian programs was unheard of and is even not fully known to many Christian broadcasters today. But 1998 is a brand new opportunity.

I'm so grateful to God for what He has given us in media, especially talented people with

the brain power to keep up with the times so that we don't miss any opportunity to preach Christ.

At *NRB* 98, you'll have the opportunity to develop your knowledge and skills to face the challenges of the new year and beyond. Look over the educational sessions to determine where you and fellow staff should take advantage of this shared knowledge.

Don't forget to register for the three boot camps: one for television, one for non-commercial radio, and one for commercial radio. These are new to the convention and I am excited to offer them.

A closing note: on February 1, I begin my ninth year at the helm of *NRB*. Thanks for your loyal support. **NRB**



E. Brandt Gustavson is president of National Religious Broadcasters and publisher of NRB. He can be reached at 703-330-7000, ext. 507, or bgustavson@nrb.org.



David Clark is NRB chairman, executive director of the Media Technology Group, and president of FamilyNet. He can be reached at 817-737-4011 or clark@familynet.org.

I recently saw this first-hand at meetings at Liberty Media with those responsible for launching the new digital cable tiers on TCI and other cable systems. The increased quality of both sound and picture that digital cable will bring exceeds that of current direct broadcast satellites. But the aspect of this digital tidal wave which can bring religious broadcasters the potential for significantly increased ministry is instant interactivity with the audience.

Imagine a viewer responding to a flashing icon during a

Religious broadcasters have a record of rapidly adopting new technology — both in radio and television — once it is cost effective.

We are again at the front-end of a digital revolution which will bring significant change to the production and distribution of religious broadcasting.

program and the ministry responding immediately. The viewer might be presented with various options, such as a booklet on what it means to become a Christian, a free copy of the Gospel of John, interaction with another believer, submitting a prayer request, learning more about a ministry, or purchasing a tape or other material. Even a ministry's Web site will be accessible directly through the digital cable system. It really isn't possible to imagine all the ways that such interaction might enhance ministries and organizations.

While such innovations provide exciting possibilities, they don't guarantee effective broadcast ministry — that can only happen when there is an effective messenger with a clear message based on the Word of God.

I am more conscious than ever that those in Christian broadcasting have a special calling on their lives for broadcast ministry. It is as specific as the call to be a pastor or teacher. To broadcasters with this call, such innovations present wonderful new opportunities for effective ministry. **NRB**

Technology and Religion



BOTT RADIO NETWORK

Yes, We Have Changed...



Dick Bott
President



Rich Bott, II
Vice-President



**But Our
Commitment Remains The Same.**

Quality Bible Teaching • Christian News & Information

Success Story

Early last year, I contacted your office regarding a resolution passed by our local city council here in Boulder City, Nev., which prohibited religion from the community public access television channel. I followed up your suggestions and contacted the American Center for Law and Justice for further assistance.

We used a carrot-stick approach with our local governmental leaders. At first, I faced a belligerent and defensive attitude and the threat of legal action was presented. Ten other local ministers joined me in an official petition to the city council and we then gave a "cooling off" period.

A few months ago, I was invited to discuss the issue with the city manager and a new resolution was subsequently adopted in late October by the city council. This resolution identifies religious groups as a category of community groups qualified to use the public access channel.

We now plan to implement our earlier design of preparing a mini-television studio at our church so we can submit tapes of our worship service for presentation on the local public access channel.

*George Huber
senior pastor
Bethany Baptist Church
Boulder City, Nev.*

Going Secular

As a Christian manager working in secular radio, I can tell you Doug Smart's article, "True Confessions," (November 1997) hit the nail on the head. Christians have forfeited perhaps the most influential arena in society.

Christian broadcasters for the most part have avoided going into secular media and consequently have unnecessarily turned this mind-shaping gorilla over to those who oppose Christianity (some overtly, some unwittingly).

I believe a starting point to get believers into secular media is Christian colleges. Let's urge communications instructors to encourage their students to prayerfully consider applying for secular positions.

I informed 14 such colleges of an opening I had last spring, right at a time when I know students were looking for jobs, but received only one application. This indicates to me (I hope I'm wrong) that the general mindset of Christian colleges is to steer their students toward Christian media where it's safe and cozy. All this does is help to continue the isolation of Christian broadcasters from the real world.

We are commanded to be salt and light. A follower of Christ in Christian media is light. A Christian in secular media is salt.

It's like a Christian teacher in a Christian school com-

pared to a Christian teacher in a public school. Both are needed.

*Gary Morse
general manager*

WKYQ-FM-WKYX-AM-WDDJ-FM-WPAD-AM/Paducah, Ky.

Author Criticizes, Not Reviews

I am writing you because of the book review of *The Reason For My Hope* by Charles Stanley (November 1997). I am disappointed by the tone and comments of Harry Conay's review.

It is obvious Conay is an admirer of Stanley and his writing ministry from what he writes in the first and last paragraphs, but he travels far off the path of a meaningful review in the large body of the rest of his comments.

Conay's comments do not constitute a book review as much as a criticism of Stanley's doctrine. Conay seems intent on beating his own doctrinal drum and also mistakenly identifies Stanley as an Arminian. For example, unlike Arminian, Stanley does not believe you can lose your salvation. However, *The Reason For My Hope* was not written as a doctrinal treatise but to give people hope in their relationship with God.

By failing to understand the purpose of Stanley's book, concentrating on doctrine he finds fault with, and mislabeling that doctrine as well, Conay has not served readers well. Even if I were not involved with this ministry, I would be embarrassed by the misdirected focus of Conay's critique. He spoke of Stanley's "doctrinal bias" narrowing the effectiveness of the book. I believe Conay's own doctrinal bias narrows the value of his book review for readers.

*Tom Rogeberg
executive vice president and COO
In Touch Ministries
Atlanta*

Please address letters to:
Reactions, NRB,
7839 Ashton Ave.,
Manassas, VA 20109-2883,
Fax: 703-330-6996
E-mail: ssmith@nrb.org

Letters must be signed and limited to 250 words. NRB reserves the right to edit all material for length, grammar, and style. NRB will not print material containing personal attacks, insults, or otherwise libelous statements.

CONFIDENT *Living* for mid-life and beyond

A new radio program dealing with the complex issues of mid-life

There are 70 million Americans age 50-plus with another 70 million right behind them.

Coming January 3, a program to provide a biblical perspective on issues like:

- relationships with adult children and grandchildren
- planning for a sound financial future
- spiritual life and growth
- maintaining a healthy lifestyle
- caring for aging parents

Co-hosted by **Don Hawkins** and **Eunice Arant** with contributing guests such as **John Trent, Dee Brestin, Warren Wiersbe, Kay Arthur, Joe McIlhaney & Sharon Sneed.**

Weekly

*2-hour live call in format
Saturdays from 9-11 am Eastern,
rebroadcasts at 7 am and 7 pm Sunday*

Daily

*five minute features
previewing the weekly program*

Look for us
at NRB
in the USA booth

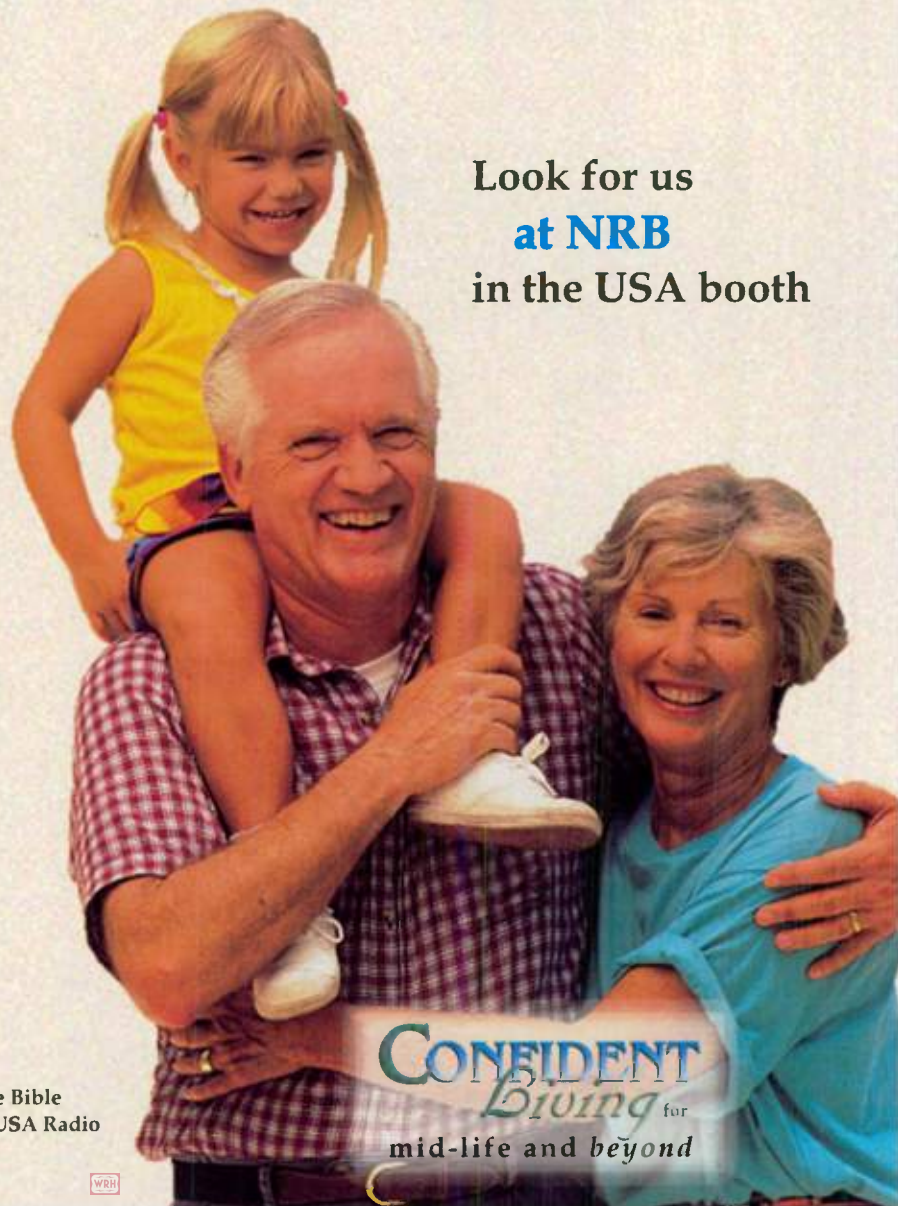
*Contact Good Life Associates
P.O. Box 81803, Lincoln, NE 68501
402-464-6440 Fax 402-464-6880
email: gla@backtothebible.org*



Produced by Back to the Bible
and distributed by the USA Radio
Network.



CONFIDENT
Living for
mid-life and beyond



Airwave Anniversaries

COLUMBUS, Ohio — WRFD-AM/Columbus celebrated 50 years of broadcasting

September 27.

The station

received con-

gratulatory

proclamations

from U.S. Sen.

Mike DeWine

(R-Ohio), U.S.

Rep. John

Kasich (R-Ohio).

(left) WRFD-AM/Columbus, Ohio, gener-

al manager Dan Craig, Ohio Gov.

George Voinovich, and WRFD farm

director Joe Cornely pose with the gov-

ernor's resolution commending the sta-

tion's 50 years of service.

George Voinovich honoring the staff and station for a half

century of business. (615-885-0880)

Airwave News

CHICAGO — All American Television Network, an affiliate network of Trinity Broadcasting Network, has extended the reach of WWTO-TV/Chicago by transmitting its programming from the top of the Sears Tower. "We now have one of the largest coverage areas of any Christian TV station, both in area and population served," said station manager Roger Crawford. (909-599-9499)



Michael Medved

(972-831-1920)

• ST. PETERSBURG, Russia — In October, Radio TEOS expanded its Christian music and teaching program broadcasts to Moscow. "For a long time we have had plans to broadcast in Moscow," explained general manager Eugene Nedzelsky. "Now Radio TEOS can be heard in the two largest cities — St. Petersburg and Moscow — in Russia." (011-7-812-233-3743)

NASHVILLE, Tenn. — WNQM-AM/Nashville put on the air its new 50,000-watt AM transmitter on November 9. On the air since 1947, WNQM is the sister station of World



(left) WRFD-AM/Columbus, Ohio, general manager Dan Craig, Ohio Gov. George Voinovich, and WRFD farm director Joe Cornely pose with the governor's resolution commending the station's 50 years of service.

Wide Christian Radio, which serves Europe, the Middle East, and Africa on shortwave. (615-255-1300)

COLORADO SPRINGS, Colo. — In November, Curb recording group The Altered was featured on a test program for Focus on the Family's new talk radio show for teens, *Life On The Edge Live*. The broadcast is a one-hour program hosted by *Brio* editor Susie Shellenberger and author/speaker Joe White. (719-531-3300).

• STOKE-ON-TRENT, England — On December 3, United Christian Broadcasters (UCB) launched Britain's first national Christian radio station on medium wave using transmitters in Russia, broadcasting eight hours of Christian music, news stories, testimonies, and teaching daily. "This medium wave frequency is a leftover from the Cold War and we have contracted with the Russian authorities to use one of the biggest radio transmitter sites in the world," said UCB managing director Gareth Littler. (011-44-1782-64200 or ueb@ueb.co.uk)

OMAHA, Neb. — KGBI-FM/Omaha reached its 1997 shareathon goal of \$650,000 with more than 3,700 listeners pledging support — 1,000 for the first time. (402-446-2900)

CHARLOTTE, N.C. — After 18 months of silence, Liberia's radio ELWA went back on the air October 18 in the capital city of Monrovia. Because of Liberia's on-going civil war, SIM missionaries and nationals were forced to evacuate the campus which housed the radio and medical ministries. (704-588-4300 or Ron_f@simusa.sim.org)

FARGO, N.D. — In October, KFNW-AM/Fargo commenced broadcasting from its new tower, which had to be replaced because of last winter's ice storms. "Much to our delight and surprise, we are receiving listener reception reports from areas well beyond the previous service area," said station manager Gary Herr. (701-282-5910)

SAN DIEGO — KPRZ-AM/San Diego broadcast Michael Law's talk program live from the U.S. Capitol the entire week prior to Promise Keepers Stand in the Gap Mall rally. Guests on *The Grapevine* included Sen. Don Nickles (R-Okla.), Sen. Rick Santorum (R-Penn.), and House Majority Leader Dick Arney (R-Texas). (619-535-1210)



(left) House Majority Leader Dick Arney (R-Texas) and KPRZ-AM/San Diego's Michael Law during one of his live broadcasts from the Capitol.

LA MIRADA, Calif. — Far East Broadcasting Company's Indonesian offices began broadcasting an Ogan language program for the first time in September. The introduction

of this new broadcast signified the completion of the Indonesia by 2000 project, which aspired to create radio programs for 15 Indonesian tribal languages. For 30 minutes each day, approximately 6 million Indonesians have the opportunity to receive the Gospel message through this new broadcast. (562-947-4651 or agrace@febc.org)

PIPPA PASSES, Ky. — In October, Alice Lloyd College dedicated its new contemporary Christian radio station, WWJD-FM/Pippa Passes. Its call letters stand for "What Would Jesus Do," a popular Christian youth sentiment sweeping the nation in the form of wrist bracelets. "We just want people to know that we're a station which wants to bring some good news into their lives," station manager Tom Cody explained. NRB president E. Brandt Gustavson was present at the dedication. (606-368-2101)

• **LAUNGESTON, Australia** — After many years of lobbying, praying, and hard work, several Christian groups have recently been awarded broadcast licenses by the Australian Broadcasting Authority. Kevin Cooper, president of the Association of Christian Broadcasters (formerly Australasian Christian Broadcasters) said, "1997 has been hailed as a year of breakthrough for Christian broadcasting in Australia." Those allocated a temporary license include Ballarat Gospel Radio, Inc.; Family Radio, Inc.; Newcastle Christian Broadcasters; and Townsville Christian Broadcasters. (011-03-6327-4141, or knhooper@tassie.net.au)

OKLAHOMA CITY — Oklahoma City high school junior Shante Fenner hosted *Encounter*, a local live talk show on KQCV-AM/Oklahoma City Tuesdays in October. Fenner's hosting is through a partnership between Oklahoma City Young Life and Bott Broadcasting's KQCV and KNTL-FM. (405-789-1140)



High school junior Shante Fenner prepares to host another Encounter program on KQCV-AM/Oklahoma City.

