

NRB

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NRB 98: *A Capital Event*

- *DC Scenes*
- *Xtremely New Song*
- *Audit Alert*



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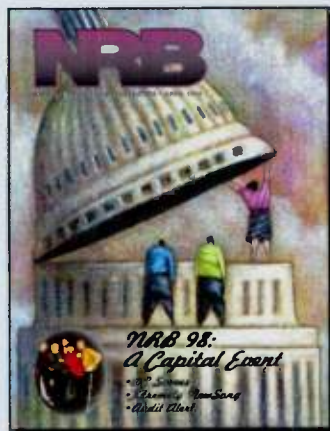
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The Capitol Building, Washington DC.
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Five-Cent Stories



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

In 1936, Dr. R.A. Forrest, president of Toceoa Falls (Ga.) College, embarked upon a trip to visit former students who were serving on the mission field. Before leaving the States, he stopped in Omaha, Neb., to speak at a missionary convention. R.G. LeTourneau, a prominent Christian industrialist, listened and was especially encouraged by Forrest's message.

The night before Forrest sailed to Japan, a letter containing a \$1000 check and a note from LeTourneau arrived at his hotel. The industrialist thought it would be nice if Forrest "had some money ... to give to folks in a tough spot."

Forrest was elated. The next morning, he converted the check into \$10 and \$20 traveler's checks. Then he purchased a five-cent receipt book to keep a record of God's distribution.

The receipts were numbered and accompanied by a detailed narrative. One story told of a young Korean girl who had recently become a Christian. In his anger over her conversion, her father decided to sell her to an older man. Forrest heard of the young woman's plight and paid \$40 for her freedom. He used more of the funds to send her to a Christian school.

Upon his return to

America, Forrest mailed the receipts to LeTourneau. In a few days, a reply came that simply read: "Come see me." When Forrest arrived at LeTourneau's office in Peoria, Ill., he found a man who was deeply moved by the stories of changed lives.

LeTourneau told Forrest: "If you can be trusted with \$1000 and make that kind of impact, you can be trusted with \$10,000." He instructed his secretary to draw a check to Toceoa Falls College in that amount.

The principle of generosity is that you can't out-give God. He always multiplies; He never divides. Trust Him and He will faithfully lead you into a lifestyle of generous living.

The same is true of our ministries. We have the marvelous privilege of helping other works — both here and overseas — through prayer, partnership, and outright financial and other material gifts. **NRB**



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

Recently, I attended a Broadway performance of the musical revival *1776*. This play portrays the personalities and events leading up to the signing of the Declaration of Independence in Philadelphia.

The characters of the Continental Congress are well-developed and the musical numbers add both comic relief and pathos.

The show-stopping scene occurs when John Adams sings a soliloquy. He is facing apparent defeat on the independence vote. Confronting the lack of unity among his colleagues and their reluctance to take a stand for the principle that freedom is a gift which God gives to every person, he laments, "Is anybody there, does anybody care, can anybody see what I see?"

As the song ended, the audience sat silent for a moment, then broke into thunderous applause. It was a defining moment for that evening of theater. I believe many in the audience were asking themselves, "Does anybody care about what

is happening in America today?"

In our current situation, one is tempted to sink into despair. The apparent lack of concern in the American public over the crisis of character in our country's highest offices is mystifying and discouraging. Various reasons are offered, including the strength of the economy and the idea that private behavior and public performance can somehow be separated.

It is tempting to give in to the idea that all is lost in the current devaluation of public and private character. At times like this, I take comfort in the refrain from the old hymn, "This Is My Father's World:"

This is my Father's world,
O let me ne'er forget,
That though the wrong seems oft so strong,
God is the ruler yet.

Our role as Christian broadcasters is to hold up public and private behavior to the standard of God's Word and then to remember that God works slowly but surely to accomplish His will in our personal lives as well as in the affairs of nations. **NRB**

Does Anybody Care?

Kudos for New Look

I just wanted to pass along that I really enjoyed reading the new *NRB* magazine. It is so much more appealing to the eye and well laid-out. The new, quick-read style makes the magazine more palatable to breeze through and pick out topics of individual interest.

Sometimes I tended to shuffle through it and not read a lot because it always seemed more program or ministry oriented. Not that there's anything wrong with that, but we are an AC music-intensive station and often I just didn't see much that seemed pertinent for me to read.

When the January magazine came, I found that I gave more time to look through it. I found several articles of general interest and read "deeper." I think due to impression, the new format lends to that "quick-read" style.

Thanks for time well-spent in updating and making

changes. I'm already looking forward to the next issues.

Denise Harper
general manager
WXPZ-FM/Milford, Del.

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. Please address letters to: Reactions, *NRB*



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ssmith@nrb.org



Guest Commentary

The Great Disappearing Hymn Act

I really shouldn't talk. After all, 15 years ago, while working at an all-Christian music-formatted station in California, I justified playing U2, The Call, Bruce Coburn, Phil Collins, and Philip Bailey. I figured the audience would appreciate such progressive thinking. Was it edifying and virtuous? Absolutely not. It was my attempt at entertainment.

Today, I look back on those years with disdain. Yes, times have changed and I have progressed back to the music whose message is truly timeless — the great hymns of our faith. Funny, my wife and I live in what is now the buckle of Christian

music belt in America. Nashville, Tenn. The music station dominating my family's listening at home is affiliated with the Bible Broadcasting Network (BBN) because BBN plays the music I want my five children to know. And that music — Christian classics and great hymns — is being lost with their generation.

Am I in my mid-life crisis at 41? Has my pendulum swung off the charts? I am troubled by the recent trends at many Christian music radio stations to modernize (sound familiar?) their music formats and abandon their roots. To many AC stations, hymns were never a factor. But even inspirational stations, long the protector of classic hymn renditions, are shifting to more modern praise music.

This shift away from hymns should not be too surprising. Many churches have modified their music from the sacred to the contemporary. I am not suggesting that this is evil. However, I am convinced that a generation is coming that will not know the great hymns of the faith. So though it may not be evil, it is tragic.

Current debates rage on: Is contemporary Christian music entertainment or ministry? Do album sales reflect what buyers want or what record companies want them to buy? Is Christian alternative, rap, or metal better than having your kids listen to secular fare of the same?

Bill Gothard is right when he says there must be something wrong when hymns such as "When I Survey the Wondrous Cross," "O For a Thousand Tongues," "Crown Him With Many Crowns," and "How Great Thou Art" no longer resonate from the lips and hearts of children — or their parents.

— Greg Fast is president of GSF & Associates, a media agency based in Nashville, Tenn.

NRB welcomes opinion pieces relating to the religious broadcasting industry. Submissions must be signed, contain a daytime phone number, and not exceed 450 words.

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Jay Sekulow Live



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Larry Burkett
Money Matters



Cal Thomas
Cal Thomas Commentary



John Willke
Life Issues



Dick Bott
President

Since 1962, we have cared very much about the quality and integrity of our programming. During the past 36 years many *storms of change* in Christian radio have come and gone. But our commitment to Quality Bible teaching and Christian News/Information has helped us *stay the course*. For us, quality Bible teaching will always be the *anchor* for our format...our anchor holds!

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Rich Bott, II
Vice-President



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Airwave Anniversaries

SAN JOSE, Costa Rica — This year, Faro del Caribe celebrates half a century of broadcasting via short wave in Costa Rica and the Caribbean. Missionary Gerardo Adriaanse would like to get in touch with other radio missionaries and can be reached at gerardo@missions4him.com or PO Box 1199, 1011 La Y Griega, San Jose, Costa Rica.



Airwave News

LINCOLN, Neb. — *Confident Living*, an interactive weekly radio program dealing with real-life issues for people who are approaching mid-life, in mid-life, or caring for their aging parents, debuted January 3. Produced by Back to the Bible, the two-hour live call-in program is hosted by Don Hawkins and Eunice Arant. Each weekday, a five-minute version of *Confident Living* addresses the same topics as the upcoming weekend program. (402-464-6440)



LAUNCESTON, Australia — Eight Christian radio groups have recently been granted a Temporary Community Broadcasting License by the Australian Broadcasting Authority: Central Victorian Gospel Radio, Inc.; Christian Air Broadcasters, Ltd.; Darwin Christian Broadcasters Association, Inc.; Dubbo Christian Broadcasters; Greater Shepparton Christian Broadcasters; Peel Valley Christian Broadcasters, Inc.; South East Christian Broadcasters, Inc.; and Wide Bay Christian Broadcasting Association, Inc. "With the permanently licensed Christian stations, there is a total of 18 Christian radio stations across Australia and more to come," reported Kevin Hooper, president of the Association of Christian Broadcasters. (011-03-6327-4141 or knhooper@tassie.net.au)



Christian Voice launch director Peter Wilson stands in the radio production studios currently being used to make programs for overseas Christian broadcasters.

Greater Miami Valley. "WFCJ and Dayton Christian have always enjoyed a good relationship," noted Clair Miller, vice president and general manager of WFCJ/Miami Valley Christian Broadcasting Association. The station will broadcast various school events and work jointly to develop seminars and workshops for the Christian community. (937-866-2471)

WEST MIDLANDS, England — A group of Christians are planning a new FM Christian radio station in the West Midlands. Their goal is a 24-hour music and ministry station with contemporary Christian, gospel, and quality praise and worship as well as Christian news and local and international news stories. (011-0121-224-1678 or ChristianVoicerocketmail.com)

DAYTON, Ohio — Dayton Christian Schools and WFCJ-FM/Dayton have joined together to work cooperatively in ministry to families in the

CHARLOTTE, N.C. — INSP-The Inspirational Network announced in early February it had reached an agreement with Dominion Sky Angel to make INSP available to Direct-to-Home satellite dish receivers. This is INSP's first DTH distribution agreement. President and CEO David Cerullo said, "We are particularly pleased because Sky Angel is received by many churches and church groups."