ARLINGTON, Va. — In November, WAVA-FM/Arlington began airing a new evening talk program, the *Don Kroah Show*. Kroah has been in ministry and broadcasting for more than 30 years. He comes to the DC area from Portland, Maine, where he served as senior pastor of Oak Hill Community Church and hosted a morning drive program on WGAN-AM. (703-807-2266)

Awards

LOUISVILLE, Ky. — WFLA-AM/Louisville received a 1997 Covenant Award for Best Radio Spot (National). Station manager Jim Lawson produced and voiced the winning spot. (502-583-4811)

CHICAGO — Mona Hennein and James Sippel of WCFC-TV/Chicago each received 1997 Emmys. Hennein was awarded for *Countdown to the Year 2000*, her entry in the Magazine Program Series category, which she produced. Sippel was recognized in the Individual Excellence in Lighting category for the gospel music program *Testify*. (312-433-3838)

Music Notes

NASHVILLE, Tenn. — The 29th Annual Dove Awards will be expanded to a three-hour, prime-time broadcast, to air April 23 on TNN and TNT Latin America. New to the 1998 show is an hour special, *On The Wings Of A Dove*, which will precede the two-hour Dove Awards. A combined taped and live show, *On The Wings* will feature important chapters in the development of gospel and contemporary Christian music. "The tremendous growth of our music — gospel music has grown an average of more than 22 percent for the past five years — makes it even more important that we provide a vehicle to give as many people as possible the opportunity to see our industry's best," said Gospel Music Association president Frank Breeden. (615-244-1818)

NASHVILLE, Tenn. — *Heavenly Place* by Myrrh recording artist Jaci Velasquez is the fastest-selling solo debut recording in the history of Christian music. Approaching 450,000 units sold (November) since its release 20 months ago, the album has been on the *Billboard* Heartseekers chart for 65 continuous weeks and even topped the SoundScan charts at number one after 67 weeks in the market. Her second project is scheduled for an early June release. (615-385-9673)

NASHVILLE, Tenn. — Killen Music Group, a division of Buddy Killen Enterprises (BKE) and parent company of Damascus Road Records, announced the acquisition of Frontline Music Group in November. "It's exciting to purchase and revitalize a company [with] such a rich heritage of great artists who have pioneered the progressive music now a part of Christian mainstream," said BKE president/CEO Buddy Killen. (615-292-2122)

NASHVILLE, Tenn. — Organic Records artist say-so had its number one video, "Merely Me," on Z Music's Top Ten. This is also the label's first number one video. From the same self-titled debut album, the cut "Stand By Me" was recently featured on the FOX television show *Party of Five*. The group's "Something Between You and I," from an earlier independent release, aired recently on *Baywatch*. (615-361-4237)

HENDERSONVILLE, Tenn. — The Lovers of White Field Music had their debut single, "I Am Persuaded," from their current project, *Persuaded*, appear in the Top 80 on the national radio charts. "DJs and fans have really enjoyed the Lovers' tight harmony," said Daywind radio promoter Rhonda Thompson. (615-822-4524)

NASHVILLE, Tenn. — Benson recording group 4HIM is joining CBS golf broadcaster and PGA professional Bobby Clampett for the 1998 NCCAA Bobby Clampett/4HIM Pro-Am Classic, to be held March 21-23 at Mission Inn Resort in Howey-in-the-Hills, Fla. This is the 11th year for the tournament, sponsored by the National Christian College Athletic Association. (615-662-1241 or SpinCycle@worldnet.att.net)



The Smalltown Poets recently played an hour acoustic set live on WAKW-FM/Cincinnati: (left) WAKW's Kelly St. James, Kevin Breuner, Danny Stephens, Byron Goggin, WAKW's Larry Herald, Miguel DeJesus, and Michael Johnston. Other radio appearances for the group have included WZLE-FM/Cleveland; WYJN-FM/Jackson, Miss.; Dick Studio Call-In Talk Show (Moody Broadcasting Network); and the Word In Music Network.

appearing almost continuously in SoundScan's Top 30. (615-292-2094)

News Bites

DALLAS — The nationwide Fasting & Prayer 97 concluded with a challenge for 2 million Christians to conduct a 40-day fast for revival in America and around the world, March 1 - April 9. Campus Crusade founder Bill Bright and Christian Broadcasting Network founder Pat Robertson joined together with Mission America chairman Paul Cedar and U.S. Prayer Track Coordinator Eddie Smith in issuing this call to a 40-day national fast, to be concluded the day before Good Friday. (407-826-2083)

NASHVILLE, Tenn. — Sparrow Communications Group has joined the Need Him radio campaign by including the 60-second evangelistic spots on its *Now Playing* radio sampler CDs, sent bi-monthly to 1200 radio stations. "The Need Him spots are a great tool for all our small radio staffs with limited time," said Sparrow's national promotion manager Jim Houser. (615-371-4300)

DALLAS — FamilyNet, with 109 affiliate stations, nine Christian film producers, and the counseling services of Need Him joined together to present a new effort in film evangelism broadcasts. Started in early October, Saturday nights are devoted to Gospel-centered dramatic films with a strong emphasis on evangelism and are hosted by a

prominent Christian lay leader or pastor who introduces the film and gives a closing invitation, with Need Him's toll-free number available to viewers. Producers offering films for this effort include Mark IV Pictures, Heartland Productions, World Wide Pictures, Ken Anderson Films, Gospel Films, Gateway Films, Mars Hill Productions, DRC, Ed McDougal Films, and Rich Christiano Films. (800-832-6638)

prominent Christian lay leader or pastor who introduces the film and gives a closing invitation, with Need Him's toll-free number available to viewers. Producers offering films for this effort include Mark IV Pictures, Heartland Productions, World Wide Pictures, Ken Anderson Films, Gospel Films, Gateway Films, Mars Hill Productions, DRC, Ed McDougal Films, and Rich Christiano Films. (800-832-6638)

COLORADO SPRINGS, Colo. — Bev Singleton has recently started her own company called Media Solutions. Singleton is focusing on donor management and other media projects. (719-598-1733 or bsingle419@aol.com)

COLORADO SPRINGS, Colo. — Revision of an easier-to-read adaptation of International Bible Society's best-selling *New International Version* (NIV) Bible has been completed. The updated New International Reader's Version, targeted for children, those to whom English is a second language, and others, now treats gender exactly as the NIV. IBS agreed to the revisions earlier this year following an intensive controversy over the proposed use of gender-accurate language in the NIV. (719-488-9200 or press@ibs.org)

LOVELAND, Colo. — Chadder Chipmunk™, star of *Chadder's Adventure Series*, along with LEGOS®, Nickelodeon®, and entertainer Tony Orlando, helped open last summer's National Children's Festival at Silver Dollar City in Branson, Mo. Chadder also performed a 10-day live stage show for children while his video series had its world premiere on the Odyssey Channel and FamilyNet. (970-669-3836 or info@GroupProductions.com)



Pictured after Nickelodeon's "Slime Bucket Parade" are Tony Orlando, Chadder, and ventriloquist Emeta Kraemer.

Obituaries

MONTROSE, Penn. — Natalie Roe, who assisted her husband, Douglas, in founding WPEL-AM-FM/Montrose in 1953, died November 8 at 91. Mrs. Roe participated in a daily radio program on WPEL from 1953 until August of 1997. Douglas Roe was president of the stations' non-profit owner, the Montrose Broadcasting Corporation, from 1953 until his death in 1984 and Natalie Roe was vice president of the board of directors at the time of her death. (717-278-2811)

• LOS ANGELES — John Wimber, founder of the Association of Vineyard Churches, died November 16 at 63. Wimber, one of the most controversial leaders of the U.S. charismatic movement, had been a pastor with the Calvary Chapel movement before leaving to start the first Vineyard church. He had also been a keyboardist with The Righteous Brothers.

People

MCCOOK, Neb. — KNGN-AM/McCook general manager Lowell Highby has accepted the position of director of media and development for Lutherans for Life, a nationwide pro-life/family life organization. Highby, who was KNGN's general manager since May 1992, began his new job this month. (515-382-2077)

NASHVILLE, Tenn. — EMI Christian Music Group and Chordant Distribution Group recently announced personnel changes. Kerri Fox-Metoyer joins EMI CMG as national sales manager, general markets. Fox-Metoyer spent more than six years with EMI Distribution in Los Angeles.

Jeff Jones, formerly an EMI marketing and sales rep in the Atlanta market for nine years, is now national sales manager, general markets.

Teresa Williams has been promoted to manager, customer service. Williams has been with EMI for five years in various customer service-related areas.

Amy McDonald has been named director, sales administration. McDonald has been with Chordant for three years.

Jan Cook, formerly production manager, recently assumed the position of art director for Sparrow Communication Group's creative services department.

Stin Fox has been promoted to senior director, general market sales, of Chordant. He's been with Chordant since 1995. (615-371-4300)

• BOISE, Idaho — Jerry Woods, formerly with the Positive Life Radio Network, joins KTSY-FM/Boise as assistant program director and morning drive host. (tymefar@ktsy.org)

PORTLAND, Ore. — Mike Hadley is the new general sales manager for KPDQ-AM-FM/Portland. Hadley comes to KPDQ from KTSL-FM/Spokane, Wash., where he's been general manager since 1996. (503-231-7800)

ANTIOCH, Tenn. — Stachia Graham, formerly of Ruelle Publicity, and Beth Blinn have joined the Pamplin/Organic family as publicists for both labels. (615-361-4237)

EUGENE, Ore. — Trina Marshall is a new radio publicist with Harvest House Publishers and Hope Lyda has also recently joined the company as print publicist. (888-468-4108)

• PONCA CITY, Okla. — Robert Mickle, morning host and production director for KLVV-FM/Ponca City, has resigned his position to pursue other career interests. He continues

Script Call

The NRB Television/Visual Communications Committee is looking for three feature scripts themed for Easter, Thanksgiving, and Christmas. Please forward any scripts and concepts to Michael Glenn, vice president, NRB, 7839 Ashton Ave., Manassas, VA 20109-2883.

to produce the weekly radio show *The Sunday Driver* for Christian Music Services. (mickler@juno.com)

Publishing News

CORSICANA, Texas — This month, NavPress rolls out a new line of books aimed at Christians seeking a deeper, more honest spiritual life. The Spiritual Formation Line focuses on the spiritual life as it is integrated into the whole person — mind, emotions, and will. The line is under the guidance of author, pastor, and teacher Dallas Willard, who serves as general editor. (800-927-0517)

• Received via e-mail. You may e-mail your "Trade Talk" item to ssmith@nrb.org.

**Excellence
through Quality**

Your project deserves a quality finish

- Audio and Video albums
- CD & other software albums
- Binders & Portfolios
- Custom Graphic Design available
- Full Service Pre-Press
- Printing & Bindery
- CAD Custom tooling available
- In-stock selection-ready for immediate shipment
- Individualized customer service
- Exceptional turnaround times

Let us make your project a success!

Call for a **FREE** brochure
1-888-586-6666
or write: Blackbourn Media Packaging, Dept. RB1
Suite 200, 5270 West 84th Street, Bloomington, MN 55437

**BLACKBOURN
MEDIA PACKAGING**
A DIVISION OF FEY INDUSTRIES, INC.
Manufacturer of Quality vinyl media packaging
© 1996 Blackbourn Media Packaging
A division of Fey Industries, Inc. All rights reserved.

Recent and Upcoming Releases

Books

Approaching Armageddon by Ed Hindson (Harvest House)
The Be Happy Attitudes by Robert Schuller (Word)
The City on a Hill by Michael Reagan (Nelson)
Diamonds in the Dark by Jack Graham (Nelson)
In the Face of God by Michael Horton (Word)
Everyday Evangelism by Randy Becton (Crossways)
The Guns of God by George Otis (Treasure House)
In Search of Morality by Robert A. Schuller (Revell)
Jerusalem Betrayed by Mike Evans (Word)
Know Your Real Enemy by Michael Youssef (Nelson)
A Man of Passion and Destiny by Charles Swindoll (Word)
More Real Characters by J. Vernon McGee (Nelson)
The Promise of God's Presence by Chris Bingham with Don Hawkins (Back to the Bible)
Pursuing the Will of God by Jack Hayford (Multnomah)
Skeptics Answered by D. James Kennedy (Multnomah)
Revelation by Steve Gregg (Nelson)
UFOs and the Alien Agenda by Bob Larson (Nelson)
Vanquishing the Enemy by Ron Phillips (Pathway Press)
Why Can't We Love Them Both by Dr. and Mrs. J.C. Willke (Hayes)

Music

Boomerang by Bruce Carroll (Benson)
Celtic Psalms by Eden's Bridge (StraightWay)
Christmas in Belfast by Michael Card (Myrrh)
The Friendship and the Fear by Matt Redman (Sparrow)
Goodbye Jane by Sarah Hart (Sovereignty International)
Hello Christmas by Donald Lawrence (Crystal Rose)
Hey Everybody, Good News! by Jennifer Jill and Friends (Michael Ministries)
Home for the Holidays by Gold City (Daywind)
Journeys Prayer, Journeys Worship, and Journeys Christmas (Brentwood)
Live with Friends by Phil Driscoll (Word)
One Voice by Anointed, Bryan Duncan,

and Crystal Lewis (Myrrh)
Dan Oxley Praise Band (Brentwood)
Prelude to Joy by David Davidson (Spring Hill)
say-so (Organic Records)
Scripture Rock (Brentwood Kids)
Sleepy-head by Room Full of Walters (Word)
Strength by The New Life Community Choir (Verity/Star Song)
Story of Life by Sierra (Star Song)
Turn Back by Second Chance (Second Chance Ministries)

Top 10 Christian Clothbound Nonfiction (December)

1. *The Great House of God* by Max Lucado (Word)
2. *Streams in the Desert*, Updated Edition by L.B. Cowman (Zondervan)
3. *Managing Your Emotions* by Joyce Meyer (Harrison House)
4. *Joy for the Journey* (J. Countryman/Word)
5. *Prayers That Avail Much*, commemorative gift edition (Word Ministries/Harrison House)
6. *What's So Amazing About Grace* by Philip Yancey (Zondervan)
7. *Butterfly Kisses* by Bob Carlisle (J. Countryman/Word)
8. *The Weigh Down Diet* by Gwen Shamblin (Doubleday)
9. *The New Strong's Exhaustive Concordance* by James Strong (Thomas Nelson)
10. *Moments Together for Couples* by Dennis and Barbara Rainey (Regal Books)

Top 10 Christian Albums (December)

1. *Much Afraid* by Jars of Clay (Essential)
2. *Behind the Eyes* by Amy Grant (Myrrh)
3. *Welcome to the Freak Show* by dc Talk (ForeFront)
4. *God's Property* by God's Property (B-Rite)
5. *You Light Up My Life* by LeAnn Rimes (Curb)
6. *Conspiracy #5* by Third Day (Reunion)
7. *Heavenly Place* by Jaci Velasquez (Myrrh)
8. *Greatest Hits* by Steven Curtis Chapman (Sparrow)
9. *Veggie Tunes* (Everland)
10. *Life, Love & Other Mysteries* by Point of Grace (Word)

Top 10 Christian Videos (December)

1. *VeggieTales-Larry Boy & the Fib From Outer Space* (Everland)
2. *VeggieTales-A Very Silly Singalong* (Everland)
3. *VeggieTales-Dave and the Giant Pickle* (Everland)
4. *VeggieTales-Rack, Shack, and Benny* (Everland)
5. *Adventures in Odyssey-A Twist in Time* (Focus on the Family)
6. *VeggieTales-Where's God When I'm S-scared?* (Everland)
7. *VeggieTales-God Wants Me to Forgive Them?!* (Everland)
8. *This Is My Story* by Bill & Gloria Gaither (Spring House)
9. *VeggieTales-Are You My Neighbor?* (Everland)
10. *VeggieTales-The Toy That Saved Christmas* (Everland)

These lists are based on actual sales in Christian retail stores in the United States and Canada during October. All rights reserved. Copyright 1997 CBA Service Corp. Distributed by the Evangelical Christian Publishers Association.

Country Profile: France

France is one of the most spiritually needy countries in the world. With a population of 57 million, less than 200,000 are thought to be practicing Christian believers. More than 80 percent of the French people are Roman Catholic.

France, Germany, and the United Kingdom are Europe's "Big Three," in political and economic terms. Their history together has been one of regular wars: the Germans joined the British to beat French Emperor Napoleon in the Battle of Waterloo in 1815 and France and Britain joined to fight Germany in two world wars. Today, France and Germany are the driving forces toward a Federal United States of Europe, to guarantee they will never go to war again.

Just over 1 percent of the French are nominally Protestant and about 7 percent are practicing Muslims. The 200,000 evangelicals, more than a third of them Pentecostals, are regarded as an odd sect by the rest of the population, including the other Protestants.

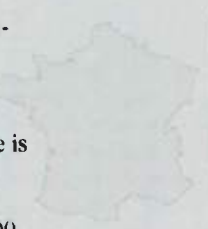
Over 43 million French people have no link with

any Christian church. Of the 38,000 communes — local districts in France — 36,000 have no regular evangelical witness at all.

After Russia and the Ukraine, France is also Europe's largest nation — from the flat dairy fields in the north to the Alps in the south, the country has 210,000 square miles. With so few believers spread over such a large area, it is unsurprising they tend to create spiritual "islands" in their communities and have little contact with each other.

The better news from France is that private radio and television licenses can now be obtained. Producers are just beginning to broadcast Christian programs in French on community radios around the country. It could well be the only Christian witness their listeners will ever hear.

— Information provided by the Fellowship of European Broadcasters.



NRB Membership Services Directory

Publications

NRB

Directory of Religious Media (discount)

Daily Convention News

Online Newsletter

Directory on Disk (discount)

Education

Regional Chapters

Educational Sessions at Annual

Convention

Resource Materials

Member Benefits

SureFax

Pennywise Office Products

MemberCom Plus

Health and Business Insurance

Alamo Car Rentals

Airborne Express Delivery

In-House Benefits

Special Convention Rates

Exhibit Booth Discounts

Advertising Discounts

Free Internet Classified Advertising

Anne Zdobysz, membership director
Gina Ebhardt, administrative assist.

Top 25 U.S. Syndicated Radio Spots

Rank	Program/Host or Organization Affiliation	Number of Stations
1.	Freedom Under Fire with John Whitehead*	1042
2.	James Dobson Family Minute, Focus on the Family*	776
3.	Promise Keepers Radio Highlight, Westar Media Group*	774
4.	Heartbeat with Maj. Vern Jewett*	732
5.	How to Manage Your Money with Larry Burkett*	643
6.	Money Minute, Christian Financial Concepts*	622
7.	The Christian Working Woman with Mary Whelchel*	450
	Mission Network News with Peter Brooks and Greg Yoder	450
9.	Back to Genesis with John Morris*	435
10.	Our Daily Bread with Les Lamborn*	430
11.	Insight with Chuck Swindoll*	400
12.	Joni & Friends with Joni Eareckson Tada*	384
13.	Family News in Focus with Bob Ditmer (two minutes)*	381
14.	BreakPoint with Chuck Colson*	371
15.	Family News in Focus with Bob Ditmer (five minutes)*	363
16.	Living Well with Pamela Smith*	343
17.	Creation Moments with Ian Taylor*	303
18.	Guidelines with Harold J. Sala*	282
19.	Got a Minute for Your Family? with Kay Kuzma*	261
20.	UpWords with Max Lucado	256
22.	Making Life Work with Paul Faulkner	236
22.	The Kennedy Commentary with D. James Kennedy*	234
23.	Today's Child, Westar Media Group*	230
	A Workday Word from The Christian Working Woman with Mary Whelchel*	230
25.	Focus on the Family Commentary with James Dobson*	227

*Member of National Religious Broadcasters

Note: Station count excludes translators. Numbers current as of Fall 1997 and based on information supplied to NRB.

Terms: A syndicated program is one not produced by a network for distribution to its own affiliates. A spot is one with a length of 5 minutes or less.

ARTIST SPOTLIGHT: WORLD WIDE MESSAGE TRIBE

The World Wide Message Tribe (Warner Alliance) is one of Britain's most popular Christian rock groups. Tribe founders Andy Hawthorne and Mark Pennells specifically wanted to evangelize Manchester youth with the band and today all eight members are employed as youth workers in the Manchester school system, with concert tours and album recordings taking second place behind that ministry. The Tribe's newest member, Cameron Dante, also has his own radio show. *NRB* asked Dante to share his thoughts on the Tribe, music, and religious broadcasting.



**World Wide Message Tribe
(Cameron Dante is in the front row, middle)**

NRB: How would you classify your music?

Dante: In Europe and the United Kingdom the term "sanctified dance" has been used to pigeon hole the music of the World Wide Message Tribe. Our aim is to make music which will relate the message of Jesus Christ to Manchester's young people.

Hopefully our music is music young people can relate to in our city. If the music changes and young people start growing long hair and strumming rock guitars, so will we. Dance music can encompass hip-hop, house, techno, funk, and disco.

NRB: What is the central message of your music?

Dante: All songs on Tribe albums have Jesus Christ at the

center. We try to look at all aspects of God — His grace, love, and mercy. But all of us in the band are passionate about souls and we share that salvation can only come through Jesus.

NRB: What is your involvement with religious broadcasting?

Dante: Since we all work daily in the schools, we don't really have much time to get involved with band promotion. Normally one or two of the band members are delegated to do interviews when we are not in school. In the United

Kingdom, we have only two religious broadcasting services and we try very hard to promote them and the good work they are doing.

Personally God has opened up doors for me to host a show on national secular radio stations around the country playing all kinds of Gospel music.

NRB: How do you view religious broadcasters?

Dante: We really don't have many in this country, so it's very difficult to have a view; but the few we do have present themselves as genuine. I believe religious broadcasting is a very important calling as long as the focus is Jesus Christ. We've enjoyed working with the U.S. broadcast media and are glad to see the freedom they have in presenting the Gospel in the states.

NEW MEMBER PROFILE: QUENTIN ROAD MINISTRIES

MANASSAS, Va. — Quentin Road Ministries has recently joined *NRB*. Dr. James Scudder and his team at Quentin Road Ministries recently dedicated a new media center in Lake Zurich, Ill. The new center houses television and radio studios, an editing suite, and a sanctuary. Its popular television program, *Quentin Road Bible Hour*, is taped in the sanctuary during the Sunday worship service.

Media buyer Dan Reehoff says, "Dr. Scudder clearly and precisely preaches the Gospel using practical and down to earth biblical principles." *Quentin Road Bible Hour* has been airing since 1992 and is currently broadcast in Bolivia, India, and the United States.

Another focus of Quentin Road Ministries is a church-sponsored two-week revival in Andhra Pradesh, India, which has an attendance of more than 20,000. At the revival, those who dedicate their life to Christ are referred to the more than 100 churches Quentin Road has established in India. The ministry expects an even greater response when the revival is broadcast in the United States and Bolivia.

Last February, Quentin Road began a weekly and a daily radio program. Similar to a variety show, the program is currently on 20 stations and one network. Reehoff says he expects to pick up other networks in the future reports. "Dramatic skits, interviews, and contemporary music keeps the program fresh each day."



production staff for Quentin Road Ministries

—Anne Zdobysz is *NRB*'s membership director and can be reached at 703-330-7000, ext. 511, or azdobysz@nrp.org.

Getting the Mo

by Richard G. Ensman Jr.

Do you have a plan for successfully attending NRB 98? Have you thought about the best way to spend your time during the convention? What will you do after NRB 98, when you're back home and energized from the excitement of the convention?

With a bit of pre-planning and a little thought, you can ensure a good return on the money and time you and your staff invest in the association's annual convention. Here are some before, during, and after pointers to get you geared up for DC.

Worldwide Brochures



TRAVEL PAGE

...for people who are going places

sidewalk™

your personalized city guide to entertainment

Before You Leave

Creating a successful convention experience takes a bit of planning and forward thinking. It's not too early to start thinking about the convention and planning how to navigate the nation's capital.

Use NRB's Resources

The NRB convention department staff diligently gather information and make it available to attendees in the convention packet. The convention brochure includes daily schedules, workshop descriptions, speaker and artist bios, transportation options, hotel rates, exhibitor listings, and contact names. Plan your daily itinerary and become familiar with the schedule.

Divide and Conquer

NRB 98 offers 45 educational sessions over a four-day span, so get the most out of your convention registration by sending your team members to different workshops. Highlights for NRB 98: Boot

Camps (radio sales, non-commercial radio, and television), Inter-collegiate Religious Broadcasters sessions, "FCC Radio Management Issues," "Music — Why Can't We All Work Together?," and "Congress Calling."

Review Travel Guides

Guides like *Fodor's*,

Mobil's, or *Frommer's* give you

insight into the workings and attractions of popular destinations in the U.S., Canada, and abroad. They're especially useful in tracking down quality lodging and dining facilities. Travel guides are readily available in most bookstores and libraries. Also see this issue's "Survival Guide" on page 24.

Ask the Experts

Ask the Washington, DC, Convention and Visitors Association to send you a packet of up-to-the-minute tourist information. These helpful people are glad to assist you with any question you may have regarding their city. Typical packets include calendars of events and coupons for attractions. The telephone number is 202-789-7000.

st Out of NRB

Surf the Web

The World Wide Web is chock-full of travel resources. Popular resources include Worldwide Brochures (www.wwb.com), Travelocity (www.travelocity.com/), United States Network (www.unitedstates.com/), the Travel Page (www.travelpage.com/), and the new Sidewalk Sites (www.sidewalk.com). Web sites frequently change in format and content and new sites are established all the time. Be prepared to surf at least twice: when you start planning and just before you leave.

and check out AutoRoute (www.autoroute.com/) or Microsoft Auto-Map Road Atlas (198.105.232.4/automap). Want guides to the neighborhoods you'll be visiting? Check out MapQuest (www.mapquest.com), and print out detailed neighborhood street maps.

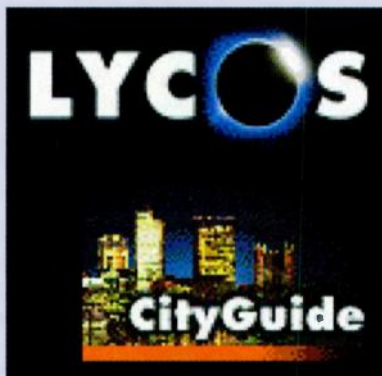
Read the Times or Post

The weekend before you leave, pick up a copy of the Sunday edition of *The Washington Times* or *The Washington Post*. This edition will list a calendar of events for the coming week, as well as



Check the Web's City Sites

Using your favorite search engine, call up the specific name of the city you'll be visiting. Or check CityNet (www.citynet.com), Lycos' CityGuide (cityguide.lycos.com/), or one of Yahoo's regional sites (local.yahoo.com/local/). You'll find that Internet entrepreneurs have established sites rich in information about your destination, including street maps, calendars, descriptions of major attractions, and links to numerous local sites. You'll often find colorful, local details here that you won't find in the travel guides.



other important information. If you obtain a copy far in advance of the visit, you can still discover DC's major attractions and learn something of its lore.

Visit the News Groups

News groups are "electronic forums" of people bound together by common interests. Check out the Internet for news groups covering travel issues on DC by visiting the DejaNews search site (www.dejanews.com). Once you find sites of interest, read through the comments

Scan the CD-ROMS

CD-ROMS are must-haves for the serious travel planner. Check your favorite book store, computer store, or the Web (one currently popular CD site is www.cdrom.travel/travel) for listings of excellent travel resources offering the sights and sounds of DC.



Check the Telephone Book

No, you don't need a paper telephone book. You can search any yellow page category, such as "hotels," "historical sites," or "restaurants" by visiting Big Yellow (www.bigyellow.com/) or Big Book (www.bigbook.com/) on the Web.

View Maps

Don't neglect these simple tools. A traditional commercial map of your destination may note the location of popular cultural, historical, and athletic attractions. At the very least, it can help you plan your itinerary. Want help planning your route? Visit the Web

other travelers have offered or post your own questions to the group.

Scan the On-Line Services

If you're a member of on-line services, such as Prodigy, CompuServe or America Online, check to see what's available in their travel forums.

Join a Travel Club

Your own community might host one or more travel clubs, comprised of people who not only enjoy visiting other destinations but who like sharing their observations and suggestions with others. By attending a meeting or two — or just calling a club member — you can often obtain first-class help from experienced travelers.

Talk to Tour Operators

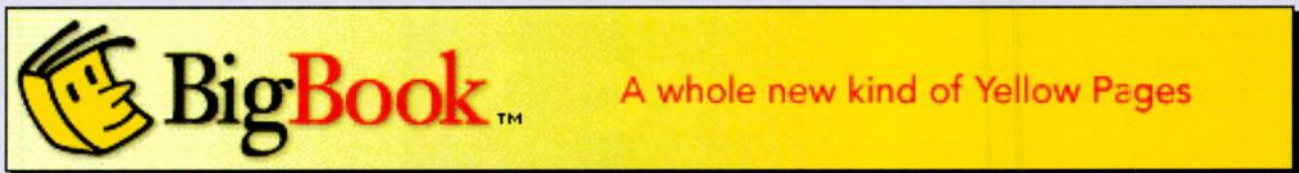
Call one of the many DC tour operators and ask for tour options. Popular tour companies include Capitol Entertainment Services (202-636-9803), Gray Line Sightseeing Tours (202-289-1995), Old Town Trolley Tours (301-985-3021), Tourmobile Sightseeing (202-554-5100), Washington Area Mini-Bus Tours, Inc. (202-526-2049), and The Spirit of Washington Cruises (202-554-8000).

Take a Video Tour

Take a tour from the comfort of your easy chair. DC's rich history is the subject of countless tour videos. Arrange to borrow these through your local library or video store.

Discover Public Transportation

Find out about Metrorail and Metrobus, DC's coordinated transportation system linking the major commercial districts, neighborhoods of the District, and suburbs of Maryland and Virginia. Metrorail's trip planning number is 202-637-7000.



When You Arrive

Although the best laid plans are those you make in advance of your trip, you can still change your itinerary after you arrive — especially if you discover some choice attractions. A few suggestions:

Scan the Rack

The Sheraton Washington Hotel houses a rack consisting of brochures on the area's most popular travel attractions. If you don't see a rack, ask the desk clerk or concierge where you can obtain information on well-known sites.

Check the Neighborhood Press

Scan the neighborhood publications. Many festivals and neighborhood events only make the neighborhood newspapers or specialty arts publications. Check the news rack in the hotel lobby and in stores located in neighborhoods you visit.

Talk to Ordinary People

But who? Start with the waitress in the coffee shop, the taxi driver, or the clerk at the souvenir stand. Remember that these folks usually know their community well and can probably tell you more about its local flavor than even the best of guidebooks.

Be an Explorer

Don't limit your free time during the convention to the popular attractions. As you plan your trip, make it a point to discover the lesser-known historical attractions (they often hold exhibits

NRB offers 45 educational sessions over a four-day span, so get the most out of your convention registration by sending your team members to different workshops.

focusing on the origins of the community), the arts, spectacular scenery or vistas, ethnic restaurants, offbeat malls, unique shopping locations, and street festivals where local people gather. By combining well-known attractions with homespun sites off the beaten path, you can get to know a community well — and create happy memories that will remain with you long after you return home.

After the Anniversary Banquet

Want to be sure you're making the most of the convention after it's over? Here's a checklist of activities to place on your "to-do" list ...

Give Your Input

Send in your evaluation form. You'll play a part in making NRB 99 even better.

Express Your Appreciation

Thank the convention organizers. Putting a convention together is hard work! A simple thank you note not only expresses your gratitude, but motivates organizers to stay involved.

Update Your Packing List

Did you find yourself short of supplies or personal effects? Note these on a new packing list which you can use the next time you're planning to travel.

Complete Your Expense Reports

Be sure to attach receipts. Note the purpose of each business expense. File other documentation. This information will come in handy as you prepare expense reports and at tax time.

Organize Your Workload

Schedule work that has piled up. The day you get back from the convention, piles of messages and paper will be sitting on your desk. Divide the pile into "urgent," "important," and "can wait" stacks, and tackle the stacks in priority order.

Share With Your Family

Tell your family about speakers, artists, and events at NRB 98. Conventions and other business travel can put stress on family life. While family members may not be able to go with you, they can still share in the event through your conversation and anecdotes.

Exhibitor's Primer

shows "hoping" they will be noticed, but they don't make the necessary preparations for a successful show. Make this year different. To help, here are some basic rules.

Corporate Buy-In

First, begin with a plan that gets corporate buy-in about this year's goals, strategies, and tactics. Get input from each department about the look, the messages, and the initiatives you are planning to present. Start with your marketing department. Tell them the focus

**The reason people
come to a trade show
is to see new products;
to learn about companies,
the industry, and its trends;
and to identify new
business opportunities.**

of the show, including the demographics of attendees, their buying influence, and the types of organizations they represent.

Collateral Materials

Develop collateral materials that are consistent with other messages. Keep messages straightforward, compelling, and simple to grasp. If you say your company's products are going to revolutionize a category, be prepared to back up your claim.

Attendee Awareness

Let attendees know your company is exhibiting. Use all of the marketing tools in your arsenal to reach your audience: direct mail, telemarketing, and on-site advertising. Direct mail reinforces your commitment to the attendee; telemarketing reveals your dedication to the details. Use advertising to enhance your show presence by reinforcing your message and brand awareness.

Sales Staff

Give your sales department enough information to draw customers to the booth. Encourage your sales staff and representatives to schedule meetings with distributors and customers in the booth and support them with everything they need to simplify the process.

Supply them with product sheets, guides, descriptions, and company announcements. Don't forget to include the booth number and location. If sales meetings are scheduled, make certain someone produces a master appointment calendar and send written confirmation of appointments.

Sublime Simplicity

Keep it simple for your company and the attendee. Remember, the reason people come to a trade show is to see new products; to learn about companies, the industry, and its trends; and to identify new business opportunities.

Media Awareness

Don't overlook the media. Journalists want to know where the hottest products are, what those products do, and what consumers can expect from a product. Journalists are not the enemy. Their success depends upon your success, and they often are the best consumer focus group you will find.

Journalists are skeptical by trade, and it is their job to question both obvious and grandiose statements. If you can't convince them, chances are you will fail with the retailer and the consumer. Keep the story simple, straightforward, and believable. No self-respecting journalist truly believes any consumer product will revolutionize our world order. They see and hear that hyperbole every day. If your company or its products deliver what you say they do, show them.