INSP also announced that it is launching full-time Spanish-language inspirational and distanced learning networks, to be operational by 2000. These two networks are part of INSP's multiple digital networks. "We are committed to develop[ing] a full-range of networks to serve the diverse inspirational market," Cerullo related. (704-561-7728)

MELBOURNE, Australia — New syndicated radio programs are now available to Australian Christian radio stations. The Rock Productions, headed by Wes Jay, produces and syndicates music features, artist capsules, interviews, and spots to Christian radio, as well as Christian programs for commercial and community stations. (011-03-9812-2790 or wesjay@rie.net.au)

DENVER — KWBI-FM/Morrison-Denver has hit the airwaves with a new positioning statement: The Bright Choice!. This new statement is designed to reinforce the station's desire to reflect God's radiant, brilliant, glorious, and vivid light through its inspirational music and teaching programs. (303-697-5924)

NASHVILLE, Tenn. — The critically acclaimed Warner Alliance Actual Reality CD-ROM has sparked a new television program, *Actual Television*. Two half-hour specials debuted earlier this year on WCFC-TV/Chicago and featured interviews with top Christian recording artists Newsboys, Third Day, Plumb, and The Supertones. The specials launched a series of 30-minute *Actual Television* episodes with syndication to begin later this year. (www.aetreal.com or 615-641-1052)



LAKE KATRINE, N.Y. — Sound of Life Network has added two new affiliates: WGWR-FM/Liberty and WGKR-FM/Grand Gorge. (914-336-6199)

SANTO DOMINGO, Dominican Republic — Seventh-day Adventists in the Dominican Republic are expanding the coverage of their radio broadcasts with the installation of a new transmitter, which enhances the signal of Radio Amanecer Internacional. Currently, the network is broadcast 17 hours daily over three radio stations. (301-680-6306 or 74532.2611@compuserve.com)

SYDNEY, Australia — Back to the Bible and Trans World Radio (TWR) signed a strategic alliance in January to produce, air, and fund special programs to women, youth, and the illiterate in the Middle East. Plans call for the broadcasts to begin this fall from a 600,000-watt AM transmitter on Cyprus. TWR currently beams 18 and a half hours of Arabic programming to the Middle East. (011-1800-648-300 or jot@gnb.org)



CHICAGO — Christian Communications of Chicagoland, Inc., announced in late January the sale of WCFC-TV/Chicago to Paxson Communications Corp. for \$120 million. Christian Communications plans to continue its television ministry to Chicago through cable television and other broadcasting outlets. In September, Christian Communications will launch LifeNet to deliver programming for cable, the Internet, interactive CD, and other delivery systems. Also, Christian Communications will become the licensee of KWOK-TV/San Francisco. (312-433-3838)

MINNEAPOLIS — The SkyLight Satellite Network has added the following affiliates: KBIW-FM/International Falls; WWJD-FM/Pippa Passes, Ky.; WBJW-FM/Albion, Ill.; WGWR-FM/Liberty, N.Y.; KPLG-FM/Plains-Kalispell-Missoula, Mont. (612-631-5000)

CHATTANOOGA, Tenn. — *Changed Lives TV-Radio with Ben Haden* can now be seen on Black Entertainment Television. Haden, pastor of First Presbyterian Church, relates news and real-life experiences of ordinary people to show biblical truths. (606-647-2800)

SACRAMENTO, Calif. — K-LOVE Radio Network has added FM translators in Salt Lake City, and Bismaek and Minot, N.D. The FCC also recently approved the network's purchase of KKKK-FM/Midland-Odessa, Texas. KKKK has been changed to KLYW and began broadcasting January 10. KLYW also feeds translators in Hobbs, N.M., and Big Springs, Texas. (916-928-1515)

SIoux CITY, Iowa — KAYA-FM/Sioux City signed on the air in December as an affiliate of the American Family Radio Network. The station manager is Warren Wilson, formerly with KAKU-FM/Springfield, Mo. (712-255-9191)

NASHVILLE, Tenn. — Reach Radio Networks launched a new weekly syndicated radio show entitled *Music City Reunion* in February. The one-hour Southern gospel program debuted on more than 200 stations and is hosted by Gary McSpadden and Tanya Goodman-Sykes. (615-742-3969)

CORSICANA, Texas — *nite Brite*, a children's program, is now heard on stations in Lusaka, Zambia, and Central Africa. The half-hour weekly bed-time story show is produced in association with Signet Radio and marketed by The B & B Media Group. (800-927-0517)

NASHVILLE, Tenn. — Food for the Poor together with GSF & Associates began 1998 by sponsoring an educational pilgrimage through Jamaica's impoverished neighborhoods to lay the foundation for *Angels for the Poor*, a new radio program. The program will spotlight ministries and individuals, who, though living in extreme poverty, serve as an inspiration to others. "This is an opportunity to share these stories through Food for the Poor's new radio program," said GSF president Greg Fast. (615-889-3944)



Awards

NASHVILLE, Tenn. — Sparrow recording artist Phil Keaggy received a Nashville Music Award for Best Guitarist. Held January 21 at Nashville's Tennessee Performing Arts Center, the awards are voted on by the Nashville community. (615-317-6800)

AKRON, Ohio — For the fifth consecutive year, InfoCision Management Corp. (IMC) has received a Marketing Via Phone Quality Award, presented by *Telemarketing & Call Center Solutions* magazine. IMC holds one Bronze, two Silver, and two Gold awards. "Winning the Gold Quality Award once again is especially rewarding," said IMC president and CEO Gary Taylor. (330-668-1400)

NASHVILLE, Tenn. — Benson recording artist NewSong was voted Best Group and received Best Album in the *Christian Research Report's* year-end Reporter Poll. NewSong's "Miracles" was named Christian Song of the Year by *American Songwriter* magazine. (615-329-1007)

COLORADO SPRINGS, Colo. — Briargate Media has selected KJLL-FM/Meade, Kan., to receive its annual Station of the Year award. KJLL is the fifth station to receive this award, which is given out each year during the NRB annual convention. "We are pleased to present KJLL with this well-deserved award," said Focus on the Family senior vice president of broadcasting Mike Trout.



Sparrow recording artists Phil Keaggy (left), Scott Dente, and Wes King were recently featured on the debut episode of Studio 828, a new television program geared toward youth and hosted by Al Denson.

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Internet Information

CHARLOTTE, N.C. — Red de Radiodifusion Biblica is now on the World Wide Web in sight and sound at www.amen.net/rdb. In addition, the latest edition of VOICE in Spanish is available. This site is part of the Bible Broadcasting Network. (bbnmain@aol.com)

GLENDALE, Calif. — Christian Pirate Radio (CPR), a new 24-hour commercial Christian radio station on the Internet (www.christianpiraterock.com), debuted last fall. Sponsored by Salem Communications and partnering with LightSource on AudioNet, CPR reports it is in the Top 50 most listened to stations on the Internet. (818-956-5552)



LOS ANGELES — The Angels Foundation recently launched Angels Online, a Christian Internet service provider, at www.AngelsOnline.net. Angels donates \$1.50 per month per subscriber to a non-profit charity or ministry chosen by each subscriber. Charities and ministries can register with Angels Online at 213-876-7246 or jilion@aon.net.

ORANGE COUNTY, Calif. — Gofishnet.com (www.gofishnet.com) has debuted a new magazines feature with *HM Magazine* and *Christian Musician's Institute Magazine*. (714-513-7799 or mahimahi@gofishnet.com)



NASHVILLE, Tenn. — Chordant Distribution

Group recently unveiled its new Web site. The INSight (www.chordant.com). The INSight offers extensive product and artist information on all Chordant distributed labels, including Sparrow, ForeFront, Star Song, re:think, BEC, Crystal Rose, Vineyard, Spring House, Spring Hill, Harmony, Island, Aleho, and Troubadour. Multimedia new release product presentations for retailers featuring RealAudio and RealVideo technology is also available. (615-371-4300)

BURBANK, Calif. — Phil Cooke Pictures (in association with Amazon.com) has recently created the first online bookstore for Christian producers of television programs, motion pictures, CD-ROM, Internet, and other visual media. Accessed through www.cookefilm.com, the user can browse the latest in books and other media-related information personally selected by Phil Cooke. "This allows every Christian outreach — no matter how remote — to stay abreast of the latest technology and information that can make their ministry more successful and effective," Cooke stated. (818-563-2125 or phil@cookefilm.com)

Music Notes

BRENTWOOD, Tenn. — The song "Flood" from the 1995 self-titled debut album of Essential/Silvertone Record group Jars of Clay was featured as the end title track for the movie *Hard Rain*, starring Christian Slater and Morgan Freeman. "Flood" is also included on the movie's soundtrack, which is stickered with Jars of Clay information. (615-373-3950)

NASHVILLE, Tenn. — Damascus Road recording artist Morgan Cryar was recently joined by leading contemporary Christian, gospel, and country performers for the rerecording of his 1986 classic, "Pray In The USA." "I decided to redo 'Pray In The USA' because now, 12 years later, the issue of school prayer is even more heated and battle-torn," Cryar related. (615-329-1007)



Joined by a few friends, Morgan Cryar rerecords his number one hit, "Pray In The USA" in Nashville.

LOS ANGELES — Inspirational recording artist Steve Amerson lent his voice to the soundtrack of a Network Associates commercial which aired during the Super Bowl. Amerson was one of 16 performers singing in Latin in a humorous spot depicting the accidental launching of a nuclear missile by two Russian soldiers. (615-329-1007 or tptmedia@aol.com)

NORTHRIDGE, Calif. — Footstool Music Publishing's "God Is My Redeemer" was featured on *Touched By An Angel* January 18. The song, performed live on the show, was written by pastor Roger Thrower. (314-416-7378)

NASHVILLE, Tenn. — From the Robert Duvall film, *The Apostle Soundtrack: A Revival for the Soul* features country and Christian music artists, such as Steven Curtis Chapman (with the only original song), the Bill Gaither Vocal Band, Johnny Cash, The Carter Family, Sounds of Blackness, Russ Taff, Gary Chapman, and Dino. (615-371-4300)



MOBILE, Ala. — Integrity, Inc., recently announced a new logo for its flagship praise and worship label, Hosanna! Music. The design featured type treatment of the words Hosanna! Music along with two musical notes. "We feel that Hosanna! Music is heading in exciting new directions and we want to indicate some of that excitement through this new logo," said Integrity Label Group senior vice president/general manager Danny McGuffey. (334-633-9000)

NASHVILLE, Tenn. — Sparrow recording artist Garman has

launched a new ministry campaign: 1 Million By 2000. "The Great Commission in Matthew 28 commands us to make disciples of every nation. We are asking you to join us in our mission to lead 1 million souls into the kingdom of God by the year 2000," Carman said in late January at a launch party for his new album, *Mission 3:16*. (615-371-4300)

NASHVILLE, Tenn. — Spring House and Spring Hill Music Group, both founded by Bill Gaither, recently extended their distribution relationships by signing long-term agreements with Chordant Distribution Group and EMI Christian Music Group. "We believe we have a wonderful product for the world and couldn't ask for a better distribution company than Chordant to take that product to the world," Gaither said. (615-371-4300)

ATLANTA — The 1998 Atlanta Fest, set for June 17-20 at Stone Mountain Park, will feature de Talk, Steven Curtis Chapman, the Newsboys, The Supertones, God's Property, Rebecca St. James, Big Tent Revival, and Caedmon's Call. Atlanta Fest is one of the nation's longest running Christian music festivals. (770-424-8839 or www.atlantafest.com)



News Bites

BRANSON, Mo. — A three-day Revival Fires Revival opens the 4000-seat Grand Palace in Branson on March 31. More than 12,000 people are expected to attend the event, hosted by Cecil and Linda Todd. (800-733-4737)

WASHINGTON, D.C. — According to a recent *Christianity Today* article, under new IRS regulations, organizations will have to send out copies of Form 990 within 30 days of receiving a written or e-mailed request. In addition, the IRS would like organizations to post Form 990 on their Web sites. Under new IRS rules, if an organization posts its Form 990 information on the Internet, it does not have to send it to those who make a mail request.



FORT MYERS, Fla. — In late January, 125 public school students in seven Fort Myers high schools began an elective course in Old Testament history. "The Bible is being presented as history because it is history," explains George DeWitt, chairman of the local Christian Coalition.

NEW YORK — The Christophers is sponsoring its 11th video contest, "One Person Can Make a Difference," for college students. First through third place winners receive cash awards totaling \$6000 and the winning entries will be aired nationwide via the *Christopher Closeup* television series. Entries deadline is June 12. For more information, contact The Christophers at 212-759-4050.

MADISON, Wis. — *SCRIBE* newsletter and CDR Radio invite Christian radio news professionals to their second annual conference, July 17-18 at Cedarville (Ohio) College. Participants will discover how colleagues work to meet the informational needs of their listeners in various environments and formats. (608-271-1025 or scribe@xc.org)

MUSKEGON, Mich. — Gospel Films has been renamed Gospel Communications International to better underscore its global mission and presence. "The new name is a perfect description of our expanding vision for this ministry as we approach a new century," said chairman Richard DeVos. (616-773-3361 or mkg@gospelcom.net)

NASHVILLE, Tenn. — From April through the end of 1997, 13,987 people called the Need Him hotline and heard the Gospel presentation. Of those, more than

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KSUD AM730

NRB is grateful to Pat Simmons for stepping into the advertising sales position during the magazine's recent transition period. Simmons took on the assignment in addition to managing her own media placement service, Wings Media. She can be reached by phone at 918-610-5210, via fax at 918-610-5241, or through e-mail at pat.s@internetc.com. Thank you, Pat!

5500 had significant conversation with a volunteer about salvation and 4111 began a personal relationship with Jesus Christ. Calls to Need Him have increased 40 percent since Sparrow Communications Group added the spots to its radio samplers. (888-NEED HIM or 615-371-6800)

COLORADO SPRINGS, Colo. — May 7 is this year's National Day of Prayer (NDP), whose theme is "America. Return to God," taken from Joel 2:12-13. For a packet of NDP materials, call 719-531-3379.



Nicky Cruz

COLORADO SPRINGS, Colo. — Former gang-member-turned-evangelist Nicky Cruz announced in February a major expansion of his ministry to America's troubled youth. His plans include a re-issuing of his autobiography, *Run Baby Run*, and special television programming in Spanish and English. Additionally, Cruz will take his ministry on the road by producing an anti-gang drama — named after his book — which will be performed live in inner cities. "This isn't about Nicky Cruz. This is about taking what God has done in my life and sharing it with others," Cruz said. (770-831-1114)

Obituaries

NASHVILLE, Tenn. — Cadence Communications Group artists Shaded Red were involved in an automobile accident on January 17, which left one member, drummer Chris Yoeman, dead. Vocalist/guitarist Jamie Roberts was not injured, vocalist/guitarist Jonathan Roberts was admitted to the intensive care unit, and bassist Steve Spittle was treated and released. (615-259-0177 or cadence@cadenceworld.com)

ELKHART, Ind. — Georgi Vins died January 11 of an inoperable, malignant brain tumor discovered last fall. Vins was head of Russian Gospel Ministries International, Inc. (219-522-3486)

DALLAS — Chaplain Ray Hoekstra died last October of a heart attack. Hoekstra, 84, founded International Prison Ministries, based in Garland, in 1932. "He touched millions, just in this country, because each person he touched, touched others," said Raymond Hoekstra Jr., Chaplain Ray's oldest son. (972-494-2302)

TULSA, Okla. — Radio announcer Ron Hanover, 54, died of

cancer October 22. For 15 years, Hanover worked at KCFO-AM/Tulsa. He spent his early career at KJRH-TV/Tulsa and KVOO-AM/Tulsa.

MIDLAND, Mich. — WUGN-FM/Midland news director and morning show co-host Lee Welch, 46, died December 27 as a result of an automobile accident. "This is a great loss for us," said general manager Peter Brooks. "Lee was a true friend and brother in the Lord to each of us on staff." (520-742-6976)

ANAHEIM, Calif. — Chris Wimber, general manager of Vineyard Music Group, died February 5 from complications of melanoma cancer. Wimber, 40, took over as general manager in 1994 and under his direction, Vineyard Music tripled in size and expanded its sales and distribution systems around the world. (714-777-7733)



People

CHARLOTTE, N.C. — Glenn Moore is the new program director and morning drive host for WRCM-FM/Charlotte. Moore previously worked as operations manager and program director at WRFD-AM/Columbus. (704-821-9293)

SACRAMENTO, Calif. — Brad England has been promoted from producer to network production director for K-LOVE Radio Network. England came to the network last year from Word, Inc., where he served in the radio promotions department.

Shelly Pettit has been promoted from administrative assistant to executive assistant.

Diane Schuller has been promoted from board operator to evening announcer. Schuller joined the staff in 1996 after working as an announcer at KNCO-AM-FM/Grass Valley. (916-928-1515)

DALLAS — Robert Straton has been named president of Walter Bennett Communications of Pennsylvania, Inc. Prior to his appointment, Straton served as senior vice president. "Bob was promoted ... in recognition of his commitment to Christian ministry through broadcasting and his outstanding service both to our clients and the company for more than 25 years," said Ben Bell, president and CEO of the parent company. (972-661-1122)

NASHVILLE, Tenn. — Martha Goosetree and Brenda Cain have joined the trade sales telemarketing division of Broadman & Holman. Mary Howes joins Broadman & Holman's production team. Howes formerly worked for Juhl Advertising. Terri Breece has moved from data management analyst to production scheduler for the Gift Division. Carolyn Rutledge has joined the International Sales Division as assistant to Jim Cook. Danielle Rogers is the new editorial assistant in trade books. Misty Moyer is company receptionist. (615-251-3948)

DALLAS — CEO Jim Killion has left Killion, McCabe & Associates (KMA), which he had started 13 years ago with chairman Tom McCabe, Rick Dunham, a KMA senior vice

president and president of KMC Media. has been named president of KMA Companies. McCabe serves as chairman/CEO.

Pamela McCann has been hired as KMC Media's director of media and research. Previously with Salem Radio Network, McCann brings nine years of professional advertising and marketing experience to KMC Media. (972-560-7007)

COLORADO SPRINGS, Colo. — Focus on the Family recently created a corporate publicity department to coordinate media for various Focus products and events. Melanie Beroth is the manager of the new department. Robert Turnbull is senior publicist, and Jennifer Cox is junior publicist. (719-531-3481)

GRAND RAPIDS, Mich. — In December, Vince Regan joined the Audio Broadcast Group as corporate purchasing agent/customer service representative. Jerry Bufka, who previously served in that position, was promoted to a full-time sales position. (616-452-1596)

CHAMPAIGN, Ill. — Kurt Wallace is the new station manager for WBGL-FM/Champaign, replacing Steve Young, who left to assume managerial duties at WCFL-FM/Chicago. Wallace most recently worked with KYKY-FM/St. Louis and is host of WBGL's new morning program, *The Morning Rush*. (217-359-8232)

BRENTWOOD, Tenn. — Robert Beeson has been promoted from director to vice president/general manager of Essential/SubLime Records. "We have the utmost confidence that Robert Beeson is guiding the team at Essential/SubLime toward a very positive future," said Jim Van Hook, chairman/CEO of Provident Music Group. (615-373-3950)

ANAHEIM, Calif. — Alex MacDougall has been named general manager of Vineyard Music Group. Having worked extensively with the late Chris Wimber and the Vineyard staff for the past two years, MacDougall developed and arranged all Vineyard CBA marketing through Chordant Distribution Group. (714-777-7733)

NASHVILLE, Tenn. — Bill Baumgart has been appointed director of Artist & Repertoire for Sparrow Records. Baumgart, who spent the last four years with Benson Music Group, works directly with Sparrow label artists in overseeing the record-making process. (615-371-4300)

NASHVILLE, Tenn. — Terry Taylor has been named KMG Records' A&R manager and David Bahnsen has been appointed label manager to the

WOW 1998 Inspirational Awards



Bible of the Year — NIV Student Bible
 Black Gospel Album — *Under the Influence*, Anointed
 Children's Product — *VeggieTales*
 Christian Rock/Alternative Album — *Much Afraid*, Jars of Clay
 Contemporary Christian Album — *Signs of Life*, Steven Curtis Chapman
 Fiction Book — *The Oath*, Frank Peretti
 Friendship Award — World Vision
 Hollywood Impact — Martha Williamson (*Touched By An Angel*)
 Inspirational Athlete — Reggie White
 Non-Fiction Book — *Just As I Am*, Billy Graham
 Lifetime Achievement — Billy Graham
 Performing Artist — Jars of Clay
 Radio Ministry Impact — *Focus on the Family*, James Dobson
 Service Award — Thomas Nelson, Inc.
 Southern Gospel Album — *Southern Classics Vol. II*, G Gaither Vocal Band
 Television Ministry Impact — *In Touch*, Charles Stanley

Hosted by actor John Schneider and former Miss America Heather Whitestone, the WOW Inspirational Awards were presented February 1 at Hylton Memorial Chapel in Woodbridge, Va.

IMPORTANT POSITION

General Manager Radio Station CVCO, Inc.

Christian Voice of Central Ohio
 WCVO 104.9 FM Columbus, Ohio
 WCZV 92.7 FM Zanesville, Ohio

- Develop, represent and perpetuate a positive relationship with community and religious leaders in the city of license and adjacent communities
- Create and implement with the CVCO, Inc. Finance Committee, the annual corporate station budget with quarterly written review to the CVCO, Inc. Board of Trustees
- Create and implement all fund-raising efforts for CVCO, Inc.
- Submit quarterly reports to the CVCO, Inc. Board of Trustees that will reflect market trends, program analysis and future programming goals
- Responsible for hiring, training and managing CVCO, Inc. staff and volunteers; implement a written performance review of all staff
- Responsible for CVCO, Inc. compliance with all FCC rules and regulations that pertain to station operations
- Develop and oversee a plan which will encourage the continued spiritual growth of the staff and volunteers
- Maintain internal communications between employees, volunteers, board of trustees and the Chief Operating Officer (COO) of the Board of CVCO, Inc.
- Identifies and recommends to the CVCO, Inc. Board of Trustees long-term objectives in utilization of physical and human resources to maximize the outreach of CVCO, its broadcasting properties and station; hence and obey the established policies and procedures of the corporate Board of Trustees

Salary commensurate with experience.

Please mail resume and salary requirements to:

Roger L. Weaver, Attorney At Law
 3 South High Street, Canal Winchester, Ohio 43110



40th Annual Grammy Awards Gospel Winners

Best Rock Gospel Album — *Welcome to the Freak Show: de Talk Live in Concert*, de Talk, Forefront

Best Pop/Contemporary Gospel Album — *Much Afraid*, Jars of Clay, Silvertone/Essential
 Best Southern, Country, or Bluegrass Gospel Album — *Amazing Grace 2: A Country Salute to Gospel*, various artists, Sparrow

Best Traditional Soul Gospel Album — *I Couldn't Hear Nobody Pray*, Fairfield Four, Warner Bros.

Best Contemporary Soul Gospel Album — *Brothers*, Take 6, Warner Alliance

Best Gospel Album by a Choir or Chorus — *God's Property From Kirk Franklin's Nu Nation*, God's Property, B-Rite Music

Best Country Song — "Butterfly Kisses," Bob Carlisle and Randy Thomas, Diadem/Jive

The Grammy Awards were announced February 25 at Radio City Music Hall in New York.

newly formed company (which recently acquired the Frontline catalog). For more than 25 years, Taylor has been a mentor, creative consultant, and spiritual advisor to Christian artists. Bahnsen, a former Frontline employee, has worked in several areas of the music industry. Both men work out of the Irvine, Calif., offices. (615-292-2122)

LOVELAND, Colo. — Alan Rowley has been named the new director of sales for Group Publishing. Rowley joins Group after working as director of sales and marketing for Law Office Information Systems. With his new position, Rowley is responsible for new market development. (970-669-3836)

NASHVILLE, Tenn. — Ace McKay has been appointed to host the evening show for the WAY-FM network. McKay joins the network with four years' radio experience, most recently from mainstream CHR WZYP-FM/Huntsville, Ala.