Use a PR Agency

If you are not already doing so, consider using a public relations agency to help promote the company. Provide the agency the same materials your marketing and sales departments use. Work with the agency to hone your key messages and encourage them to schedule interviews and meetings during NRB 98 to demonstrate your products and introduce the company to the media.

Journalists want to write stories about our industry because it's fun and exciting. If your agency schedules an appointment for your executives during the show, make certain the executives are prepared for the toughest questions. Know the five W's - who, what, when, where, and why - about your products and the company. Above all, if you don't know the answer to a media question, don't fake it.

Press Conference

If you plan to hold a press conference, be prepared to deliver on your promises. A poorly organized media event is worse than not holding one at all. Make sure all of the products and demonstration equipment work. Examine presenters so that they know their stuff and are ready for all questions — even the one from right field. Provide press kits that include product photos with captions as well as press releases that cover the products, the company, and personnel.

Attending a major trade show like NRB 98 can make or break a company. It's a challenge to both the exhibitor and the attendee. Establish your show priorities well in advance, set realistic goals, remain focused, and make the most of your time there. The intense level of a trade show requires you to take everything up a notch, but the potential rewards are enormous.

Reprinted with permission from CEMACITY GAZETTE.

Survival Guide to

by Sarah E. Smith and Christine L. Pryor

Navigational Notes

Metrorail system (locals call it Metro) is an inexpensive and convenient means of navigating DC. (Georgetown is not accessible by the Metrorail.) The Sheraton Washington Hotel's on-site station (Woodley Park-Zoo) is on the Red Line. Stations are identified with Metro signs.

Free pocket-sized system maps are available at Metrorail stations. The base fare is \$1-\$2 during off-peak hours, and slightly more during peak hours. (Peak hours are 5:30-9:30 a.m. and 3-7 p.m.) Buy a round-trip fare at the automated Farecard machines to return to your starting point. Special \$5 passes, allowing all-day weekend travel and all-day weekday travel after 9:30 a.m. are available in some stations from Farecards/Passes machines.

Metro hours are 5:30 a.m.-midnight Monday-Friday, 8 a.m.-midnight Saturday-Sunday. Sample round-trip fares from the Sheraton Washington to the Smithsonian, the White House (McPherson Square), and the Capitol (Capitol South) are \$2.20 each.

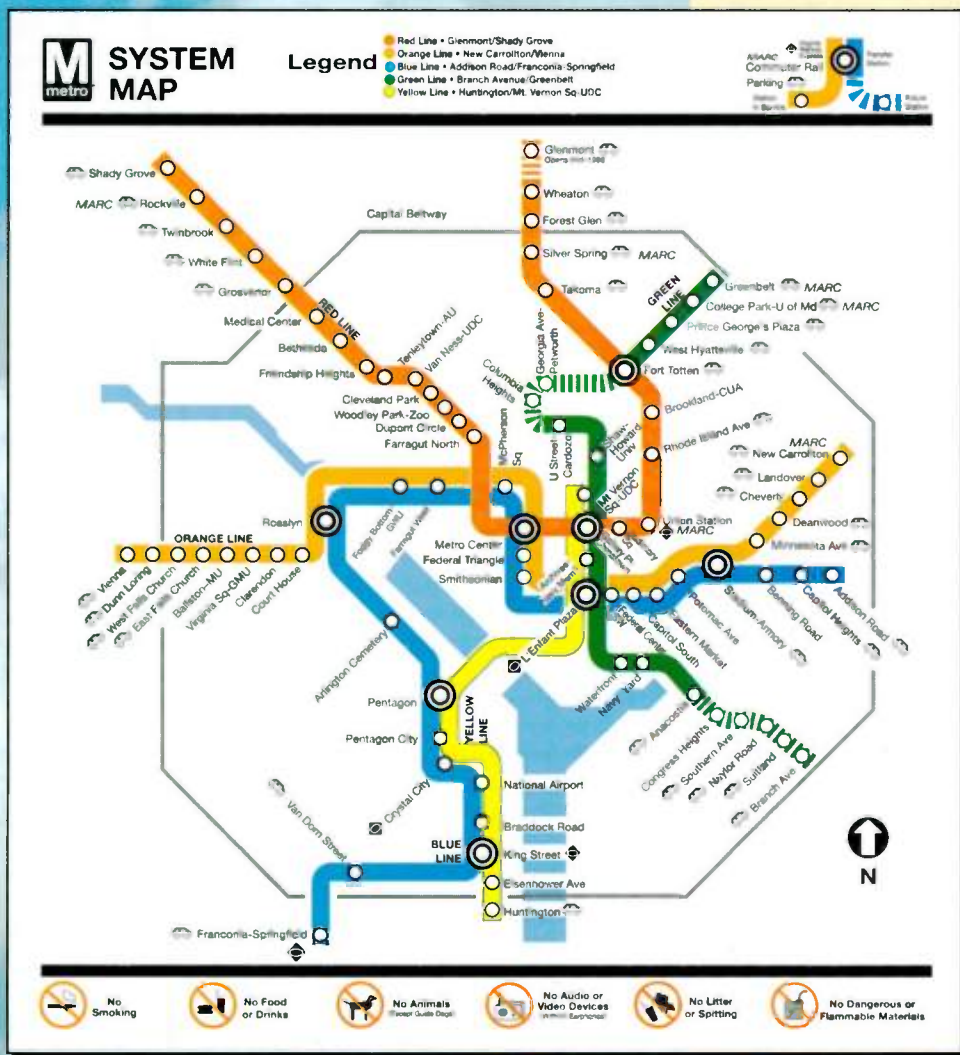
Metrobus is a series of local bus routes complementary to the Metrorail system. The schedules are timed to coincide with Metrorail arrivals and departures. Base Metrobus fares are \$1. Surcharges and zone charges may increase the cost. Free brochures listing bus routes are available in many Metrorail stations.

Taxis can be hailed on any major street. Fares are based on a zone system, with details and rates posted in each cab. Sample fare from the Sheraton Washington Hotel to the Mall attractions is \$5.50, plus \$1.25 per extra person and \$1 surcharge during 4-6 p.m.

Airport taxi fares between the local airports and the Sheraton Washington Hotel: \$16-\$20 to Washington National Airport, \$30-\$40 to Dulles International Airport, \$60-\$70 to Baltimore-Washington International Airport (BWI).

Shuttles are available from the

Map courtesy of Washington Metropolitan Area Transit Authority



TOURMOBILE SIGHTSEEING
Daily Narrated Shuttle Tours
Washington, DC

Washington, D.C.

airports to the Sheraton Washington Hotel via Washington Flyer's SUPER SHUTTLE. One-way rates to the hotel: \$8 from National and \$13 from Dulles. BWI has no direct shuttle to the hotel.

Tourmobile Sightseeing is a commercial service that gives a splendid overview of the monuments, Smithsonian Buildings, the Capitol Building, Union Station, government buildings, Arlington National Cemetery, and downtown Alexandria, Va.

Live commentary by well-versed tour guides accompanies the ride in the heated buses. Tickets are purchased from the driver at any TourMobile stop. Fare: \$12-\$20. Tickets purchased after 3 p.m. are also valid for the next day. Hours of operation: 10 a.m.- 5 p.m.

— CLP

Capital Capers

DC is an ever-changing city. Whether with new faces on the Hill or in the White House, new monuments and museums, or new dining delights, Washington offers a veritable plethora of activities and amusements for convention-goers — even for those who've been here, done that, and bought the T-shirt.

New in 1997

Billed as "the world's only interactive museum of news," the **Newseum** hosts an abundance of news-related artifacts. An Interactive Newsroom allows visitors to become reporters while a block-long video news wall and daily front pages from around the world keep them up-to-date on the day's news.



The Newseum recently opened its educational center, which offers opportunities for students to learn more about a free press. The Newseum is funded by The Freedom Forum, a non-partisan, international foundation dedicated to free press, free speech, and free spirit.

Objects on display in the Newseum's permanent exhibit include a printed version of a Christopher Columbus letter about his discovery of the New World, World War II-era columnist Ernie Pyle's typewriter, and Mark Twain's pipe. The Early News Gallery focuses on the history of communication before the introduction of the printing press and features Sumerian tablets dating back to 2400 B.C. On the museum grounds is Freedom Park, which includes The Freedom Forum Journalists Memorial, honoring those who died while reporting the news.

The Newseum

Location: Arlington, Va.

Metro: Rosslyn Metro

Hours: Wednesday through Sunday, 10 a.m.- 5 p.m.

Admission: free

Phone: 703-284-3544

Web site: www.newseum.org

The Library of CONGRESS

The **Thomas Jefferson Building**, part of the Library of Congress, reopened last fall after 12 years of extensive renovations. A highlight is the Great Hall: marble floor, columns, and staircases, stained glass ceiling, mosaics, and paintings. The Gutenberg Bible and the Giant Bible of Mainz are permanently displayed in the Great Hall on the first floor.

Also housed in the Jefferson Building is the American Treasures exhibit in the Treasures Gallery, located in the southwest gallery and pavilion on the Great Hall's second floor. More than 200 items are displayed, drawn from the world's largest library and arranged like Jefferson's personal library in three categories: Memory (history), Reason (philosophy, law, science, and geography), and Imagination (fine arts, architecture, music, literature, and sports).

Memory contains the first complete Bible printed in America (the 1663 "Eliot Bible") and the original version of Irving Berlin's "God Bless America."

Reason hosts John Quincy Adams' brief in the *Amistad Case* (1841), in which Adams argued the case of African captives' mutiny, and the Wright brothers' patent application for a "flying machine."

Imagination holds Jefferson's recipe for vanilla ice cream and Benjamin Henry Latrobe's graphite, ink, and watercolor drawings of the White House in 1817.

The Thomas Jefferson Building

Location: First Street between Independence Avenue and East Capitol Street SE

Metro: Capitol South

Hours: 10 a.m.-5 p.m., Monday through Saturday

Admission: free

Phone: 202-707-5000

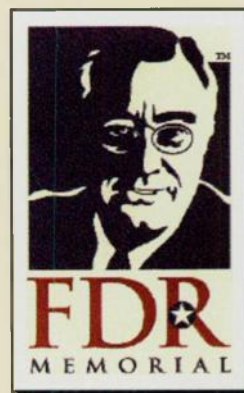
Web site: lweb.loc.gov/

Monumental Additions

Completed in the spring of 1997, the **Franklin Delano Roosevelt Memorial** celebrates FDR's 12-year presidential tenure (1933 to 1945). Bronze images of Roosevelt and his wife, Eleanor, along with highlights from his administration, appear throughout the memorial.

Created by San Francisco architect Lawrence Halprin, the monument is designed with natural landscaping, water, and sculptures with quotations from Roosevelt's speeches engraved on

the walkways and walls of the 7.5-acre park. The memorial has four outdoor rooms chronicling FRD's four presidential terms.



The Franklin Delano Roosevelt Memorial
 Location: between the Potomac River and the Cherry Tree
 Walk on the Tidal Basin
 Metro: none close
 Hours: open all time
 Admission: free
 Web site: www.axionet.com/key/FDR/comm.html



The **Women in Military Service for America Memorial**, unveiled in October, takes its place among the military memorials at Arlington National Cemetery.

Built behind the semi-circular stone retaining wall marking the ceremonial entrance to the cemetery, the memorial is a building housing displays, a hall of honor, a small auditorium, a gift shop, and a computerized service registry.

The wall has glass tablets engraved with women's military experiences, such as from World War II Coast Guard Capt. Dorothy Stratton: "We wanted to serve our country in its time of need. The Coast Guard gave us this opportunity and we did our job well." The

New York husband-and-wife architectural team of Michael Manfredi and Marion Weiss designed the memorial.

The **Women in Military Service for America Memorial**
 Location: on Memorial Drive at the base of the hill
 Metro: Arlington
 Hours: dawn to dusk
 Admission: free
 Web site: www.wimsa.org

Oldies with New Goodies

The **National Museum of American History** has a special exhibit, "Wade in the Water: African-American Sacred Music Tradition" on display in the Taylor Gallery, first floor. Based on National Public Radio's 1993 26-program production of the same name, this exhibit demonstrates how this rich, diverse, and powerful sacred song tradition sustains, echoes, and nurtures the African-American community — where singers become historical storytellers.



In the museum's "American Encounters" exhibit is a weaving by Juan Melquiades Ortega, Fernando Ortega's grandfather. Fernando, who is performing at NRB 98's World Fellowship Luncheon, is an eighth-generation weaver. (Note: the weaving is probably listed under Fernando's father, Ambrosio J. Ortega, who

Governmental Tours

Public, self-guided tours of the White House are available via free tickets, which can be obtained through the National Park Service in the White House Visitor Center, located at the southeast corner of 15th and E streets. The tickets are issued on the morning of the tour only, starting at 7:30 a.m., with a limited number of tickets. One person may reserve up to four tickets.



The visitor center offers a 30-minute video as well as other information about the White House. The White House tour itself includes the ground floor corridor and a peek at the Vermeil room and library and the upstairs State floor with a walk-through of the East, Green, Blue, Red, and State Dining rooms. For answers to any questions, visitors can ask the U.S. Secret Service Tour Officer stationed in each room.

Location: 1600 Pennsylvania Avenue
 Metro: Federal Triangle
 Hours: 10 a.m.-noon, Tuesday through Saturday
 Admission: free, tickets required
 Web site: www.whitehouse.gov/WH/Tours/visitors_center.html

The Capitol Guide Service conducts free tours of the Capitol Building. Enter the Capitol by the East center steps to join a tour group, which leaves the Rotunda every 10 to 15 minutes. The 45-minute tours include the history of the Capitol as well as a visit to either the Senate or House of Representatives gallery.



Places of interest include the House and Senate chambers and Statuary Hall, featuring statues of significant people from all 50 states. Also on display throughout the building are the Statue of Freedom, various paintings, and other artifacts.

Location: Constitution and Independence avenues
 Metro: Union Station or Capitol South
 Hours: 9 a.m.-3:45 p.m., every day
 Admission: free
 Web site: www.house.gov/Visitor/html or www.senate.gov

— SES



DC Dining Delights

A selection of restaurants within the Woodley Park district.

Lavandou 3321 Connecticut Ave. NW 202-966-3002 French, \$\$	Saigon Inn 2614 Connecticut Ave. NW 202-483-8400 Vietnamese, \$	Taste of India 2623 Connecticut Ave. NW 202-483-1115 Indian, \$
Coppi's Vigorelli 3421 Connecticut Ave. NW 202-244-6437 Italian, \$	Lebanese Taverna 2641 Connecticut Ave. NW 202-265-8681 Middle Eastern, \$	New Heights Restaurant 2317 Calvert St. NW 202-234-4110 American, \$\$
Bruce Lee Chinese Restaurant 2625 Connecticut Ave. NW 202-232-1888 Chinese, \$	Mrs. Simpson's Restaurant 2915 Connecticut Ave. NW 202-332-8300 American, \$\$	Petitto's Ristorante D'italia 2653 Connecticut Ave. NW 202-667-5350 Italian, \$
Ireland's Four Provinces 3412 Connecticut Ave. NW 202-244-0860 Irish pub, \$	Nam-Viet Pho 79 3419 Connecticut Ave. NW 202-237-1015 Vietnamese, \$	Saigon Gourmet 2635 Connecticut Ave. NW 202-265-1360 Vietnamese, \$
		Thai Flavor 2605 Connecticut Ave. NW 202-745-2000 Thai, \$
		Thai Taste 2606 Connecticut Ave. NW 202-387-8876 Thai, \$

— SES

Sources: www.nettainment.com, www.cuisine.com/restaurant/index.html, washington.sidewalk.com/

Pricing Key for Dinner Entrees: \$ — under \$15, \$\$ — \$15-25, \$\$\$ — \$25-35, \$\$\$\$ — over \$35.

loaned the weaving to the Smithsonian).
 The National Museum of American History
 Located: Constitution Avenue NW and 14th Street
 Metro: Smithsonian or Federal Triangle
 Hours: 10 a.m.-5 p.m.
 Admission: free
 Phone: 202-357-2700
 Web site: www.si.edu/organiza/museums/nmah/

THE NATIONAL MUSEUM OF
WOMEN IN THE ARTS

Opening its doors in 1987, the **National Museum of Women in the Arts** pays tribute to the achievements of women artists from all nationalities and eras. The museum houses a permanent collection and special exhibits, conducts educational sessions, maintains a library and research facility (containing more than 8000 rare and out-of-print books and catalogs on women artists), and supports national and international chapters.



New in 1997 is the Elisabeth A. Kasser Wing, expanding the exhibit space with two new galleries. In its permanent collection, the museum explores women in the arts from the Renaissance to Modernism through the works of such artists as Camille Claudel, Dame Elisabeth Frink, Sofonisba Anguissola, Frida Kahlo, and Dorothy Delner. Specialized collections include Maria Sibylla Merian's botanical prints, silver works by British and Irish women silversmiths, and Grace Albee's woodblock prints.