Doug Griffin has been appointed production director and co-host of WAY-FM's morning show. With 11 years' radio experience, Griffin previously worked for KRRTY-FM/San Jose, Calif. (615-370-9296)



Jason Cuzzolina

MANASSAS, Va. — Jason Cuzzolina is *NRB* magazine's new advertising manager. He will also sell the *Directory of Religious Media*. Cuzzolina formerly worked for Gent-L-Kleen Products, Inc., in York, Pa., as national sales manager. (703-330-7000)

NASHVILLE, Tenn. — Several staff changes have taken place within Myrrh Records' marketing team. Steve Ford joins Myrrh as executive director of marketing. Ford previously worked for EMI Christian Music Group.

Michelle Younkman joins Myrrh as director of national pro-

motions. Younkman was formerly the manager of national promotions at Sparrow.

Karin Hogrefe has been promoted from publicist to manager of publicity. Nicole Hemphill, previously marketing coordinator, has been promoted to the newly created manager of tour promotions. (615-457-1208)



Sharathons

SUPERIOR, Wis. — University of Wisconsin graduate student John Bass has launched a Web-based survey of sharathons. Currently operations manager at KUWS-FM/ Superior, Bass says the study, to be published in May, would allow non-commercial stations to do comparisons with one another, provide a reference point for others, and help lay the groundwork for further study in this area. The survey can be accessed at acad.uwsuper.edu/stud1/jbass/survey.html.

FORT WAYNE, Ind. — WBCL-FM/Fort Wayne concluded its 1998 sharathon with a pledge total of \$888,868, exceeding its goal by nearly \$24,000. The two-day sharathon garnered 5510 listeners calling to donate. (219-745-0576)

20th Annual ACB Conference

The 20th Conference of the Association of Christian Broadcasters recently attracted more than 40 people to the Hillarys Harbour Apartments in Perth (WA). Delegates from all Australian states and New Zealand heard from speakers such as Graham Maybury (6PR), Keith Morgan (Sonshine FM), John Le Cras (Channel 7), Nigel Ryan (Australian Broadcasting Authority), Alan James (HCJB-NZ), Ross James (FEBC), Frank Gray (FEBC-UK), plus other experts and musical guests Steve Grace (a top Australian Christian musician), Jars of Clay, and Paul Overstreet.

The delegates also visited the Burswood Dome for the Festival WA Franklin Graham Crusade, which included a private reception with Graham, who brought a message to the ACB attendees before the evening's event.



ACB Conference attendees

brought his perspective on "Future Trends in International Broadcasting."

The 21st ACB Conference will be held next February/March in Newcastle NSW. For further details, contact Kevin Hooper, ACB President, at PO Box 2020, Launceston TAS 7250, Australia, phone/fax 011 03 6327 4141, or e-mail knhooper@tassie.net.au.

Forums held during the conference included key issues like training, news, sponsorship, and taxation and legal matters, and one of the keynote speakers, Frank Gray from FEBC in the United Kingdom,

Recent and Upcoming Releases



Books

- The Apostles* by Gene Getz, Broadman & Holman (Robin Patterson, 615-251-3948)
- The Battle Is the Lord's* by Tony Evans, Moody Press (Cassandra Dillon, 312-329-2108)
- Boundaries with Kids* by Drs. Henry Cloud and John Townsend, Zondervan (800-9-BOOK-IT)
- The Cathedrals* by Glen Payne and George Younce with Ace Collins, Zondervan (800-9-BOOK-IT)
- The Cereal Tycoon* by Joe Musser, Quadrus Media (Walter Preston, 815-987-3970)
- The Complete "No Geek-Speak" Guide to the Internet* by Michael Wendland, Zondervan (800-9-BOOK-IT)
- Cries of the Heart* by Ravi Zacharias, Word (Jana Ford Muntzinger, 615-902-3400)
- Daniel* by Gene Getz, Broadman & Holman (Robin Patterson, 615-251-3948)
- The Embarrassed Believer* by Hugh Hewitt, Word (Pamela McClure, 615-902-3400)
- Emotionally Healthy Teenagers* by Jay Kesler, Word (Pamela McClure, 615-902-3400)
- Far from Home* by Joseph Stowell, Moody Press (Cassandra Dillon, 312-329-2108)
- God Will Make A Way* by Thelma Wells, Thomas Nelson (Jennifer Willingham, 615-889-9000)
- Joseph* by Charles Swindoll, Word (Pamela McClure, 615-902-3400)
- The Lady, Her Lover, and Her Lord* by T.D. Jakes, Putnam Berkley Group (Julie Fairchild, 972-267-1111)
- Man to Man* by Charles Swindoll, Zondervan (800-9-BOOK-IT)
- The Media-Wise Family* by Ted Baehr, Victor (Cassandra Dillon, 312-329-2108)
- Perennial* by Twila Paris, Zondervan (800-9-BOOK-IT)
- The Power of the Cross* by Charles Stanley, Thomas Nelson (Jennifer Willingham, 615-889-9000)
- Preparing Your Child for Dating* by Dr. Bob Barnes, Zondervan (800-9-BOOK-IT)
- Relationships* by Drs. Les and Leslie Parrott, Zondervan (800-9-BOOK-IT)
- Three Steps Forward, Two Steps Back* by Charles Swindoll, Word (Pamela McClure, 615-902-3400)
- The Weight of Your Words* by Joseph Stowell, Moody Press (Cassandra Dillon, 312-329-2108)
- What Would Jesus Think?* by Mary Wheelchel, Victor (Cassandra Dillon, 312-329-2108)
- A Woman's Guide to Temperaments* by Donna Patrow, Zondervan (800-9-BOOK-IT)
- Your Career in Changing Times* by Lee Ellis and Larry Burkett, Moody Press (Cassandra Dillon, 312-329-2108)
- Your Eternal Reward* by Erwin Lutzer, Moody Press (Cassandra Dillon, 312-329-2108)



Music

- Acoustic Sketches* by Phil Keaggy, Sparrow (615-371-4300)
- Apocalypse Movie Soundtrack*, Sparrow (615-371-4300)

- The Apostle Movie Soundtrack*, Sparrow (615-371-4300)
- Aspiring Women*, Sparrow (615-371-4300)
- Carry Us Through* by Sarah Masen, re:think (615-371-4300)
- Come and See*, OCP (503-281-1191)
- Delicate Fade* by Common Children, Benson (615-742-6856)
- Everlasting Love* by CeCe Winans, Sparrow (615-371-4300)
- The Faithful* by Steve Green, Sparrow (615-371-4300)
- Fanfare for Organ* by David Poulter, Morehouse Publishing (Karolyn Kelly-O'Keefe, 717-541-8130)
- The Friendship And The Fear* by Matt Redman, Star Song (615-371-4300)
- The Glory of Baroque* by Terence Charleston, Morehouse Publishing (Karolyn Kelly-O'Keefe, 717-541-8130)
- God's Little Angels* by Karen Darnell, Freedom Records (Ginny McCabe, 513-542-5229)
- Gold* by Crystal Lewis, Myrrh (Karin Hogrefe, 615-385-9673)
- It's By Love* by The Steeles, Daywind (Celeste Winstead, 615-822-4524)
- Just As I Am* by Andy Griffith, Sparrow (615-371-4300)
- The Love of God*, Maranatha! Music (Annemarie McLean, 352-242-5105)
- Listen* by Michelle Tumes, Sparrow (615-371-4300)
- The Majesty of God*, Maranatha! Music (Annemarie McLean, 352-242-5105)
- Make Us One*, Spring Hill (615-383-5535)
- A Mase of Grace* by Avalon, Sparrow (615-371-4300)
- Mission 3:16* by Carman, Sparrow (615-371-4300)
- Natural* by Eric Champion, Essential (Nina Williams, 615-373-3950, ext. 525)
- Perennial* by Twila Paris, Sparrow (615-371-4300)
- Prelude to Joy* by David Davidson, Spring Hill (615-383-5535)
- Renewing The Heart Worship*, Star Song (615-371-4300)
- Rock of 80s*, Star Song (615-371-4300)
- Salt of the Earth* by Alfreda Gerald, CGI Records (770-664-9262)
- Songs from the Basement* by JOHN called MARK®, Eversong (Susan Coker, 615-365-4491)
- Story of Life* by Sierra, Star Song (615-371-4300)
- What Sin? The Best of Morgan Cryar*, Damascus Road (615-292-2122)
- What Wondrous Love* by Val Parker, OCP (503-281-1191)
- Wilshire*, Rockettown Records (Lesley Burgridge, 615-457-1405)
- WOW Gospel 1998*, Benson (615-742-6894)



Videos

- Absolute Best* by Carman, Sparrow (615-371-4300)
- Apocalypse*, Prophecy Partners (Peter Lalonde, 905-684-5561)
- Christy* Episodes 9 and 10, Broadman & Holman (Robin Patterson, 615-251-3948)
- Love Stories of the Holy Land*, Volumes 3 and 4, Broadman & Holman (Robin Patterson, 615-251-3948)
- Vickie Winans Live in Detroit*, CGI Records (770-664-9262)

Note: Contact names and numbers are included after the publisher.

Top 10 Christian Clothbound Nonfiction (February)



1. *The Great House of God* by Max Lucado (Word)
2. *Streams in the Desert*. Updated Edition by L.B. Cowman (Zondervan)
3. *Butterfly Kisses* by Bob Carlisle (J. Countryman/Word)
4. *Joy for the Journey* (J. Countryman/Word)
5. *Just As I Am* by Billy Graham (HarperCollins)
6. *Managing Your Emotions* by Joyce Meyer (Harrison House)
7. *What's So Amazing About Grace?* by Philip Yancey (Zondervan)
8. *Experiencing God Day by Day* by Henry Blackaby (Broadman & Holman)
9. *In His Grip* by Wally Armstrong and Jim Sheard (Word)
10. *Lay Aside the Weight* by T.D. Jakes (Albury Publishing)

Top 10 Christian Albums (February)



1. *WOW 1998* (Sparrow)
2. *Greatest Hits* by Steven Curtis Chapman (Sparrow)
3. *Much Afraid* by Jars of Clay (Essential)
4. *Some Kind of Zombie* by Audio Adrenaline (ForeFront)
5. *Behind the Eyes* by Amy Grant (Myrrh)
6. *Veggie Tunes* (Everland)
7. *WWJD* (ForeFront)
8. *Welcome to the Freak Show* by dc Talk (ForeFront)

9. *Artist of My Soul* by Sandi Patty (Word)
10. *You Light Up My Life* by LeAnn Rimes (Curb)

Top 10 Christian Videos (February)



1. *VeggieTales-Josh & the Big Wall* (Everland)
2. *VeggieTales-Larry Boy & the Fib From Outer Space* (Everland)
3. *VeggieTales-A Very Silly Singalong* (Everland)
4. *VeggieTales-Dave and the Giant Pickle* (Everland)
5. *VeggieTales-Rack, Shack, and Benny* (Everland)
6. *VeggieTales-Where's God When I'm Scared?* (Everland)
7. *VeggieTales-Are You My Neighbor?* (Everland)
8. *VeggieTales-God Wants Me to Forgive Them?!* (Everland)
9. *Adventures in Odyssey-A Twist in Time* (Focus on the Family)
10. *WOW 1998* (Sparrow)

This list is based on actual sales in Christian retail stores in the United States and Canada during December 1997. All rights reserved. © 1998 CBA Service Corp. Distributed by the Evangelical Christian Publishers Association.

Have news? Please send your "Trade Talk" item (art-work/photographs accepted) to Trade Talk, NRB



Mail: 7839 Ashton Ave.
Manassas, VA 20109-2883



Fax: 703-330-6996



E-mail:
ssmith@nrb.org

Call for Scripts

Today, there is a window of opportunity for Christian television unlike any we have seen before. The general public is demanding rating codes for commercial TV and is worried about children's viewing habits. The media reports an outcry for moral standards, ethical behavior, and responsibility to a higher authority.