Safety Sense



1. Plan primary and alternate routes to your destination.
2. Remove your convention badge when outside of the hotel.
3. Walk with a group whenever possible.
4. Use confident body language.
5. Keep to well-lit sidewalks and streets.
6. Be aware of your surroundings.
7. Use a belted pack for money and necessities.
8. Pay attention to feelings of danger.
9. Know the nearest police station.
10. Store valuables in the hotel safe.

— CLP

The National Museum of Women in the Arts
 Location: New York Avenue and 13th Street NW
 Metro: Metro Center
 Hours: 10 a.m. to 5 p.m., Monday through Saturday;
 noon to 5 p.m., Sundays
 Admission: \$3
 Phone: 202-783-5000
 Web site: www.nmwa.org

— SES

SO, YOU WANT TO BE IN RADIO?



Program Development
Short feature Syndication
Duplication and Distribution

For over forty years
Christian radio has been
our domain.

Call Rich Knox at
1.800.366.2461 Ex. 210 to
help develop your program.

FOR IDEAS WORTH
LISTENING TO



COMMUNICATIONS

289 Main Place

Carol Stream, IL 60188

1.800.DOMAIN.1

Fax: 630.668.0158

www.domaincommunications.com

Tips of the Hat

Over the years, Christians have established a rather nasty reputation in the services industry. Ask a waiter what he thinks as a Wednesday evening or Sunday church crowd enters a restaurant. Chances are he'll say something like, "Please, don't let them be seated in my section!"

Frankly, we've earned this reputation: we're notoriously poor tipppers. Some of us even go so far as to replace a monetary tip with a salvation tract, as if that will thank the person for services rendered.

This table should help clear up any confusion you might have regarding tipping. Bless the people who serve you in a way they'll understand: increase their income.



Service	Tip
Airport Skycap	\$1 minimum + \$.50/bag
Cab Driver	15-20 percent of fare, minimum \$.30
Hotel Baggage handler	\$1 minimum
Hotel Bellman	\$1 minimum + \$.50/bag
Hotel Concierge	\$2 minimum to \$10
Hotel Delivery Person	\$1
Hotel Doorman	\$1
Hotel Maid	\$2/day (per person)
Hotel Room Service	\$1 + 5 percent of bill
Restaurant Captain/Head Waiter	5 percent of bill (optional)
Restaurant Coat Attendant	\$1/coat
Restaurant Waiter	15-20 percent of bill
Shuttle Driver	\$1 minimum

— CLP



VP Picks

NRB vice president Michael Glenn also suggests these fine restaurants for dinner, all just a short cab ride away from the convention hotel.

Fran O'Brien's Steak House

1001 16th St. NW

202-783-2599

Upscale sports bar/restaurant, \$\$\$

Marrocco's

120 20th St. NW

202-3331-9664

Italian, \$\$

Old Ebbitt Grill

675 15th St. NW

202-347-4801

American, \$\$

Red Sage

605 14th St. NW

202-638-4444

Southwestern, \$\$\$

Sam & Harry's

1200 19th St. NW

202-296-4333

American, \$\$\$\$

Pricing Key for Dinner Entrees

\$ — under \$15

\$\$ — \$15-25

\$\$\$ — \$25-35

\$\$\$\$ — over \$35

— SES

Call the Pioneers!



Courtesy, Colorado Historical Society #20.275

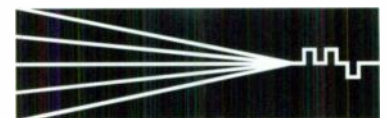
Back in 1988 when NSN introduced VSAT satellite technology to the broadcast industry, there were fewer than 1,500 VSAT terminals in the USA. Today there are over 150,000!

Over the years, we've installed more than 150 uplinks and over 2,800 remote sites worldwide. And we've blazed a few trails including the first ComStream ISO/MPEG VSAT digital audio and data networks in the USA, Venezuela, and the Bahamas; the first "store & forward" localized satellite audio networks in the USA; and the first VSAT SCPC paging data distribution network in Hong Kong.

NSN's unmatched integration experience has made us the nation's preferred choice for VSAT networks. We are the largest authorized distributor of ComStream digital audio equipment. The recent addition of Wegener's digital audio product line provides us with an extensive array of the finest satellite equipment and broadcast communications products to meet your needs.

NSN offers complete, turnkey networks with spacetime for **coast-to-coast stereo audio starting at just \$1,595 per month!** Look to us for:

- ✧ *Satellite Data Networks*
- ✧ *Satellite Internet Connectivity*
- ✧ *Network Design & Licensing*
- ✧ *Domestic & International Spacetime*
- ✧ *24-Hour Technical Support*
- ✧ *Installation & Training*
- ✧ *Lease Financing*



**NSN NETWORK
SERVICES**
SM

970◆949◆7774

800◆345◆VSAT
8 7 2 8

Fax 970◆949◆9620

E-mail: kelly@nsn.net

FYI Focus: NRB

Workshops of Worth

One of the chief benefits of attending the NRB convention is the opportunity to learn from industry experts. NRB 98 offers more than 45 workshops touching every aspect of broadcasting.

While every workshop is worthy of note, three in particular are exceptional.

"FCC Radio Management Issues"

This session is a special opportunity to hear directly from the senior management team of the FCC's Mass Media Bureau.

Each division chief will speak for 10 minutes regarding current activity in their division. A question-and-answer period will follow.

Speakers: Roy Stewart, chief of FCC's Mass Media Bureau; Barbara Kreisman, chief of FCC Video Services Division; Linda Blair, chief of FCC Audio Services Division; Charles Kelley, chief of FCC Enforcement Division; and Doug Webbick, chief of FCC Policy and Rules Division. The moderator for the session is Sue Bahner, president of Crossway Consulting in Manlius, N.Y.

Don't miss this unique occasion to sit down with key FCC leadership, to have your burning questions answered, and to get up-to-date with what is happening in the various departments of the FCC.

"Congress Calling"

Hear directly from congressional staff members regarding effective communication of your message to them and their message to constituents through you. Learn key issues pertaining to religious broadcasting, what's effective in calling Washington, and how you can be a help to your congressional representative.

Panelists: Terry Allen, chief of staff for Rep. Steve Largent (R-Okla.), Mary Hinds, former director of communications for Rep. Steve Horn (R-Calif.), Greg Van Tatenhove, chief of staff for Rep. Ron Lewis (R-Ky.), and Phil Bond, administrative assistant for Rep. Jennifer Dunn (R-Wash.). The session is moderated by Bob Reith, executive director of Media Fellowship in Kenmore, Wash.

"Music — Why Can't We All Work Together?"

Music is taking the Christian world by storm. The most listened to Christian stations are music intensive and music driven. Successful music stations must work synergistically with record companies and record promoters, yet sometimes the agendas of these three entities are at cross purposes.

This workshop deals with ways radio stations, concert promoters, and record companies can work together in a win-win situation. Main topics include: how Christian radio benefits record companies and record producers; how concert promoters and record companies serve the needs of Christian radio stations; specific ways music, radio, and promoters can work together to further the Gospel; and models for effective community and national participation in the Christian music arena.

Panelists for this workshop are being finalized. The organizer is Wayne Pederson, president of Northwestern Radio Network.

— Source: NRB 98 Convention Brochure



98

You're Invited!

Get ready to meet, greet, and eat at NRB 98's radio and television receptions. Scheduled for 9:30 p.m. on Monday, Feb. 2, these special events are open to all registrants.

Radio

The radio reception, sponsored by Ambassador Advertising Agency, welcomes everyone involved with or interested in radio. In addition to food and fellowship, this year's event features a 10-minute word of encouragement from HCJB World Radio president Ron Cline.

Also highlighted will be HCJB's "CDs for the Nations," a listener-involved project of donating used CDs for international distribution. Reception attendees will receive the project's promotional resource CD.

Television

The television and visual media reception, sponsored by Clearwater, Fla.-based The Christian Network, Inc., extends a warm invitation to those interested in visual media.

Join the NRB TVC (Television and Visual Media Committee) for a time of professional, physical, and spiritual fellowship. Bring your ideas and struggles to the gathering and get to know peers and friends in the industry.

• NRB MEMBERSHIP •

For Members Only

It's party time at NRB 98's membership booth! Meet the people who service your member needs and enjoy free food, drinks, gifts, and daily drawings.

Not a member yet? Why not join at NRB 98? Receive a special bonus gift when you turn in an associate or full membership application.

Special events are also planned for the college broadcasters. The IRB (Intercollegiate Religious Broadcasters) business meeting is Sunday at 3:30 p.m., followed by the Award Ceremony and Reception at 4:30.

The Job Fair is an exciting IRB addition to NRB 98. On Monday, from 8-10 a.m., students can bring their resumes and interview with prospective employers. (Don't overlook the "Job Bulletin Board" for other employment and internship opportunities.)

— Anne Zdobysz, director of NRB member services

Light Source

Webcasting NRB 98 to the World

This year's convention will be heard live over the Internet via *LightSource on AudioNet*, a service of Dallas-based KMC Media. The agency also is graciously sponsoring the live broadcast.



Charles Stanley



Elizabeth Dole

The following sessions will be featured live: Saturday's Opening General Session with Charles Stanley, Sunday's Worship Service with Jack Graham, Monday's World Fellowship Luncheon with Chuck Swindoll, Tuesday's Public Policy Breakfast with Bill Bennett, and Tuesday's Anniversary Banquet with Elizabeth Dole.

All sessions will be archived for free access on demand for 60 days. AudioNet will also support links to the NRB Web site (www.nrb.org), promote the Webcast in its newsletter, and feature it on the *LightSource on AudioNet* home page.

AudioNet

The Broadcast Network on the Internet™

AudioNet has a notable history of live broadcasting on the Internet, with coverage of such events as: the Presidential Inauguration (1997), the Super Bowl (1996 and 1997), the World Series (1996), and the CEO Summit with Bill Gates, Vice President Al Gore, and Steve Forbes.

Tell your family, associates, and friends to experience NRB 98 with you by pointing their browsers to www.lightsource.net.



The Inspirational Network

One Big WoW!

An auxiliary function of NRB 98, the first WoW Inspirational Awards will be simulcast live from Hylton Memorial Chapel (Woodbridge, Va.) on Feb. 1 via INSP-The Inspirational Network and USA Radio Network. This viewers' choice event is designed to honor people who demonstrated a meaningful impact in the Christian marketplace during 1997.

The awards program presents winners across a broad range of categories who have been chosen by ballots received from U.S. residents. Nominees are chosen by an advisory committee comprised of leaders from Christian publishing, recording, retail, journalism, trade



associations, and religious organizations.

Partnering with INSP is WoW 1998, an alliance between the three largest Christian music labels that yearly produce and promote product (EMI Christian Music Group, Provident Music Group, and Word Entertainment, Inc.), Parable Christian Stores, and Power & Glory (Christian music division of Columbia House).

"The WoW 1998 Inspirational Awards will recognize distinguished and exemplary performances, products, and services from authors, singers, songwriters, entertainers, athletes, and others who have impacted our lives," explains David Cerullo, president and CEO of INSP.

"While there are some outstanding awards programs honoring theatrical, film, television, and music excellence," Cerullo continues, "no major forum exists for consumers to pay tribute to the authors, musicians, songs, people, and products that have been important in the inspirational market."

Key to the uniqueness of this event is the fact that it is a fan-based awards program. The public also has a choice in balloting: Internet, telephone, mail, magazine, and retail locations.

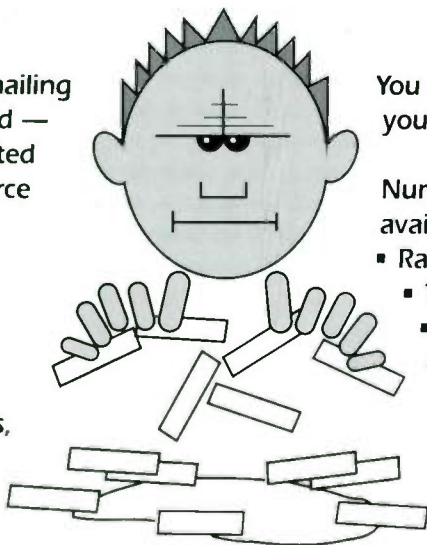
WoW balloting opened in mid-October and continues through Jan. 5 in the following categories: Contemporary Christian Album of the Year, Black Gospel Album of the Year, Southern Gospel Album of the Year, Christian Rock/Alternative Album of the Year, Performing Artist of the Year, Book of the Year (Nonfiction), Book of the Year (Fiction), Television Ministry Impact of the Year, Radio Ministry Impact of the Year, Children's Product of the Year, Bible Translation, and Sports Figure of the Year.

INSP is a 24-hour-a-day cable television network which currently serves more than 1000 cable systems across the country. The network targets millions of Americans who embrace traditional family values.

Get into a sticky situation.

NRB has the mailing labels you need — from your trusted industry resource — the **NRB Directory of Religious Media!**

At only \$15/100 labels, they're hard to resist.



You can even customize your order!

Numerous lists are available, including:

- Radio Stations
- Television Stations
- Program Producers
- Book Publishers
- Record Companies
- Periodicals
- Agencies/Suppliers

For more information or to place your order, contact:

National Religious Broadcasters, 7839 Ashton Avenue, Manassas, VA 20109, Phone: (703) 330-7000, Fax: (703) 330-6996

(Payment in advance required; minimum order \$75; pressure-sensitive labels \$10 extra; each custom option \$20; express delivery available.)

Daily Takes

The convention planners work tirelessly to obtain major speakers for the big events of NRB 98. The results of those efforts garnered a phenomenal lineup. Opening General Session, Saturday, Jan. 31: Charles Stanley, speaker. *In Touch*. Worship Service, Sunday, Feb. 1: Jack Graham, pastor of Prestonwood Baptist Church, Dallas; Arkansas Gov. Mike Huckabee. World Fellowship Luncheon, Monday, Feb. 2: Chuck Swindoll, speaker. *Insight for Living*.



Chuck Swindoll

Evening Celebration!, Monday: emcee Dennis Swanberg, Christian humorist and impressionist; Carlton Pearson, Higher Dimensions. Public Policy Breakfast, Tuesday, Feb. 3: William Bennett, co-director of Empower America; Michael Reagan, host, *The Michael Reagan Talk Show*. Women's Luncheon, Tuesday: Barbara Johnson, best-selling author. Anniversary Banquet, Tuesday: Elizabeth Dole, president of American Red Cross.

Happy Birthday, Thomas Nelson!

Thomas Nelson Publishers, based in Nashville, Tenn., is celebrating its 200th anniversary. This milestone is a cause for great celebration and reflection on a long and proud heritage.

"The NRB convention is our first opportunity to celebrate our anniversary with our partners in sharing the message of Christ," says Ted Squires, vice president of the ministry services division. "The special relationship we share with so many fine ministries broadens our outreach and is at the very core of Thomas Nelson's mission."

Thomas Nelson Publishers was founded in 1798 in Edinburgh, Scotland, by the son of a Scottish farmer who loved the Lord and wanted to make His word available to more than the elite. From those humble beginnings, Thomas Nelson became the largest publisher of inspirational and Christian literature in the United Kingdom by 1853.

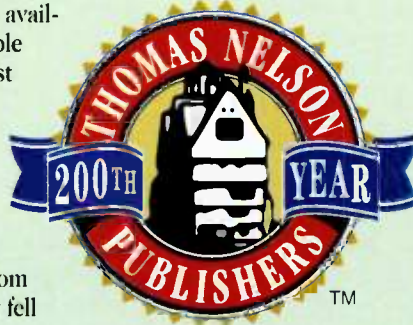
The publisher opened its first U.S. office in 1854. Despite devastating setbacks, the company continued to thrive through the early 20th century. However, by the mid-1900s, Thomas Nelson had drifted from its original sense of mission and the company fell upon hard times.

In 1968, Sam Moore was asked to manage the American operations of Thomas Nelson. Instead, he purchased the declining publisher and returned it to its mission of service to God. Under CEO Moore's direction, Thomas Nelson has reclaimed its place as a premier publisher of Bibles and Christian literature.

As part of the 200th anniversary celebration, Moore has been persuaded to write his autobiography, *American by Choice*. In many ways, Moore's life mirrors that of the company's founder, as his life and success stand as a testimony of God's faithfulness to those who do His will.

During NRB 98, Moore will be available to share his story and his vision of Thomas Nelson's future. For more information, contact Pamela Clements by telephone at 615-383-7446 or via fax at 615-385-7236 or Craig Featherstone by telephone at 615-902-1798 or via fax at 615-391-5225.

— Pamela Clements, Thomas Nelson Publishers



Honoring God. Serving People.
1798-1998



Why is abortion claiming the soul of America?

What can you do to stop it?

Now you have a tool.

Life Issues

with John C. Wilke, MD

The nation's No. 1 pro-life five-minute daily commentary.



Every day

abortion kills over 4,000 innocent unborn babies. Every death diminishes America's heart and soul.

Life Issues provides information that will

persuade and **motivate** your listeners into action against one of Satan's most effective tools.

Life Issues is waking the conscience of our nation, educating millions of listeners and saving lives.

You can be part of the solution. The **soul** of America is at stake.

Contact Ambassador Advertising
515 E. Commonwealth Ave.
Fullerton, CA 92832 • (714)738-1501

Sponsored by
LIFE ISSUES INSTITUTE, INC.
SERVING THE EDUCATIONAL NEEDS OF THE PRO-LIFE MOVEMENT

1721 W. Galbraith Rd., Cincinnati, OH 45239
Phone (513) 729-3600 • Fax (513) 729-3636
<http://www.lifeissues.org>

Court Queries FCC on Status of TV-Newspaper Cross-Ownership Rules



Richard E. Wiley is a former FCC chairman and general counsel for NRB. He is a partner in the law firm of Wiley, Rein and Fielding and was assisted in the preparation of this article by Rosemary Harold, an associate in the firm.

A recent court order turned a spotlight on one of the few broadcast ownership restrictions not already under formal review by the FCC — the ban on common ownership of a television station and daily newspaper in the same community. The U.S. Court of Appeals for the DC Circuit has directed the commission to report quickly on whether the agency might revise the so-called newspaper/television cross-ownership ban. Although the FCC responded that it has no immediate plans to do so, the agency also indicated that the restriction might be reviewed by the end of the year.

The DC Circuit's order was prompted by a legal challenge to this 22-year-old rule as it applied to the Tribune Company's acquisition of a Miami television station. Because the Tribune already owns the daily *Sun-Sentinel* in Fort Lauderdale, Fla., which the television station also serves, the FCC ordered the company to sell one of the two media outlets.

The Tribune is challenging the order on several legal grounds. The company argues that it is "arbitrary and capricious," as well as a violation of the First Amendment, for the agency to deny the Tribune the right to own both media — particularly given that south Florida has experienced the same growth in competing media outlets over the last two decades that has led the commission and Congress to amend or consider amending many other broadcast ownership rules.

Most licensees know that the FCC has been conducting a long-pending review of its ownership regulations (see my October 1997 column for details). Among the proposals up for consideration is a loosening of the television "duopoly" rule to allow common ownership of television stations located in geographically close, but still separate, markets, as well as relaxation of what remains of the agency's "one-to-a-market" restriction on common ownership of radio and television stations in the same market.

In addition, Congress — through the Telecommunications Act of 1996 — explicitly eliminated or relaxed ownership restrictions on the number of radio or television stations one entity could own on a local or nationwide basis. Congress also abolished two types of restrictions involving different forms of media in the same market. The 1996 Act eliminated the statutory ban on common ownership of a broadcast station and cable system (though the commission's rule barring these combinations is still in place). The statute also removed the ban on cable/television network cross-ownership.

However, the 1996 Act did not specifically address the newspaper/television cross-ownership restriction. That rule has been a politically sensitive issue for some time: until 1995, a Democratic-controlled Congress for years inserted a provision into annual appropriations bills to prevent the FCC from

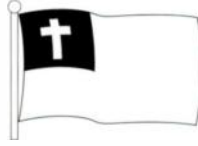
considering changes to the restriction.

As part of its pending broadcast ownership proceeding, the agency has solicited comment on whether the related newspaper/radio cross-ownership ban should be revised or eliminated. But no public input has yet been sought on the newspaper/television restriction, even though the Newspaper Association of America (NAA) filed a petition last April requesting that the commission do so. NAA, together with the National Association of Broadcasters and the Association of Local Television Stations, Inc., has also filed an *amicus* brief in support of the Tribune's court challenge.

In a perhaps related development, the FCC also has begun work early on the first biennial review of its broadcast ownership rules as required by the 1996 Act. Congress has mandated the agency regularly review not only the broadcast regulations but also its common carrier rules to determine whether, as time progresses, enough competition has developed to justify easing or eliminating the various restrictions.

Chairman Bill Kennard ordered the commission to start the review before the triggering date under the statute, and he also announced "the scope of this first biennial review will be broader" than explicitly required. FCC staff members are expected to work on proposals for rule revisions this spring and the agency hopes to release the proposals for public comment by the summer or fall.

Whether the commission will use this review process to address the newspaper/television cross-ownership ban is unclear as of this writing. In responding to the DC Circuit, the FCC stated that its current posture "is not to suggest that the rule may not be the subject of commission review in some fashion" in 1998. Future columns will report on the court case and the biennial review as developments warrant. **NRB**



You Are Cordially Invited
THE SEVENTEENTH ANNUAL INTERNATIONAL CHRISTIAN PRAYER BREAKFAST
CELEBRATING ISRAEL'S "YEAR OF JUBILEE" 1948-1998



AT THE 55TH ANNUAL NATIONAL RELIGIOUS BROADCASTING CONVENTION AND EXPOSITION

"To Pray for the Peace of Jerusalem" —Psalm 122:6
and

To express our unconditional love for God's ancient people.

The World's Foremost 'Prophetic Expression' of religious leadership attesting to the trustworthiness of the Word of God.

Participate in 'Prayer for the Peace of Jerusalem'
 "They that love her shall prosper."—Psalm 122:6



Hon. Trent Lott



Israel Ambassador
 Honorable Elahu Ben-Elmar



Hon. Mike Huckabee



Hon. John Ashcroft



Ed McAteer



Hon. Jesse Helms



NRB President
 Dr. Brandt Gustavson



Betty Lynn Godwin



Dr. John Hagge



Mr. Dick Hellman



Dr. Jerry Falwell



Mr. John Beckett



Dr. Don Wildmon



Mr. Wilmer Mizell



Rickey Cherner



Mr. David Dolan



Mr. Bill Murray



Mr. Shony Braun



Mrs. Esther Levens



Mrs. Kay Arthur



Mr. Terry Davis &
 Mr. Darrell Lauster



Hon. Mark Neuman



Gen. Avigdor Kahalani



Janet Parshall

— *Special Honored Guests* —

Washington Area Holocaust Survivors From Adolph Hilter's Death Camps

Spectacular Banner Presentation Featuring the Twelve Tribes of Israel • Magnificent Program • Outstanding Speakers •
 Christian, Hebraic and Patriotic Music

And they shall call thee, The city of the Lord, The Zion of the Holy One of Israel. Isaiah 60:14

This must be the city's most glorious description. For matching that city of the living God, the heavenly Jerusalem which is to come down out of heaven from God, there is a unique, God-chosen earthly city Jerusalem, once known as the city of David, and to be known as the city of a greater king still. It is to be a monument of God's righteousness, faithfulness, and holiness, a city beloved indeed, the joy of the whole earth. Radiant with the moral glories reflecting His presence, it will be ready for His rule at last. How the Lord yearns for that city. Pray for the peace of Jerusalem!

The Lord will raise Jerusalem and stand in glory there: Nations shall bow before His Name and kings attend with fear.

Sheraton - Washington Hotel

Washington, D.C.

Monday, February 2, 1998

7:00 A.M.

Sponsored by The Religious Roundtable

For Reservations/Advance Tickets Contact:

Religious Roundtable • P.O. Box 11467 • Memphis, TN 38111 • (901) 458-3795 or (901) 685-6542

If Space Allows, Tickets Will Be Available In The Hotel Lobby For \$35.00 Per Person

CO-SPONSORS:

AMERICANS FOR A SAFE ISRAEL
 INTERCESSORS FOR AMERICA
 AMERICAN FAMILY ASSOCIATION
 FAMILY CONCERNS, INC.
 CHRISTIANS' ISRAEL PUBLIC ACTION CAMPAIGN
 AWARENESS MINISTRY
 APOSTOLIC CHURCHES - WORLDWIDE
 WALL BUILDERS, INC

SCHOOL OF TOMORROW
 HOME SCHOOL LEGAL DEFENSE ASSOCIATION
 TIM LEE MINISTRIES
 AGLOW WOMEN
 TRINITY BROADCASTING
 RIVERSIDE APOSTOLIC CHURCH
 CORNERSTONE CHURCH
 INSIGHT

END TIME HAND MAIDENS
 U.S.A. RADIO - POINT OF VIEW
 VOICES UNITED FOR ISRAEL
 AMERICAN CHRISTIAN TRUST
 OLD TIME GOSPEL HOUR
 INTERNATIONAL RIGHT TO LIFE FOUNDATION
 DAVID CLARK - FAMILY NET
 DAVID SUDLOW - CHRISTIANS FOR ISRAEL

PRECEPT MINISTRIES
 NATIONAL LIBERTY JOURNAL
 VOLUNTEERS FOR ISRAEL
 THOMAS RD. BAPTIST CHURCH
 WOMEN IN GREEN
 RELIGIOUS FREEDOM COALITION
 JANET PARSHALL'S AMERICA
 YEHUDA LEVY - JERUSALEM POST

Serving Small Markets



David Eshleman owns WBTX-AM-WLTK-FM/Harrisonburg, Va. He has also done consulting and brokering of broadcast properties. He can be reached at 540-432-6585.

Surviving in small market Christian radio has its challenges ... and some wonderful opportunities for involvement in full-service community radio. Listeners should never need to tune elsewhere for the latest in news, sports, and weather. With more than 30 years in small market Christian radio, I have had a variety of opportunities and a number of successes. Here are a few ideas which have worked in our market, located in Virginia's Shenandoah Valley.

Community involvement

In addition to working with churches and parachurch organizations, it helps to get involved with a local service club, like Rotary or Kiwanis. These clubs tend to have members who are business owners or managers. The donation of an advertising package to the Rotary Club's silent auction not only gives the station excellent publicity, but also opens doors to potential clients.

of schools up and down the valley. This past fall, a local television station stopped by to see what was happening and the radio station received some excellent publicity.

Community events

Being an agricultural community, each year prior to the National Future Farmers of America (FFA) Week and the county fair, we invite FFA teenagers to record special salutes and invitations to attend the fair. These are then sponsored by local businesses. This gives the teenagers some great experience in writing and recording their messages and also gets the parents to listen, as they want to hear their child on the air.

During National Dairy Month, special recognition is given to dairy farmers with drawings from those who register. Weekly winners receive meals at a local restaurant and other prizes. The Dairy Farm Family of the Year receives a prize package including a night for two at an out-of-town hotel. Most prizes are in exchange for advertising, so the cash expense is minimal.

In mid-summer, a Month of the Family promotion creates interest with special features on strengthening family relationships. On-air contests and prizes help to maintain listenership.

Over the past few years, the local county fair has brought in a contemporary Christian artist for one of the evening concerts. WLTK-FM/Harrisonburg, Va., has been a co-sponsor for the event through an advertising trade, with one of its DJs kicking off the concert. A booth at the fair is a fun way for our staff to interact with listeners.

Of course, Christmas is always a special time as seasonal music is phased in beginning the day after Thanksgiving. Blocks of Christmas music are sponsored at a premium rate. Holiday specials are sold and aired, including some outstanding ones produced by Focus on the Family. Local school concerts are recorded and played back the week between Christmas and New Year's.

Small market full-service Christian radio can be a lot of fun if you're willing to give it the prayer, patience, persistence, and commitment to make it work. **NFB**

Live coverage

Live coverage of a local sunrise service or other event are excellent specials for sponsorship by businesses. Each sponsor would receive a package of ads and mention on the broadcast.

Each September, we provide live coverage from a number of "See You At The Pole" locations as area high school students gather to pray around their school's flag pole. The use of cellular phones provides a way to air reports from a number



Radio Research Consortium

Non-commercial Radio's Source for Arbitron Ratings.

The Radio Research Consortium is a non-profit, independent research firm that has provided audience research services with analysis since 1981.

We help non-commercial radio use audience research to plan effective share-a-thons, target underwriters, and make programming decisions.

For a free information packet, call or e-mail us at:

(301) 774-6686
<rrci@aol.com>

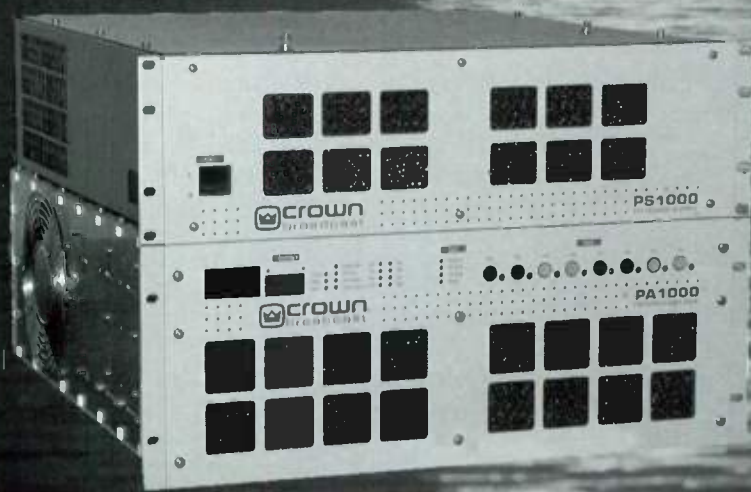
Some things in life you can always rely on, like the rising and setting of the sun *and* . . .

Crown Broadcast transmitters, exciters, translators and power amplifiers.

For 50 years Crown International has been providing Christian broadcasters and their ministries with reliability and lasting value in quality broadcast equipment. Our integrated product line of exciters, translators, and transmitters provide output power from 1 to 500 watts and are known for their superior signal quality, ease-of-use, and modular versatility. If your system requires a little more output power, Crown

Broadcast power amplifier systems provide 1 to 2 kilowatts of cool, clean FM power. These highly efficient, modular units are compact, lightweight, and like our integrated products, have solid-state design for long-term reliability. You can also rely on our outstanding service—we are committed to our customers by providing an unmatched 3-year limited warranty, and 24-hour technical support.

Sunrise or sunset, we're here for you—contact us today!



**Newly FCC approved,
our FM1000 is the
“Coolest Thing Under
the Sun!”**



1718 W. Mishawaka Road, PO Box 1000 Elkhart, Indiana, U.S.A. 46515-1000
Phone: 800-294-8050 or 219-294-8050; Fax: 219-294-8222
Email: broadcast@crowintl.com; Internet: www.crownbroadcast.com

Is Nonlinear the Way to Go?

Unless you've been hanging out with Fred and Barney for the past few years, you've certainly heard about nonlinear. Thousands of people are using this technology to finish projects faster and at the same time achieving new creativity in the realm of video. Few would debate nonlinear being the wave of the future.

But what considerations are most important when pursuing a non-linear system? Over the next two technology articles, we will focus on what to look for in a specific product, namely non-linear editing.

I have formulated a list of 22 considerations when choosing the right non-linear editing system for your facility. Obviously we won't have time to discuss all of them here, but we'll start with deciding if you should purchase nonlinear.

Is nonlinear the best system for my application?

This can only be answered by looking at where you are and projecting where you want to be in two, five, and 10 years. Nonlinear is wonderful if you are working on show segments, commercials, and other short form material. It gets more complicated if the product is long form.

Many professionals are using nonlinear to off-line projects. This is a wonderful way to make changes quickly before moving to the final edit. In most circumstances, nonlinear is a gift from heaven, but it all goes back to your application. Carefully analyze your present and future goals before jumping into new technology.

What if any additional software will be needed to have a complete workstation?

All systems are configured slightly different. With nonlinear, you must be able to effectively accomplish every element available to you in the typical "black box" world.

Many systems will use third party plug-ins for effects and graphics. Make sure this software is a part of the deal and see how long it takes to move from one application to the other. Valuable time can be lost when you have to close one application before moving to another. Additional RAM in your system may allow you to leave these applications open.

Also check to see if you can be digitizing while performing other applications. This is a big time saver when working in the non-linear world.

How intuitive is the interface?

For the most part, non-linear interfaces look about the same, but all function differently. A cluttered, confusing interface can be frustrating to the operator. When analyzing the

interface, check to see how many pull-down boxes or windows have to be accessed to perform functions and/or move to other portions of the system. In non-linear editing, being able to use a two-monitor system (one for timeline, one for clips) can be a tremendous help.

Does the system have real-time effects or is rendering involved?

An increasing number of non-linear systems are now offering real-time effects. It is important to check what this term "real-time" really involves. Some systems are boasting real-time when the effects are still being rendered at an accelerated rate.

Keep in mind that with any system, complex layering must be rendered, but we are talking about simple 2D and/or 3D effects. Rendering a few effects is fine, but more than that and they can take what seems like forever. Again, check to see if the system can render while you create.

What is the learning curve for the system?

We don't have to recreate the wheel to make non-linear effective. If you are a Windows shop, then look at the Windows systems. If Macintosh, stick with Mac. This will greatly decrease your ramp-up time on the system and maintain consistency with other systems and software that you may be working with to develop elements for the edit.

As you analyze the system, make sure everyone who will be involved in editing has a voice in the decision. If there are concerns, ask the manufacturer what plans are being made to deal with these concerns now and in the future.

Remember, you are the buyer, and you are in control of this decision. Don't be pushed around in the decision process. Analyze every system according to your goals, make the best decision based on the facts, and go for it! For a complete list of my 22 considerations on choosing nonlinear, email me at VisMed@aol.com. **NFB**



Randy Schoening operates Vision Media, Inc., a full-service video production and consulting/creative services company based in Little Rock, Ark. He can be reached at 501-219-5464 or VisMed@aol.com.