According to national polls, there is more belief in God and His ability to change things than a decade ago. Yet, we are seeing a demise of Christian television.

Christian TV is not what it once was and there are hard times ahead. With the increase of cable channels, satellite viewing, low-power stations, computer e-mail, and the Internet, the small station may be in jeopardy. There have been millions of dollars spent for frequencies controlled by Christians and church organizations, with the buyers almost always connected to major networks with centralized programming, multimedia promotion, committed time slots, and coordinated schedules. How does Christian TV compete?

These major networks are attracting more and more viewers, which means money. The population pie is being sliced differently than a decade ago and Christian TV needs to become a significant part of the pie.

The Special Projects Group of NRB's Television/Visual Media Committee met on October 25 to see if there was a common denominator and basis for Christian television stations to work together to build audiences and a more solid

financial base. We decided to seek scripts for a series of three features, concentrating on holidays — Christmas, Easter, and Thanksgiving — when Christian television stations would lend their support. These films would be warm, poignant, family oriented, and ethically motivating.

Our mission statement sums up our purpose clearly: "This committee is charged with the responsibility to coordinate the efforts to acquire scripts and produce feature length made-for-TV movies to impact the medium of television with wholesome, family programming stressing Judeo-Christian ethical and moral standards."

After an initial call for scripts, a second meeting was convened on December 5. We determined that for success we would need to include people with major film and dramatic presentation contacts and experience. We have some contacts now, but need more. We have funding, but could always use more leads. We have prayer support, but need more warriors behind us.

The members of the Special Projects Group are only the beginning of this effort — you are essential. We need your creative, financial, promotional, marketing, merchandizing, organizing, and presenting help in this process — on screen, behind-the-scenes, and around the world.

Scripts should be sent to Michael Glenn, NRB, 7839 Ashton Ave., Manassas, VA 20109-2883.

— Sam Wagner is a member of NRB's Television/Visual Media Committee.

New Member Profile: WTGL-TV/Orlando, Fla.



MANASSAS, Va. — Christian station WTGL-TV 52/Orlando, Fla., has recently joined NRB. WTGL has been broadcasting for more than 16 years. The station's variety of both local and national programming includes representation from most major denominations. The station broadcasts 24 hours a day and serves more than 1 million homes in Central Florida.

President and general manager Ken Mikesell says, "WTGL presents two unique opportunities for the broadcasters and viewers of this station."

First, Walt Disney World guest resorts carry WTGL on its cable systems, offering an unprecedented ministry opportunity to the 45-plus million annual visitors to the area. This exposure led to an offer to one of WTGL's programmers: a radio station in the Middle East. This Middle East station is now broadcasting around the clock.

The second unique characteristic is that Channel 52 feeds its signal by fiber optics to the Time Warner Cable Company, which provides nearly 90 percent of Central Florida's cable service. Fiber optic technology provides a clearer picture since the broadcast is carried by a direct feed and not via air waves.

The fiber optic network also allows WTGL to go "live" from more than 50 Central Florida locations.

Channel 52 is also proud of its prime-time Hispanic programs. Mikesell explains that in Central Florida, many of the local residents and tourists are members of the Hispanic community, some of whom have never seen Christian television. Using prime-time Spanish programming to present the Gospel is a great evangelistic tool. Mikesell sees great opportunities and growth for the broadcasters on this channel.



Ken Mikesell

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

NRB Membership Services Directory

Publications NRB

Directory of Religious Media
(discount)
Daily Convention News
Electronic Directory (discount)

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Regional Chapters
Educational Sessions at Annual Convention
Resource Materials

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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.

NRB International Awards

International Ministry Awards — ALAS in Quito, Ecuador
Individual Achievement in International Broadcasting —
Ger de Ridder, Evangelische Omroep (retired)

These awards were presented during NRB 98's World Fellowship Luncheon on February 2.

NRB MEMBERSHIP • NRB MEMBERSHIP

Map Out Your Regional Opportunities
Contact Your Chapter Today

Chapter Contacts:

<ul style="list-style-type: none"> ● Roger Kemp, 714-575-5000 ● Scott Keegan, 616-772-7300 ● Ward Childerston, 301-582-0285 	<ul style="list-style-type: none"> ● Robin Jones, 615-889-3944 ● Joe Emert, 770-229-9267 ● William Lebron, 787-769-4103
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NRB MEMBERSHIP • NRB MEMBERSHIP

NRB Passes Four Resolutions



WASHINGTON — At its 55th Annual Convention, NRB passed four resolutions pertaining to morality in America, free airtime, marriage, and abortion. The conclusions of each resolution are reprinted below. For the complete resolution text, please contact the NRB office at 703-330-7000, ext 514.

Free Airtime for Political Candidates

THEREFORE, be it RESOLVED that the NRB hereby urges the White House, Congress, and the FCC to reject the proposal to mandate free airtime for political candidates. We support free airtime for candidates — freely given.

Martial Fidelity

Now THEREFORE, be it RESOLVED that the NRB encourages its members to utilize this access to the media to boldly proclaim God's Word as it relates to these issues of martial fidelity and biblical morality: such that the moral founda-

tion of our nation may be restored and strengthened, and God's people may be encouraged to do right.

Moral Foundation of America

THEREFORE, be it RESOLVED that the NRB calls upon Americans everywhere, and Christian believers in particular, to repent and confess our sins to God, both individual sins and national sins. We also urge our entire membership to use the various facilities and airways available to us to call for and pray for a revival and healing in our land.

Partial Birth Abortions

THEREFORE, be it RESOLVED that the NRB strongly urges its members and friends to pray earnestly and work vigorously to persuade at least three Senators to change their vote and override the President's veto, banning partial birth abortions — hopefully forever.



Artist Spotlight: Randy Stonehill

Contemporary Christian music pioneer Randy Stonehill began his musical journey in 1970. *Born Twice*, his first album, debuted a year later. His music and songwriting — spanning 17 recordings, including the 1976 classic *Welcome to Paradise* — has inspired such artists as Amy Grant, Michael W. Smith, and Carman to embark on their respective careers. This year, Stonehill released *Thirst* (Brentwood), his first new album in four years. NRB recently asked this music legend about his mission, music, and the changing music scene.

NRB: How would you classify your music?

Stonehill: My music has always been fairly diverse in style and influence. Its sound is best described as that intersection where folk, rock, and pop music meet. My new album, *Thirst*, well represents this musical intersection.

NRB: What is the central message to your music?

Stonehill: The main theme running through my music hinges on my firm belief that Jesus Christ is the Redeemer of all creation and the living Savior every human soul is in need of. My songs about our culture and about my own walk in faith are born out of that foundational truth.

NRB: What is your religious broadcasting involvement?

Stonehill: As a recording artist and concert performer, I've had the privilege of being involved with religious broadcasting for over 27 years. I've done hundreds of interviews for radio and television both in the United States and abroad. I've also enjoyed the opportunity of being the guest host for programs in each of these media.

NRB: How do you view religious broadcasters?

Stonehill: My history working with religious broadcasters has been, for the most part, very enjoyable and often spiritual-

ly rich. I love coming away from an interview feeling like I've just experienced "on the air" fellowship as opposed to a simple media exposure opportunity. There is a real reward from that sense of participating as a team in sharing the power and wonder of the Gospel.

I see religious broadcasters as people who are ever mindful of the privilege of being allowed to step up to "the big microphone." Theirs is the opportunity to communicate eternal truths to a growing church and a hurting world and they take the stewardship of that opportunity very seriously.

NRB: How have you seen the relationship between Christian music and Christian radio change over the years?

Stonehill: The changing relationship between Christian music and Christian radio has, in my view, both negative and positive aspects. As contemporary Christian music has grown from a grassroots movement in the '70s to a multi-million dollar industry in the '90s, the pressures and temptations brought to bear upon the facilitators of Christian radio and television have also grown. Record companies jockey for position to increase the exposure for their artists, often with little regard for a station's format or its vision for that community.

The positive side of this growing relationship is that Christian radio, once starved for musical choices and treated as an afterthought by record companies, now has a large resource pool of musical variety at its disposal. When record companies and radio truly come together to work for a common agenda, the results can be wonderful.





Country Profile: Poland

The largest Eastern European country — with a population of 40 million — Poland is surrounded by Germany, the Czech Republic, Slovakia, Ukraine, Belarus, and Russia. In 1939, World War II began when Hitler invaded Poland and the British and French honored treaties to defend the country against Germany. One quarter of Poland's population died during the war. And it was in Poland that the Germans situated their most notorious concentration camp — Auschwitz.

From 1939, Poland was occupied by the Germans and then by the Russians. It was only in the late 1980s that Lech Walensa and his fellow Trade Union Leaders led the movement for independence, freedom, and democracy. Today, Poland has a growing market economy and is a leading contender for membership in the European Union and NATO in the year 2000.

The percentage of practicing Christians is tiny (perhaps half of one percent, or 70 to 80,000), as more than 90 percent of the population is Roman Catholic. Christians are spread out in small groups around a country the size of California and have no contact with the half a million Charismatic Catholics.

Since 1994, it has been possible to own private radio and television stations. One Lutheran group received an FM license, but has so far been unable to create a radio station, because of no funding and lack of experienced broadcasters.

Trans World Radio broadcasts into the country from Monte Carlo, translating the programs in Polish using local Christian personnel. A number of different groups have a vision for a Christian radio station, but they don't have the resources or the know-how. There are tremendous opportunities for partnership in radio and television and, given the resources, this is exactly the right time to take up the broadcasting challenge.

— Information provided by the Fellowship of European Broadcasters.



New NRB Members

(as of February 1998)

Full Members

For Faith & Family/

Ethics & Religious
Liberty Commission
Richard D. Land
Nashville, Tenn.

Harvest Church of God,
Inc./Power Living
Jerry Irwin
Anniston, Ala.

Gene Kapp
Kapp Communications,
Inc.
Atlanta

Mel Straight Ministries
Mel Straight
Detroit

W. Larry Payne
Piedmont Media Group,
Inc.
High Point, N.C.

Proclaim Broadcasting
Corp./TV48BM
Dave Benz
Bowling Green, Ky.

Washington Christian
Radio System, Inc.
WCRS-FM/Silver Spring,
Md.

Young Ho Kim

WJIC-AM/Riverside
Ministries
Carl Sullivan
Zanesville, Ohio

WMTI-FM-TV/Toa Alta,
Puerto Rico
Wanda Rolon

WTGL-TV/Orlando, Fla.
Ken Mikesell

Associate Members

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Institute
Newton Upper Falls,
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Leodia Gooch
Archdiocese of St. Louis
St. Louis

The Maltby Group, Ltd.
Butch Maltby
Irving, Texas

Pacific Research &
Engineering
Michael Dosh
Carlsbad, Calif.

Bob Tigert
Tigert Communications
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NRB 98 — Declar

More than 4600 people attended NRB 98 at the Sheraton Washington (DC). Stellar speakers, masterful musicians, exciting exhibits, and winning workshops hallmarked the association's visit to the nation's capital. Begin planning now for you and your staff to attend NRB 99, January 30 - February 2 at the Opryland Hotel in Nashville, Tenn.

SPEAKERS



A. Opening General Session. Charles Stanley (*In Touch*) encourages attendees to declare Christ to the world as the Apostle Paul did, with accuracy, passion, and the power of the Holy Spirit. Emphasizing the need for accuracy in delivering the Gospel message, Stanley shared, "The cross is the heart of the Christian life. As long as someone understands what happened at the cross, everything else falls into place."