Now you can stop worrying about your family's health care protection. The NRB sponsors an outstanding major medical insurance plan, tailored to the needs of NRB members. We believe our members deserve the peace of mind that stability can bring. That's why this plan is underwritten by Continental Casualty Company, one of the CNA Companies. CNA has been a friend to families for almost 100 years.

**When you have the NRB Major Medical Plan
peace of mind comes from...**

- A \$2,000,000 Lifetime Benefit . . .
 - Flexible Family Coverage . . .
 - Fully Insured Benefits . . .
 - Truly Affordable Rates
- Other Available Insurance Plans:**
- Term Life Insurance
 - Dental Insurance
 - Short Term Disability Protection

**Call Your NRB Insurance Program Administrator, IBS
1-800-759-0101**

**8:00a.m. to 4:30p.m.,
Central Time, Monday through Friday**



Pressing into 1998



Tom Moyer is the general sales manager of WAVA-FM/Arlington, Va., and Baltimore. He can be reached at 703-807-2266.

As we start another year and review goals and objectives set for 1998, I'd like to share a few ideas which have stretched the way I approach planning.

I start by thinking about my personal mission statement, reminding myself why I am here and what I will want to be able to look back on at the end of my life.

My goals will change, but my life purpose will remain more consistent. Here is my personal mission statement my wife and I developed: To continue to get to know God better, to love and serve Him, and to influence as many people as possible with the Gospel.

I call this "living on purpose." I remind myself I may not have tomorrow and ask, "Am I happy with what I have accomplished right now and the people I have influenced in the Lord?" I also ask myself how those who know me best would describe my life if it ended now.

I often think of a grave stone I saw years ago for Logan O. Smith, who died in 1841 at the age of 42. His wife had inscribed on his tombstone: He trusted in God. Loved Truth, Practiced Virtue, And Left His Children With A Priceless Inheritance Of A Good Name.

When it comes to our personal goals, most of us will think about our families. I think about my two sons and my daughter. When 1998 is over, what is it that I will want to see in their maturity? What objectives can we set throughout the year to meet the goals for our kids and family? I believe that you'll want to raise a high standard of achievement for your family, but give yourself and your family a lot of grace during the year if and when you fall short in some areas.

As you think about your sales goals and the need to deliver bigger budgets in 1998, I would encourage you to go back to the basics of selling. What is the product you're selling? How does it help your clients? Why is it that your current clients stay with you? Why should others buy from you in the future?

For most of us, our biggest revenue gains for 1998 will come from commercial spot sales. We need to become as focused as possible in our prospecting. Ask yourself these questions with every prospect:

- Does this prospect have a need for advertising?
- Is this prospect a good fit for our station demographics, values, audience product needs, etc.?
- Is this prospect qualified to spend money with the station on a consistent, long-term basis?
- Is this prospect committed enough to its marketing goals to spend time with you to develop a good approach for your station and to adjust it throughout the year as needed?

As a starting place, I would have every representative at your station develop a list of 25 to 50 target accounts meeting

the criteria from the questions above. Out of those target accounts, have a list of 10 top priority accounts each rep is focusing on. These top 10 accounts are the prospects that rep will spend the most time and energy in converting to long-term consistent advertising clients. As accounts either agree to sign with your station or are no longer a prospect, keep updating your top 10 list.

As we think through our overall approach to advertising sales, we know our best growth will come from long-term consistent monthly accounts. Now is a good time to put some standards in writing so you can avoid temptations that take you off track.

Present only long-term advertising schedules. Start by asking for annual agreements, and if you must compromise, cut back to 13-26 weeks. Don't ask for 13 weeks and schedule back to four!

Ask for bigger budgets. Look at how much monthly budget it takes to be successful on your station. What are your current successful, long-term advertisers spending? Ask for 100 percent more than your average monthly budget. If you need to cut back the schedule, you won't have to back yourself into a corner.

Be committed to service your clients with the best copy, production, and follow-through possible. Once you have the "yes" and the new client on the air, it is easier to keep them than to find another client. Spend the extra time to get a great voice and excellent production if it will distinguish the account. Stay in front of your client. Don't let them call you with a concern. Always call them first to show you care.

Keep learning and keep selling. The longer you and your reps sell your station, the better they will become. Encourage your reps to stay with it and not to quit. There is a learning curve in advertising sales that just takes time. As managers, we need to constantly train and encourage our reps.

Be willing to change. A good friend said, "If we are doing things the same way today as we were two years ago, we are probably doing them wrong!" Don't get stuck in selling systems or habits just because you've been doing things the same way for so long. Change whatever you need to build a strong base of successful, long-term advertisers. Consider sending off your sales reps with "Take risks," instead of "Take care."

Press into your work and the results will come. **NRB**



Three Good Reasons To Broadcast Our Radio Program.

The Voice of Life From Our Nation's Capitol

When you broadcast *Pro-Life Perspective*, the official radio broadcast of the National Right to Life Committee, you may achieve something much more rewarding than market share – you could save lives.

Since *Pro-Life Perspective* originates from the National Right to Life headquarters in Washington, D.C., it brings your listeners the most up-to-date news on pending legislation affecting life-related issues including abortion, assisted



**Pro-Life Perspective host
Wanda Franz, Ph.D.**

suicide, and euthanasia, as well as updates from the nation's top pro-life legislative experts and lobbyists.

Programs also feature inspiring stories and commentaries from prominent pro-life activists, as well as ordinary people who have gone to extraordinary lengths to help the defenseless.

Pro-Life Perspective is hosted by Wanda Franz, Ph.D., president of the National Right to Life Committee, with Olivia Gans, director of American

Victims of Abortion, an outreach group of National Right to Life, as occasional guest host.

For more information and for a sample tape of *Pro-Life Perspective*, contact the Media Relations Department of the National Right to Life Committee at (202) 626-8833.

**Pro-Life
Perspective**
*America's
Pro-Life Voice*

Wacky, Fun Radio



Rod Kittleman is program director of KADI-FM/ Springfield, Mo. He can be reached at 417-831-0995 or rod@kadi.com.

I caught the radio bug during my sophomore year in high school. I had a classmate who was working part-time at a small-town station just east of Springfield, Mo., and he introduced me to the microphone inside the room with four padded walls. That was 1978 and I'm still slaving over a hot microphone today.

I've done many formats during my radio years: Easy listening, country, Top 40, adult contemporary, and contemporary Christian. Even though each format has its own musical style, the successful stations all have one thing in common — they all have fun. As program director for KADI-FM/Springfield, I still have fun.

When the station went on the air seven years ago, our goal was to be the best-sounding radio station in town. The goal of this column will be to share some of the things that I feel make a great radio station.

The first step to good radio is to always have fun. Be a radio nut. A wacky, crazy, maniac who eats, breathes, sleeps, and smells like radio.

Now I know those of us who are NRB members are reportedly prim and proper, white shirt and black tie messengers of God's Word to a lost and dying world. What's so prim and proper about four padded walls and no windows? Sounds like an insane asylum to me.

If you're not having fun, how can you be effective? Christians should be the most fun and creative people in the world. God has fun and life with Him is fun.

How many of God's messengers in the Bible used prim and proper ways? Let's see, there was Noah with his two-by-two-can-you-swim-message, Jonah and his seafood-buffet-deal-a-meal-message, and David's "I'm-a-littler-rocker" and Goliath story.

Face it: boring things just don't attract too many people. If you have boring ratings, then maybe your station is boring.

What about a station which airs teaching and preaching programs all day? Can that be fun and creative?

One way to freshen up your station's sound is to get a new liner voice. Find a friendly sounding talent who can deliver your liners with personality.

Also, have some jingles produced for your station or update your old ones. There's just something about a good jingle singing your call letters listeners like. And they work great with talk radio, too.

Have well-produced promos talking about your station. Record listeners' comments and produce a promo with them.

Hire enthusiastic on-air people. Produce community calen-

dar announcements mentioning a week's worth of local charitable events. Make sure the music bed is uptempo.

In fact, when producing your radio commercials or underwriters' mentions, use up-tempo music. This will bring out excitement in your announcements and make your listeners feel good about what they just heard.

Get out of the studio. Whether it's a remote at the local youth group car wash, the county fair, or speaking in churches, you will never really stand out unless you are seen.

Do promotions. After your ministry objective is decided for a particular project always say to yourself, "How can this promotion be exciting?" Once you get into the habit of working this way, it becomes second nature and you'll be able to put together creative on-air production that packages your message with excitement and entertainment value. Remember to present things in a '90s fashion.

Finally, have a fun atmosphere at the radio station and in the studio. At KADI, our studio is four padded walls and a microphone. Management felt things were sounding kind of stale on the air. And they were. To liven things up, the general manager had brightly colored banners made to hang in the studio. It worked.

The on-air staff said they felt the room was brighter. Therefore they sounded brighter on the air. Then listeners started commenting on how different things sounded. Some even asked what we did to the music. Sounds wild but true.

I know many reading this column are seasoned radio vets. Some may be newcomers just getting started. Most of us got into this biz because it sounded like fun. Let's keep it that way. **NRB**



Radio Sales Boot Camp

**NEW this
year at
NRB 98!**

Date and Location

Saturday, January 31, 1998

8:00 a.m. - 2:30 p.m.

Sheraton Washington Hotel,

Washington, DC

Cost: Only \$50

(This fee is not part of any other convention registration)

Held in conjunction with the NRB'98, this one day, intensive seminar offers radio salespeople techniques and information that will dramatically improve the quality and effectiveness of their station sales. This first-of-its-kind seminar for NRB will feature Roger Dodson, Senior Vice President of the Radio Advertising Bureau Training Division. The RAB is one of the most recognized and respected leaders in sales training.



Key topics to include:

- **Prospecting for Profits** - Will help salespeople find and evaluate the prospects who will become their best revenue prospects.
- **Consultancy Selling: 1997 Style** - Updating the time-honored RAB Consultancy Interview, this seminar offers a fresh look at new tactics and questions to identify client's real marketing needs.
- **Benefits That Grab Client's Interest** - Features hands-on practice in creating powerful benefit statements that make closing more natural.
- **Competitive Media** - Reinforce awareness of the strengths and weaknesses of other media.
- **Meeting the Creative Challenge** - Dramatize the power & versatility of radio using Mercury Award winning commercials.
- **Creating Winning Presentations** - A step-by-step guide to creating a system that insures quality presentations and bigger orders.

IMPORTANT: *This seminar is for salespeople with fewer than 3 yrs media sales experience.*



RAB Radio Sales Boot Camp Registration Form

Name _____

Title _____

Organization _____

Address _____

City _____

State _____ Zip _____

Email: _____

Phone: _____ Fax: _____

Four Easy Ways To Register

Phone: 703-330-7000 (credit cards only)

Fax: 703-330-7100 (credit cards only)

Web: <http://www.nrb.org/convreg.htm>

Mail: NRB, 7839 Ashton Ave.,

Manassas, VA 20109

Payment Information

Check (Payable to NRB)

Credit Card: Visa MasterCard Amex

Card No _____ Exp. Date _____

Name on Card _____

Signature _____

RAB Boot Camp Fee: \$50

*(Not included with any other
NRB registration fee)*



Using Media to Impact Youth



Jack Eason is founder and executive director of Crossover Ministries, a nationwide youth missions organization. He is also executive producer of The Sound of Light, a live nationally syndicated youth music show. Eason can be reached at 864-5885-4994 or jacke@soundofflight.com.

What about today's Generation X? Everywhere I look I see many students who have labeled themselves with the "X." I despise that term, yet it does describe the lostness of today's youth culture. And in light of knowing most of today's youth are lost, it bothers me that, as the agents of Christian media, we act as if we do not care. We cater to ourselves with programming meeting our needs. There is nothing wrong with this, but should not Christian programming be evangelistic as well as for the edification of the body of Christ? How can we do one without the other?

Consider this: 90 percent of those who accept Christ do so before age 21 (Billy Graham Evangelistic Association). Based on this, doesn't it make sense that at the heart of what we are doing should be a concern for youth? Does this not make evangelism and youth evangelism almost synonymous?

Have we forgotten that the Great Commission carries over into Christian media? Have we become more concerned with keeping our ministries afloat by programming to the audience sending the money?

I must admit that in a decade of youth work, the biggest complaint I hear from youth leaders across the nation is that the Christian media seems disinterested in the youth culture.

Youth leaders struggle to compete against what the secular media offer to today's teens. Leaders teach biblical principles regarding youth issues and encourage teens to find positive answers in places other than the secular world. But there is hardly anything available to them in Christian media in many areas around this country.

Do we realize that the secular media is the number one influence among today's youth? Do we realize that if we are to reach the MTV generation, the generation moved by video and music, we must program our stations to reach them? What happens if we don't? Soon the adults who support us will grow up and pass on and we will be left with teens-turned-adults who see no purpose in Christian media.

What do we do? How do we combat the problem? I believe the answer lies with us in Christian media. We have the answer and we have people talented enough in every field of media who want to use their talents to glorify Christ and make a difference in the lives of today's youth. Some things to think about:

First, program your station with some shows relevant to teens. For example, recently Billy Graham went overseas to preach and because he didn't speak the language, he needed an

interpreter. Of course, he took someone who spoke the language: the appropriate "bait" to catch the right "fish." As we are fishers of men, we must carry the appropriate bait. When we speak to children, we must use terms children can understand and when we are trying to reach youth, we must use terms they understand. They are not the church of tomorrow, but the church of today; for if we do not invest in them today, there will be no church tomorrow.

Second, promote the programs. Many stations cancel teen programming because of low teen response. Nine times out of 10, teens don't respond because they don't know the programming is available. Promote it at every available outlet.

Third, remember our purpose. We exist for the building of the church. It scares me sometimes to hear some of us talk about our stations and programs as if *they* were the church. Let me remind us all that the people of God are the church. We must invest in them, not our directly in radio and television stations.

Don't misunderstand me: I know we have to spend money on our stations to be able to share the Gospel. I'm talking more about the attitude of the heart. If what we do is for the building of our radio or television station and not for the kingdom, I am convinced we may not succeed. Actually, whether we succeed is not the question. The question is "Did we honor God?"

Keep these three things in mind when considering youth: program, promote, and purpose. Programming to this generation is a good investment to your station's future but ultimately, and more importantly, it could change someone's eternal destiny. **NFB**

THE ONLY DUPLICATING SERVICE THAT COMES WITH THESE LETTERS OF RECOMMENDATION.

When it comes to duplicating, nobody has higher standards than the entertainment industry. Which is why, for over 10 years, some of the biggest names in the business have turned to Opryland Duplicating Services.

- CONSISTENT QUALITY FROM FIRST DUB TO LAST
- VALUE-PRICED; JVC-LICENSED VHS BLANK TAPE STOCK
- FULL RANGE OF SERVICES
- DUPLICATION; 1 COPY TO 1,000,000
- SPECIALIZED PACKAGE DESIGN
- CUSTOMIZED PRINTING
- MACROVISION (COPY PROTECTION)
- QUALITY DUPLICATES INCLUDING JVC-LICENSED VHS, D2, DIGITAL BETACAM, BETACAM SP, S-VHS, 8 MM, 1", 2" AND 3/4"

1-800-554-2348

**OPRYLAND
DUPLICATING SERVICES**



A CBS CABLE NETWORK



On A Shoestring And A Prayer

A "nuts and bolts" guide on how to make your video ministry more dynamic
...even if all you have is a camcorder!

By Doug Smart

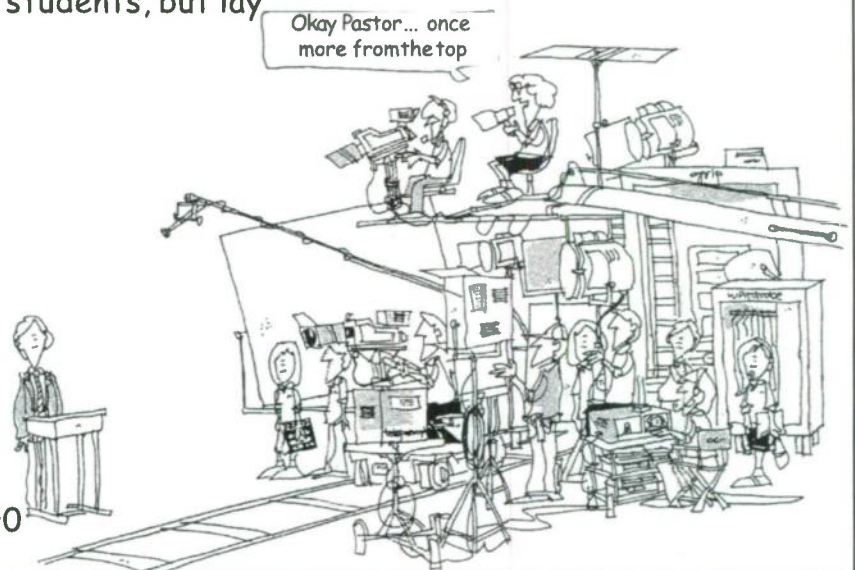
Written by a 20 year Hollywood veteran, this 207 page manual addresses the needs of not only professional broadcasters & students, but lay people as well.

Includes:

- ◆ Basic Camera Movement
- ◆ The X, Y and Z Axis
- ◆ Screen Direction
- ◆ Lighting Basics
- ◆ Beware of Cheap Graphics
- ◆ Dashboard Sunshades & PVC
- ◆ "Smart Laws"

only **\$49.95** plus shipping

Call NRB at 703-330-7000 ext.500



Becoming "Seeker-Sensitive"

Seeker-sensitive" formats for church services have become a trend among ministry leaders. Willow Creek Community Church (South Barrington, Ill.) is best known for initiating this style. Might this approach be adaptable to your broadcast format?

According to *Rediscovering Church* by Lynne and Bill Hybels (Zondervan, 1995), a seeker-sensitive service provides "a safe and informative place where unchurched people come to investigate Christianity further." The mission statement of Willow Creek church is "Turn irreligious people into fully devoted followers of Christ;" in other words, turn atheists into missionaries. Imagine taking these two concepts and applying them to your broadcast vision.

Here's Willow Creek's seven-step strategy to help its members achieve its biblical mission: 1) build an authentic relationship with a nonbeliever; 2) share a verbal witness; 3) bring the seeker to a service designed especially for them; 4) regularly attend a service for believers; 5) join a small group; 6) discover,

develop, and deploy your spiritual gift; and 7) steward your resources in a God-honoring way.

According to Bill Hybels, "We need to reach seekers with the Gospel and then disciple them into fully devoted followers of Jesus." He says we must not transform the Gospel, but translate it. "Those who transform the Gospel are watering it down into something it isn't in order to make it more palatable to seekers," he says.

"That's totally unaccept-

able, and that's not what we're doing at Willow Creek. We're committed to keeping the Gospel intact while merely translating it into words and images that our modern audience can understand. This has to be done carefully so that the original meaning of the Scriptures is captured, but we are convinced that it's essential to use contemporary communication in order to help today's seekers grab hold of biblical truths."

Where do you find yourself and your station in this discussion? Consider ways you could strike a programming balance of appealing to seekers while also strengthening the walk of Christians. Are you building authentic relationships with nonbelievers in your community, including local political and business leaders? Are you sharing a verbal witness with them that they're able to understand?

A strong news and public affairs department is one way to affect a seeker-sensitive format. As your news director and reporters mingle with newsmakers, they not only get the stories your audience needs to hear and see, they also begin to develop life-changing relationships that could go beyond the news beat.

Likewise, listeners and viewers are constantly surfing the channels looking for reliable and current local, state, national, and international information. By developing a reputation for excellence in broadcast journalism, you will attract an audience who will keep listening and viewing beyond the newscast, right into the proclamation of the Good News through integrated music and programming.

For those in your audience already devoted to Christ, report the news in such a way as to deepen their understanding of God's grace worldwide. Create programs that surface important issues in light of biblical teaching and regularly lead your audience in praying for the people and concerns that are in the daily news.

Consider becoming a seeker-sensitive station! Why not sit down and discuss this with a colleague at the upcoming NRB convention in DC. **NRB**



Jonathan Petersen is director of Corporate Affairs for Zondervan Publishing House, marketing director of Academic, Reference, and Ministry Resources, executive editor of the Zondervan E-Mail Alert Service, and creator of the Zondervan Press Syndicate and Zondervan Radio Network. A former religion news editor for UPI, he is a requested speaker on media practices. He can be reached at jonathan.petersen@zph.com.



TRUSTED RESOURCES TO EXPAND YOUR SUPPORT BASE

- We're the leading publisher of Bibles, books, audio, video, software, multimedia, and gifts.
- Our goal is to help you expand your ministry by using our award-winning products as donor incentives.
- Our bestselling Bible-based resources can be designed to serve your ministry and name acquisition needs.

To get started, call
1-800-226-1122, ext. 3553.

 Zondervan Publishing House
Life-Changing Words

classifieds

For Sale

AM-FM STATIONS. Evangelical, missionary radio stations, established in 1960. For particulars, write to: *Back-home Hour*, PO Box 46481, Chicago, IL 60646, or backhome@juno.com.

Help Wanted

MANAGER, ASSISTANT MANAGERS, and staff openings in the Southeast United States with commercial and non-commercial Christian radio stations. New, up-and-comers please apply. Send resume to President, Positive Radio Group, PO Box 889, Blacksburg, VA 24063.

FM BROADCAST ENGINEER. Position requires installation and maintenance of tube and solid state transmitters and digital studios for a state-of-the-art growing network. FCC General Class or SBE Certification a plus. Excellent character and ethics a necessity. Located in the Southeast, some travel involved, and great benefits with a Christian ministry. Please send a resume with current and previous work history included to: Marsha Shrader, PO Drawer 2440, Tupelo, MS 38803.

NEWS REPORTER. Leading Christian non-commercial radio network seeks full-time news reporter to cover 11 counties in Northwest Ohio. The following experience is needed: minimum one-year experience in broadcast news; enjoy gathering and reporting news from the field; ability to anchor news broadcasts; outstanding writing skills; and computer and digital editing skills. Send work experience with dates, references, and demo tape to: Director of Personnel, WBCL Radio, 1025 West Rudisill Blvd., Fort Wayne, IN 46807. EOE.

GENERAL/SALES MANAGER. North Florida religious station needs hands-on manager with strong sales background. Fax resume and requirements to 516-616-4019. All replies confidential.

AM BROADCAST ENGINEER. Requires experience in AM transmission with emphasis in high-power directional

arrays; studio maintenance includes digital technologies. FCC General Class or NARTE/SBE certified. Studio/transmitter construction skills a plus. ISO motivated, team-minded, quality-driven individual. Great location/benefits with premiere Christian broadcaster. Send resume to: Operations Manager, KFAX-AM, Box 8125, Fremont, CA 94538. Equal Opportunity Employer. Females/Minorities encouraged to apply.

TELEVISION PRODUCER for syndicated Christian talk show, *Straight Talk From Teens* is looking for an experienced person to oversee all operations of the program. Must have three years' prior television experience in shooting, producing, and editing fl and 1-inch. Additionally, need strong desire to minister to teenagers. Send resume and tape to: Personnel Department, WTLW-TV 44, 1844 Baty Road, Lima, OH 45807. WTLW is an Equal Opportunity Employer.

BROADCAST ENGINEER at RBC Ministries. Requires two-year tech degree, three years' experience in broadcast television/radio installation maintenance, maintenance experience with multiple audio/video tape formats, good knowledge of troubleshooting. Send resume to: Human Resources, 3000 Kraft Ave. SE, Grand Rapids, MI 49512.

DIRECTORS/PRODUCERS. Christian television network located in the Los Angeles area seeks experienced directors/producers. Compensation negotiable. Send resume and reel to: All American Network, Attn: Harro Zeegers, 250 W. Arrow Highway, San Dimas, CA 91773.

PRODUCER/WRITER. Major Christian organization seeks producer/ writer for syndicated financial radio programs. Proven track record of creative, user-friendly reporting on consumer and economic issues. Tape/resume to: Steve Moore, Christian Financial Concepts, 601 Broad St. SE, Gainesville, GA 30501. No calls, please. EOE.

SALES. Samson Communications is seeking a dynamic, self-motivated team

player for the advertising sales team at The Light FM. This position offers above average income potential, full industry training, and on-going sales support. A positive attitude, good work ethic, communication and organizational skills, creativity, and some awareness of how business works are all qualities to bring to this position. Call 302-424-1013, ext. 212, to discuss this career opportunity. EOE.

To Advertise in Classifieds

Employment ads are \$40 per column inch; all other ads are \$60 per column inch. (Column inch equals 30-35 words.) Succeeding inches are half price. Discounts: 20 percent for six or more insertions; 35 percent for 10 times. Prepayment required, including multiple insertion orders. To place your classified ad, contact Liz Oliver at 703-330-7000, ext. 516, fax 703-330-6996, or e-mail loliver@nrb.org.

iiC Your sign of quality.
 INFOCISION MANAGEMENT CORPORATION
 The Industry Leader in Christian outbound
 telephone fund-raising
 Contact Tim Twardowski or Nick Stavarz
 at (330)668-1400

Advertising Index

Advertiser	Page
American Family Association	BC
Blackbourne Media Packaging	11
Bott Broadcasting	5
Broadcast Software International	IBC
Crown Broadcasting	37
Domain Communications	28
FamilyNet	1
Good Life Associates	7
InfoCision Management	2
International Benefit Services	39
KMCT-TV 39	43
Life Issues Institute	33
National Right to Life	41
NSN	29
NRB Membership	15
NRB Mailing Labels	32
Opryland Duplications	45
On A Shoestring And A Prayer	45
Radio Research Consortium	36
Religious Roundtable	35
USA Radio Network	IFC
Zondervan Publishing House	46

January 19-22

National Association of Television Programming Executives Annual Convention: New Orleans. Information: 310-453-4440.

January 31-February 3

55th Annual National Religious Broadcasters Convention & Exposition. Sheraton Washington, Washington, D.C. Information: 703-330-7000, ext. 503, or www.nrb.org.



February 1

The WoW 1998 Inspirational Awards: Hylton Memorial Chapel, Woodbridge, Va. Information: 703-590-0076.

February 5-8

20th Association of Christian Broadcasters Convention: Perth, Western Australia. Information: Kevin Hooper, 011 03 6327 4141 or knhooper@tassie.net.au.

February 8-10

North American National Broadcasters Association Annual General Meeting: Los Angeles. Information: 416-205-8533.

February 26

21st Annual International Angel Awards: Hollywood (Calif.)-Roosevelt Hotel. Information: 213-463-4728.

February 27-March 1

5th Annual Reclaiming America for Christ Conference: Florida Convention Center, Fort Lauderdale, Fla. Information: 800-229-9673 or www.coralridge.org.

March 2-4

56th Annual National Association of Evangelicals Convention: Radisson Twin Towers Hotel, Orlando, Fla. Information: Darrell Fulton, 630-665-0500 or NAEWheaton@aol.com.

March 12

14th Annual Communication Awards Dinner (National Association of Black-Owned Broadcasters): Washington. Information: 202-463-8970.

March 17-21

National Broadcasting Society Convention: Nashville, Tenn. Information: Richard Gainey, 419-772-2469.

For your communications event free listing, send the information at least three months prior to event c/o: *NRB, Calendar*, 7839 Ashton Ave., Manassas, VA 20109-2883, fax 703-330-6996, e-mail ssmith@nrb.org.

NRB

National Religious Broadcasters

January 1998, Vol. 30, No. 1

Publisher — E. Brandt Gustavson
Associate Publisher — Michael T. Glenn
Managing Editor — Sarah E. Smith
Associate Editor — Christine L. Pryor
Editorial Assistant — Anne Dunlap
Designer — Jerry R. DeCeglio
Advertising Agency — Pat Simmons, 918-610-5210
Advertising Assistant — Elizabeth Oliver
Printer — Davidson Printing
General Counsel — Wiley, Rein & Fielding

NRB Executive Committee

President: E. Brandt Gustavson; Vice President: Michael T. Glenn; Chairman: David Clark, NAMB/FamilyNet; First Vice Chairman: Tom Rogeberg, In Touch Ministries; Second Vice Chairman: Jon Campbell, Ambassador Advertising Agency; Secretary: Wayne Pederson, Northwestern College Radio; Treasurer: John Corts, Billy Graham Evangelistic Association; Members-At-Large: Sue Bahner, Crossway Consulting; Stuart Epperson, Salem Communications; Glenn Plummer, Christian Television Network; Jerry Rose, WCFC-TV; Robert Straton, Walter Bennett Communications.

Editorial Office:

7839 Ashton Ave.
Manassas, VA 20109-2883
Phone 703-330-7000
Fax 703-330-6996
E-mail ssmith@nrb.org

Feature articles should be sent to the attention of Christine L. Pryor while News items should be addressed to Sarah E. Smith.

Advertising in *NRB* does not imply editorial endorsement or approval by *NRB*. Author's views are not necessarily those of *NRB* or its officers, board, or membership.

NRB (USPS 668-270; ISSN pending), formerly *Religious Broadcasting*, is published 10 times a year. To subscribe, send \$24 for one year to *NRB*, 7839 Ashton Ave., Manassas, VA 20109-2883. Canadian orders must add \$6 annually; all other foreign orders must add \$24 per year. Payment in U.S. funds only. Periodicals postage paid at Manassas, Va., and additional offices.

Printed in the USA. Copyright 1998 by *NRB*. All rights reserved. Contents of this magazine may not be reproduced, in whole or in part, without express authorization by *NRB*. *NRB* assumes no responsibility for return of manuscripts, photographs, and cartoons, and reserves the right to accept or reject any editorial and advertising material.

NRB is indexed in the Christian Periodical Index and is available on microfilm and microfiche from University Microfilms International, 300 N. Zeeb Rd., Ann Arbor, MI 4806.

POSTMASTER: Send change of address to *NRB*, 7839 Ashton Ave., Manassas, VA 20109-2883.

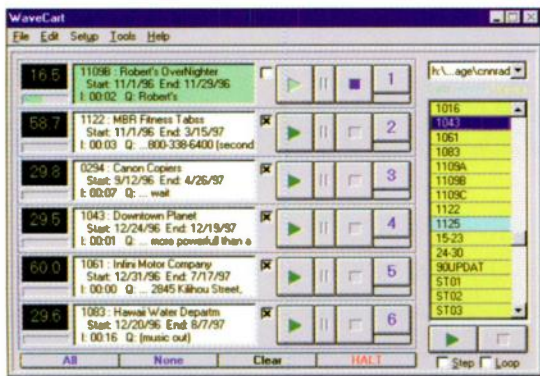


More than 2000 stations
WORLDWIDE
 use our digital software

"The BSI software is excellent! It's better than competing systems costing many times as much."

Jim Zix - General Manager/Chief Engineer
 WLAB - Fort Wayne's Christian Music Source (Fort Wayne, Indiana)

**On-Screen
 Cart Machine**

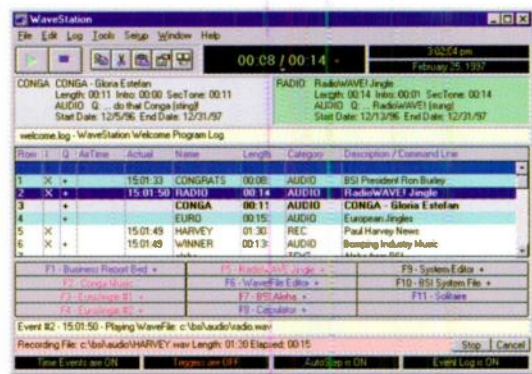


Yes... it's true. An easy-to-use on-screen digital cart machine that runs on a regular PC. Thanks to our exclusive RapidFire® technology, playback is instantaneous. True rotating cart capability. WaveCart comes with its own digital audio editor and uses standard or compressed WAV files. Can be controlled externally. Up to ten on-screen decks. Win 3.1 or 95.

\$249
 complete

**24 HOUR
 FREE
 TECH SUPPORT**

**Affordable Digital
 Automation**



Across-the-country and around-the-world, stations are discovering our easy-to-use WaveStation automation. Install our software on your PC and you have a powerful, versatile automation system capable of music-on-hard drive or satellite format. WaveStation comes with its own digital audio editor and uses standard WAV files. Full automation or live assist. Windows 3.1 or 95.

\$999
 complete

BSI
 Broadcast Software International



888-BSIUSA1 or www.bsiusa.com



Tired of playing a guessing game?

Choosing the right programming components for a successful Christian radio station can be more difficult than it appears.

Music, news, talk, specials, scheduling, personnel, production, engineering – it's a big undertaking. Experimenting can be costly.

At American Family Radio, we've eliminated the guesswork by honing a highly successful 24-hour-a-day programming lineup. It is currently being broadcast over 150 stations in the U.S. and Canada.

AFR PROGRAMMING IS FLEXIBLE

Take any or all of our programs. Use them just on holidays, or overnight – maybe only on weekends. It's your choice.

Your station can stand out in a competitive market with original information shows like *AFR News* at five minutes before the hour; *Today's Issues*, a live call-in show with nationally known guests; and *AFA Report*, a news program directly from the nation's capital; and a wide range of professionally-produced specials.

AFR PROGRAMMING IS FUN

AFR turns casual listeners into loyal listeners. Our on-air people are encouraging, engaging and just plain fun. Your audience won't get bored because AFR is live – never automated.

Our music is a superb mix of the best light contemporary and traditional – both old and new.

Along with the music and news we offer the very finest in short and full length features from well-known teachers such as James Dobson, Larry Burkett, James Kennedy, David Jeremiah, Adrian Rogers, Tony Evans, Michael Youssef and others.

AFR PROGRAMMING IS FREE

And the best part is that AFR programming is **FREE!** No strings attached. (Call us for equipment requirements.)

So quit playing the guessing game. For more information call **Marvin Sanders at 601-844-8888.**

American Family Radio