B. Worship Service. Arkansas Gov. Mike Huckabee describes his relation-



ship with Christ as "the greatest thing that ever happened to me" during the Sunday Morning Worship Service. A former pastor and religious broadcaster, Huckabee said he "has tried to purpose before God that I'll seek to live my life in a way that pleases Him."

C. Anniversary Banquet. Elizabeth Dole, president of the American Red Cross, thanks religious broadcasters for their work, sharing that her mother has been blessed by them. Believing that government is "too big, too bloated, too



complex," she explains that "in seeking to make America better, we have neglected what made her good: discipline, modesty, willingness to sacrifice."

D. World Fellowship Luncheon. Chuck Swindoll (*Insight for Living*) speaks with humor and clarity on the need to get back to the basics of faith. "The most foundational concept for the Christian today is our relationship with our neighbor . . . Compassion calls for a willingness to spend oneself in unseen humility on behalf of unknowns — and it is

ing Christ in DC

Convention Photos by Pat Mahoney
Text and Captions by Christine L. Pryor

beyond price. We need to be moved by those who can do nothing for us."

E. Evening Celebration. Emcee Dennis Swanberg (*Swan's Place*) imitates Forrest Gump. Known as "America's Minister of Encouragement," Swan introduced the evening's participants in various voices: Jimmy Stewart, Ronald Reagan, Don Knotts, Billy Graham, Ross Perot, and Gump.

F. Evening Celebration. Carlton Pearson, pastor of Higher Dimensions in

Tulsa, Okla., implores broadcasters to keep their message truthful but flexible: "We've got a world to reach, and we've got to be able to relate to that world. Let's do some rethinking. Let's reconsider our message."

G. Public Policy Breakfast. Radio talk show host Michael Reagan (*Michael Reagan Show*) gives his testimony, encouraging broadcasters to "keep slaying the Goliaths that are out there. You are the Davids; the programs you broadcast are your stone."

H. Public Policy Breakfast. William Bennett, co-director of Empower America, takes questions after speaking on the need for America's Christians to take a moral stand in the extra-marital affair scandals surrounding the President. "The President of the United States, more than any other person, represents us. . . . This is not a time for political games. This is a time for truth. We are now telling and showing our children what the important things are."





I. Women's Luncheon. Speaker and author Marilyn Meberg, graciously substituting for author Barbara Johnson, encourages the attendees: "Jesus gave a very solid reason why we can be of good cheer, and it is predicated upon that incredible phrase 'because I have over-

shame to the name of Christ. It's a fact — God still moves when God's people pray."

M. Anointed — Word Entertainment/Myrrh Records. The three energetic singers of Anointed prove themselves worthy of the name during the Evening Celebration. The group's blend of urban music and passionate love for Christ brought attendees to their feet.

MUSICIANS



come the world'. . . . Wherever you are now, you won't be there always. You go through it. There is a time to weep; there is a time to laugh. You will find your laugh again."

J. Worship Service. Jack Graham, pastor of Prestonwood Baptist Church in North Dallas, preaches on the Old Testament's Jabez. "Jabez knew how to pray boldly," Graham said, urging broadcasters to "pray that integrity would mark our lives, that we would never bring



K. The Martins — Spring Hill Music Group. The Martins energize the Opening General Session with a special blend of musical excellence and down-home friendliness, remarking, "We're so excited to be here with y'all. We're country come to town!"

L. Rebecca St. James — Ambassador Artist Agency/ForeFront Records. Australian Rebecca St. James brings her ministering message of encouragement, integrity, holiness, and love to the World Fellowship Luncheon.



N. Carman — Sparrow Records. Sharing his conversion experience at the Evening Celebration, Carman explains his mission: "Something happened to me 22 years ago when I heard the Gospel set to music, and I am compelled to pass that on to a new generation."

O. Cindy Morgan — Word Entertainment/Word Records. Cindy Morgan's gentle, warm, and personable style resonates with the heartbeat of the Women's Luncheon attendees.

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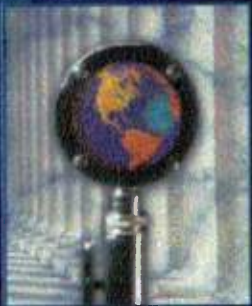
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P. Amy Grant — Myrrh Records and Michael W. Smith — Reunion Records. Amy Grant and Michael W. Smith lead the audience in worship with songs by their late friend, Rich Mullins. Grant acknowledged that though she had been singing for some years, "the message of the hope of Jesus is timeless — it doesn't change." The duo performed their classics *El Shaddai*, *Thy Word*, and *Friends*, returning for an encore of *Great Is the Lord*.



EDUCATION

Q. Radio Boot Camp. Roger Dodson, vice president of the Radio Advertising Bureau Training Division, makes a point during the Radio Sales Boot Camp. The seminar was designed for salespeople with fewer than three years' media sales experience and covered topics such as evaluating prospects, consultancy selling, competitive media, creative challenges, and winning presentations.

R. TV Boot Camp. More than 240 people attended the immensely popular standing-room-only TV Boot Camp. Moderated by Phil Cooke of Phil Cooke Pictures, Inc., the seminar boasted teaching sessions with successful producers and directors, hands-on equipment demonstrations, and personal one-on-one encounters with leading Christian producers.



People Like What They're Hearing...

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"... I commend NRLC & Dr. Franz for educating the public on abortion and other issues through *Pro-Life Perspective*." David Ingram, Ft. Smith, AR

First broadcast in January 1985, "Pro-Life Perspective" is the official radio broadcast of the National Right to Life Committee (NRLC), the nation's largest pro-life group. Pro-Life Perspective is hosted by NRLC president Wanda Franz, Ph.D. and features occasional guest speakers prominent in the Pro-Life movement.

Since its first broadcast, "Pro-Life Perspective" has attracted hundreds of thousands of listeners, an audience which continues to grow. With personal, professional and insightful discussion of pro-life issues, "Pro-Life Perspective" is the best means by which pro-lifers across America, including your listeners, can remain informed on current life issues.



Wanda Franz Ph.D.

Pro-Life Perspective

For more information please contact National Right to Life,
419 Seventh Street, N.W. Ste. 500, Washington D.C. 20004
(202) 626-8817.

AWARDS



S



T

S. NRB Hall of Fame. Benjamin Armstrong, former executive director of NRB, is inducted into the Hall of Fame. Left to right, NRB president E. Brandt Gustavson, Armstrong, NRB chairman David Clark, and executive committee member-at-large Sue Bahner.

T. Al Sanders Scholarship. NRB president E. Brandt Gustavson announces at the Opening General Session that Asbury College student Will Jenkins' essay on *What Makes a Great Radio Program?* won the Al Sanders Scholarship of \$2500. The scholarship is part of the annual Intercollegiate Religious Broadcasters Awards.



EXPOSITION

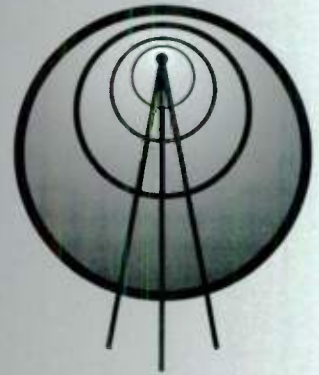
U. Exhibit Hall. The USA Radio Network broadcasts from the exhibit floor, gathering much attention from expo visitors.

V. Autograph Booth. Tony Evans (*Urban Alternative*) autographs copies of *What a Way to Live!* on the exhibit floor.

W. Expo Entrance. Attendees mingle outside of the expo in the Sheraton Washington lobby.



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Music to the Xtreme

Lights! Camera! Sing!

*NewSong is (left to right) Leonard Ahlstrom,
Russ Lee, Scotty Wilbanks, Billy Goodwin,
and founder Eddie Carswell.*

by **Lindy Warren**

The lighting boosts in Gatlinburg (Tenn.) Convention Center are getting some unexpected assistance — Russ Lee's electric red shirt adds a few kilowatts to the mix.

Two cameras on stage, two at the back of the house, and two in the wings capture Lee and the rest of NewSong as "Love Revolution" thunders through the speakers. Whoops indicating approval ring out from 6000 teenagers.

Simultaneously, across the country in Salem, Ore., another excited group of teens views the same scene. The nationally televised live broadcast of *NewSong's Xtreme New Year's* is underway.

The 6000 teens trekked to Gatlinburg to welcome in the New Year, many unaware that the nation would join them via television for the much-anticipated event. The two-hour show featured NewSong — one of Christian music's top vocal bands — urban gospel artists Angie & Debbie Winans, and renowned author and speaker Josh McDowell.

The Pieces

Sponsored in part by World Vision, the program aired live from the Gatlinburg Convention Center via FamilyNet, the Praise Television Network, and Sky Angel DBS.

Resembling *Dick Clark's Rockin' Eve* (ABC's annual broadcast), *Xtreme* featured live interviews with audience members as *Breakaway's* Michael Ross and *Brio's* Susie Shellenberger, *Focus on the Family* magazine editors beloved by teens, roamed the floor. Taped interviews from Third Day and Newsboys were sprinkled throughout the broadcast as well as roll-in bumpers from numerous other Christian artists.

Reinforcing the "live-ness" of the broadcast, a "Live NewSong's Xtreme New Year's" bug appeared in the lower corner of viewer television screens.

The evening was part of the second annual three-day "Xtreme" youth conferences in Gatlinburg and Branson, Mo. Organized and presented by NewSong, the conferences feature various speakers and Christian music headlining acts such as Jars of Clay, Point of Grace, and Third Day.

The Atlanta-based NewSong — comprised of Eddie Carswell, Billy Goodwin, Lee, Scotty Wilbanks, and Leonard Ahlstrom, along with band members Jack Pumphrey and Mark Clay — is no stranger to national television. In 1997, the group made debut appearances on *The 700 Club* and FamilyNet's *Home Life* and *Susan's Place*, as well as a return spot on *Prime Time Country*.

Assembling the Pieces

Like the audience and viewers who came together from all over the country to celebrate the New Year, the live broadcast had its own cross-section of people who united to bring to fruition the idea which was sparked last summer. The players

involved say there is no doubt that the broadcast was an example of divine movement.

Video/film veteran Nancy Knox, who met NewSong on *The Young Messiah* (YM) tour, was recruited by Carswell (NewSong's founder) to produce the broadcast.

Knox happened to be on the West Coast 30 minutes from YM's sister tour, *Emmanuel*, and shot artists on that tour to use for roll-ins. On the opposite coast, Carswell grabbed a camera and snagged interviews with the help of media mogul and YM tour chaplain Bob Briner.

A diverse array of artists such as Bob Carlisle, Russ Taff, God's Property, Cindy Morgan, and Larnelle Harris shouted New Year's greetings to viewers throughout the broadcast. The various artist segments came together with the help of Knox's sister, Laurie. "If she hadn't been there," Knox acknowledges, "this thing would have been difficult to do."

To prepare for her producer role, Knox went to December's "Xtreme" conference in Branson to get to know NewSong and to map out timing for the show.

In the meantime, director Michael Ivey, his crew of six people, a 28-foot truck, and six Sony BVP cameras headed for Gatlinburg. Ivey says directing NewSong was something he had wanted to do since the group played at his church two years earlier.

The networks also met a goal. FamilyNet, which usual-

ly airs Bill Gaither's *Jubilate*, was left without a show when the program went to pay-per-view.

"We decided we needed an event for New Year's and we chose the teenage venue," says David Lewis, programming acquisitions and development manager for FamilyNet. "One of the new strategic goals of our North American Mission Board is youth evangelism, so we thought the broadcast would fit in well."

NewSong doesn't take such dynamic assembling lightly: "It's pretty amazing to think about how the Lord brought the right people to us," says Carswell, a key facilitator of the broadcast. "This show was a reminder of His perfect timing and power to make things happen."

Lee adds, "God began to put the pieces together a long time before we ever got our hands on them."

Fitting Together

With the people in place, the next task was to fuse the diverse talents and translate the live event to television — normally, not an easy feat.

However, as Knox notes, the atmosphere was natural. "The feel of the whole evening was already there. Because of who NewSong is — their excitement — they gave the broadcast that energy."

The audience agreed. Abbey Lundy, from Perry, Fla., experienced her first "Xtreme" conference. She screams over the music, "This is incredible. I can't believe I'm here. Everyone knows about the TV thing, so everything seems really exciting."

Carswell grabbed a camera and snagged interviews with the help of media mogul Bob Briner.

FamilyNet affiliate W69AX-TV in Lundy's hometown aired the broadcast.

Beginning at 10 p.m. (CST), the multi-faceted show featured NewSong for the majority of the broadcast with 20 minutes of Angie & Debbie Winans and 20 minutes of Josh McDowell. During the 10 commercial breaks, Jeff Chandler, youth pastor of Carswell's home church, kept the crowd's momentum pumped.

Viewers were also entertained by excited teens hoping for their television debut, waving scrawled "Hey Mom!" posters.

The evening was capped by noise-makers, party hats, the "Hokey Pokey," and hundreds of balloons showering down from the rafters and bobbing through the crowd.

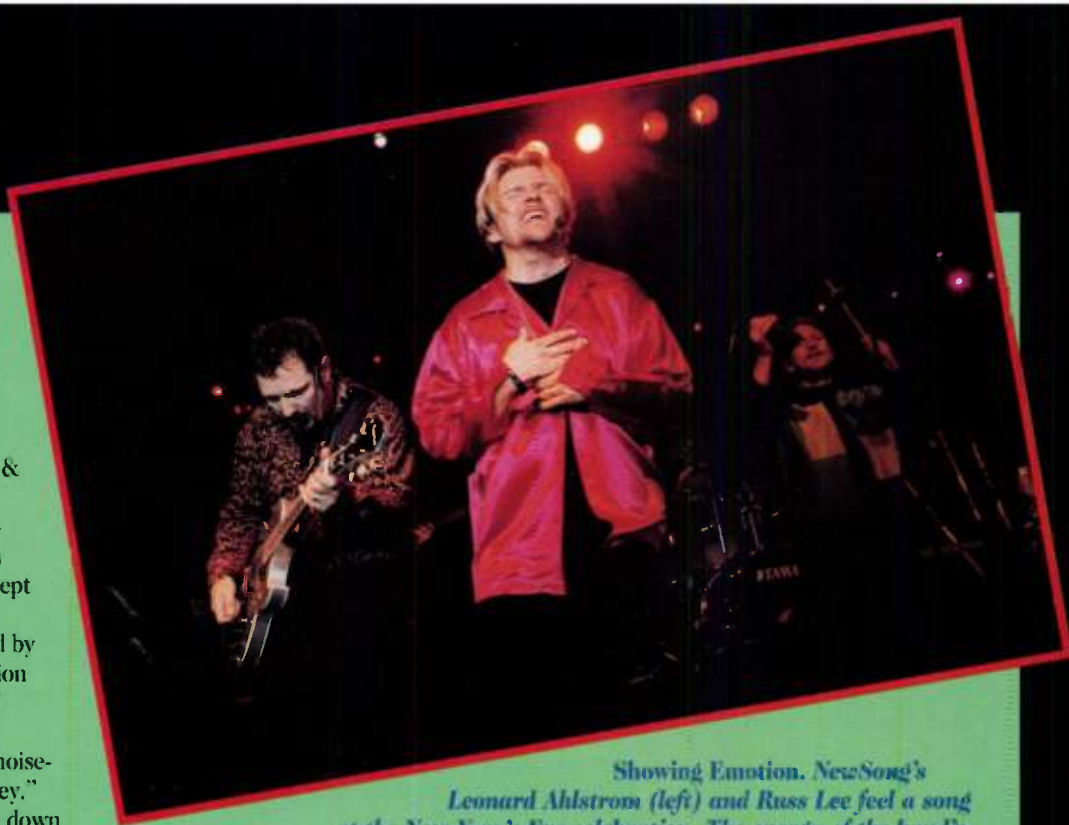
The Center Piece

Though integral, good music and celebration were not the primary goals of the live event. "Jesus was about miracles and planting the seeds of evangelism," Lee emphasizes. "When He commanded Peter and Andrew to be fishers of men, He made it very clear that they had to throw the net."

Viewers heard an impassioned three-minute invitation from Lee at the broadcast's end: "You might be sitting there feeling like you have no reason to celebrate. . . . The reason we're celebrating is not because of *what* we know, but *Who* we know."

NewSong and FamilyNet incorporated 888-NEED-HIM into the broadcast, a toll-free number the network and other organizations use for telephone response to lead callers into a personal relationship with Christ. According to Need Him's Drew Dickens, 665 calls were received on Dec. 31 and Jan. 1.

Reaching unbelievers was also one of the criteria for FamilyNet in considering the program. "Evangelism is a big part of our key goals," says Lewis. "In all that we do we want to make sure the Gospel is presented. That's one reason why we



Showing Emotion. NewSong's Leonard Ahlstrom (left) and Russ Lee feel a song at the New Year's Eve celebration. The energy of the band's performance easily translated to television.



Party Conversation. Breakaway magazine editor Michael Ross turns the spotlight on an Xtreme participant. Ross and Brio magazine editor Susie Shellenberger conducted live on-the-floor interviews with teens to get their reactions to the massive celebration.

XTREME STATS

- ◆ Producer: Nancy Knox
- ◆ Director: Michael Ivey
- ◆ Length: 2:30 hours
- ◆ Venue: Gatlinburg (Tenn.) Convention Center
- ◆ Production Company: Ivey Video Productions
- ◆ Cameras: Six Sony BVPs

wanted to work with these people. Their ministries are focused on sharing Christ."

The Finished Product

As a whole, the broadcast went off with few hitches.

"I really don't feel like there were any huge obstacles or challenges," states Knox. "I think it was just making sure we got everything produced in time. We were still timing everything out an hour or two before the show." The broadcast timed out perfectly — not a minute over or under.

She adds, "There really was no moment when there was any indecision on NewSong's part or mine because they were so buttoned down on what they wanted to do, which made my job easier."

Knox paid what might be a producer's highest compliment: "I just had a great time!"

"We decided we needed an event for New Year's and we chose the teenage venue."

— David Lewis, programming acquisitions and development manager for FamilyNet.

FamilyNet's Lewis thought the show's production quality was "excellent" and is already making plans for next year, as is Josh McDowell. "This one was a winner," Lewis enthuses. "I enjoyed it from a technical standpoint. The whole evening really moved."

Lewis says the only change he would make in the production is audio. "I could tell visually that the crowd was erupting, but there wasn't enough audio boost in the audience to really translate the full effect."

First on his list, though, is more publicity. FamilyNet promoted the broadcast to 4000 churches and 120 affiliates nationwide. According to the network, a third of its stations cleared the broadcast.

"Everything came down so fast," he explains, "but next year will be different. I'm interested in Southern Baptist churches nationwide being able to pull the show down as well as our

Continued on page 31

Xtreme Cast. Benson recording artist NewSong rang in the New Year by hosting a live New Year's Eve telecast from Gatlinburg, Tenn. NewSong's Xtreme New Year's aired live on FamilyNet, The Praise Television Network, and Sky Angel DBS.

The participants include (standing, left to right): Debbie & Angie Winans; NewSong's Russ Lee, Eddie Carswell, and Billy Goodwin; Josh McDowell; and Susie Shellenberger; (kneeling, left to right): NewSong's Scotty Wilbanks and Leonard Ahlstrom; and Michael Ross.

XTREME FAITH, XTREME FUN!

by Michael Ross

Imagine a convention center packed to the rafters with 6000 hyper, cheering teenagers. Imagine a stage filled with top speakers and musicians: Josh McDowell, Debbie & Angie Winans, and NewSong.

Now imagine this whole event being aired live on national television and DBS via FamilyNet, the Praise Television Network, and Sky Angel — in the middle of the Smoky Mountains during a snowstorm on New Year's Eve!

NewSong's Xtreme New Year's seemed like an impossible undertaking, but it was a definite success. The evening was filled with powerful messages, cutting-edge sounds, and video segments from dozens of Christian artists. But my favorite part of the show was the hyper, cheering teenagers.

As editor of *Breakaway*, Focus on the Family's monthly magazine for teen boys, communicating with today's youth is not just something I enjoy, it's my ministry. Before the show, I had a chance to meet with teens and youth leaders from all over the United States — and even from other parts of the world.

The second the convention center doors opened, the young attendees scrambled to their seats. Then it was lights, camera . . . action!

My job during the program was to move through the crowd, looking for teens to interview and using any excuse to work the auditorium into a frenzy (which wasn't too hard). At one point, I was mobbed by kids who wanted to share their testimonies on national television.

"Hey, if you're a teen and you're not following Jesus," a girl from Kentucky screamed into the microphone, "then you don't know what living is all about!"

"Jesus Christ rules!" shouted a boy standing next to her.

97

A LIVE youth rally,
concert and celebration
to bring in the New Year
from Gatlinburg, TN

featuring
Newsong

featuring
**Newsong,
Josh
McDowell,
Miss Teen USA
and many more!**

Use this exciting program to reach the local youth from
your community. Provide teenagers and college students a

It will
make a
MARK on
your soul!

Just as the camera cut away to NewSong's Russ Lee on stage, a *Breakaway* reader from South Africa tapped me on the shoulder.

"I get your magazine each month," he said proudly. "Of course, it arrives a bit late and a little tattered, but that's OK. It's a real encouragement to me — just as this event.

"As I look around the auditorium and see all these teens on fire for God," he continued, "it gives me the confidence to stand strong."

This young man couldn't have said it better.

NewSong's Xtreme New Year's was all about teens having fun together and learning to get radical for God. That was my favorite part of New Year's Eve.

In addition to editing *Breakaway* magazine, Michael Ross is a youth speaker and author of several books, including *Plugged In*.

MUSIC TO THE XTREME

Continued from page 29

stations. Most churches don't have the budget to do an event like this, so for \$300, a church can get a small satellite dish and have access to top Christian music."

Carswell is already working on the next *NewSong's Xtreme New Year's* for this year, which he hopes will incorporate two live *Xtreme* events. "The idea is to hook up from two different places and switch back and forth [during the broadcast]." Carswell believes radio and Internet broadcasts are also "very real" possibilities.

"I think God has better and bigger ideas than His people have ever imagined," Lee concludes. "Obviously, just by looking at what happened this year. He wants to see those visions come to pass for all of us. What we want to know is what He wants *NewSong* to do in 1999. Then we become His hands and feet and dream really big with Him — bigger than our human minds can handle — and see what happens."

Lindy Warren is managing editor of *The CCM Update*, a weekly Christian music trade publication. She has worked for *Virtue*, *Aspire*, and *Christian Retailing* magazines. Warren says her most vivid memory of *Xtreme '97* was watching 6000 youth (and a few adults) do the "Hokey Pokey" at midnight.

NEWSONG NEWS

- ◆ **Group Members:**
Eddie Carswell
Billy Goodwin
Russ Lee
Scotty Wilbanks
Leonard Ahlstrom
- ◆ **Band Members:**
Jack Pumphrey
Mark Clay
- ◆ **Current Album:**
Love Revolution
(Benson)
- ◆ **Recent No. 1 Radio Hits:**
"Won't Stop Love"
"Love Revolution"
"Rhythm of the World"
"Miracles"
- ◆ **Signature Songs:**
"Arise My Love"
"Light Your World"
"We Wear His Name"
- ◆ **1997 Honors:**
 - Best Group (*Christian Research Report*)
 - Best Album (*Christian Research Report*)
 - Christian Song of the Year ("Miracles," *American Songwriter*)
- ◆ **Affiliations**
World Vision
Liberty University

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The Standard for Responsible Internet.



by Bruce Bates

Religious broadcasters are seven times more likely than the national average to be audited by the IRS

While the IRS insists the chances of an individual being audited are one out of 146, a recent survey reveals that the chances of a religious broadcaster being audited is one in 20.

The survey, conducted by a former director of publications for NRB, reveals that more than half of the audits of religious broadcasters within the past five years were conducted in 1997, indicating that the frequency of such audits has increased substantially over previous years.

The findings add further credibility to recent evidence that the executive branch of the government has been using the IRS to "go after" its political adversaries, particularly certain religious organizations and their leadership.

Documents recently obtained from the IRS under the Freedom of Information Act reveal that during the 1960s, President John F. Kennedy and Attorney General Robert Kennedy created a program called the "Ideological Organizations Audit Program" which used the IRS to "contain" conservative Christian organizations "from further expansion."

Newly released transcripts of the Nixon White House tapes reveal that the president ordered members of his administration to use the IRS to "go after" several of his political adversaries, includ-

ing those he specifically identified as "Jewish" contributors to the Democratic Party.

Several recent events demonstrate how the Clinton administration has been using the IRS for political purposes and how the high number of religious broadcasting audits may be more than mere coincidence.

Timelines: May 1993

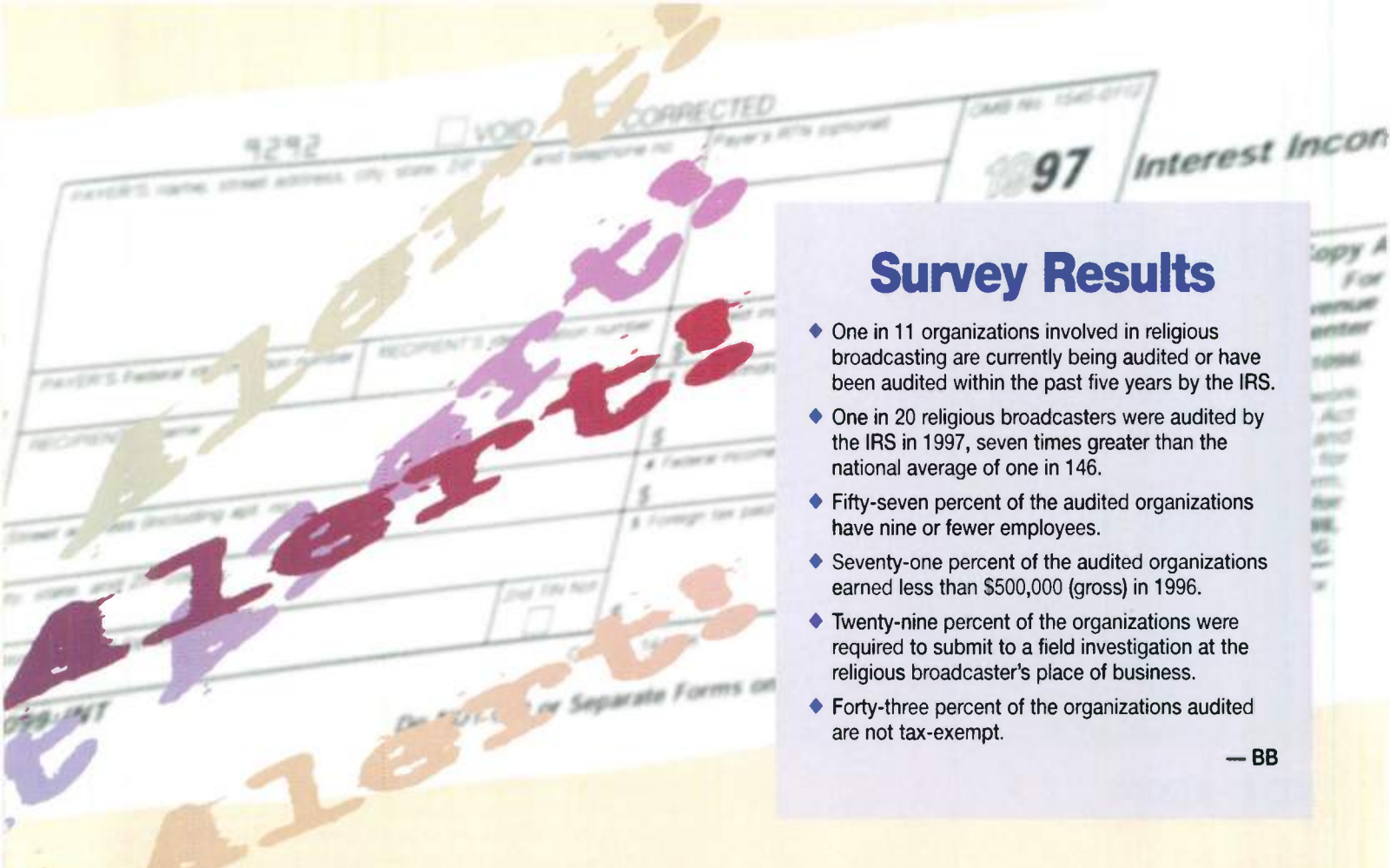
White House counsel William Kennedy tells the FBI that if it doesn't start a criminal investigation of the White House travel office, he "might have to seek guidance from another agency, such as the IRS." Eight days later, the IRS begins separate audits of travel office agency UltraAir and travel office director Billy Dale.

Congressional investigators later find notes relating to the travel office firings in which a White House attorney writes that IRS commissioner Margaret Richardson is "on top of it."

January 1994

White House officials ask for IRS files on White House usher Christopher B. Emery, before carrying out Hillary Clinton's instructions to fire him.

Continued on page 34



Survey Results

- ◆ One in 11 organizations involved in religious broadcasting are currently being audited or have been audited within the past five years by the IRS.
- ◆ One in 20 religious broadcasters were audited by the IRS in 1997, seven times greater than the national average of one in 146.
- ◆ Fifty-seven percent of the audited organizations have nine or fewer employees.
- ◆ Seventy-one percent of the audited organizations earned less than \$500,000 (gross) in 1996.
- ◆ Twenty-nine percent of the organizations were required to submit to a field investigation at the religious broadcaster's place of business.
- ◆ Forty-three percent of the organizations audited are not tax-exempt.

— BB

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AUDIT ALERT!

Continued from page 32

April 1994

Hillary Clinton is interviewed by Pulitzer Prize-winning journalist James B. Stewart in the White House. In *Time* magazine, Stewart writes, "There were a few flashes of anger as she described her and her husband's treatment by the media. She seemed especially upset by coverage of Paula Jones' sexual harassment suit, mentioning that people had no idea how painful it was for her to endure public reports of her husband's alleged infidelity. She railed against the tactics of the right-wing media and think tanks, wondering how they were being financed."

June 1995

The IRS revokes the tax-exempt status of the Church at Pierce Creek in Vestal, N.Y., for running a newspaper ad during the 1992 presidential campaign warning Christians to beware of Bill Clinton.

July 1995

The White House issues a 310-page report — "Communication Stream of Conspiracy Commerce" — to a handful of select journalists. The document blames widespread media coverage of White House scandals on right-wing media. The report states the so-called "media food chain" begins with allegations by "well-funded, right-wing think tanks and individuals."

June 1996

Congressional investigators discover IRS files among nearly 700 FBI files on prominent Republicans that had been collected by White House security office head Craig Livingstone.

July 1996

The IRS begins an audit of The Western Journalism Center

More than half of the audits of religious broadcasters within the past five years were conducted in 1997.

after it reveals evidence that the death of former White House counsel Vince Foster may not have been a suicide.

November 1996

President Clinton gives an impromptu victory speech to a gathering of Little Rock supporters, reported in *USA Today*. Clinton characterizes those who had made an issue of ethical matters as "a cancer" and promises to "cut [them] out of American politics."

January 1997

The *Chicago Tribune* and *Washington Times* report that a surprising number of conservative groups are being audited by the IRS, while prominent liberal groups are not.

Ironically, tax-exempt organizations involved in religious broadcasting are forbidden from attempting to affect any kind of legislation, even legislation that directly affects them, by Section 501 of the U.S. Tax Code. In recent years, a number of religious organizations have seen their tax exempt status threatened or revoked for voicing viewpoints that were considered by the IRS to be too "political."

Bruce Bates is president of Bates Enterprises, based in West Palm Beach, Fla. He may be reached by telephone at 561-966-0060 or via fax at 561-966-0320. Visit his Web site at www.brucebates.com.

In the Crosshairs

A few groups targeted by the IRS:

- ◆ American Life League
- ◆ *The American Spectator*
- ◆ Citizens Against Government Waste
- ◆ The Heritage Foundation
- ◆ Paula Jones (filed a sexual harassment suit against President Clinton)
- ◆ *The National Review*
- ◆ The National Rifle Foundation
- ◆ Non-profit groups (5) linked to Speaker of the House Newt Gingrich
- ◆ Oliver North's Freedom Alliance
- ◆ Second Baptist Church in Lake Jackson, Texas (distributed a letter stating that people who vote for Bill Clinton are "guilty before God")
- ◆ The Western Journalism Center

— BB

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FCC Ruling on DTV Requests

After the FCC last summer issued major decisions governing the transition to digital television (DTV) broadcasting, the commission was flooded with more than 200 requests for "reconsideration" of the DTV rules. The FCC has now ruled on those requests. While the agency largely affirmed its earlier decisions, the commission did make some changes that should make the DTV transition easier for low-power television broadcasters, among others.

Most DTV Rules Reaffirmed

The FCC first adopted its digital TV rules last April, and a number of broadcasters have already begun constructing their new facilities. As expected, the agency's revised rules make no changes to the main elements of the overall plan for digital television — including the technical standard, which allows for the transmission of either a high-definition television signal or several program streams in lower resolution formats (known as standard definition television).

Every full-power TV broadcaster retains its right to a second, paired channel to provide digital service for several years before the current analog television broadcasts cease. Licensees must relinquish one channel when this transition period ends in 2006. The simulcasting rules also remain the same — requirements for broadcasting identical programming in both technical modes will be phased in between the years 2003-05.

In addition, the agency kept its staggered construction schedule for DTV stations. Affiliates of ABC, CBS, FOX, or NBC located in the largest TV markets must build digital facilities by May 1, 1999 (and have voluntarily committed to do so by November 1998). Affiliates in markets 11-30 must complete DTV construction by November 1, 1999. Other commercial stations face a May 1, 2002, deadline and non-commercial stations are required to build their facilities by May 1, 2003.

Expansion of the Core Spectrum

However, the commission did make one significant change by revising its plan to pare down the television broadcast band after the DTV transition period ends. As most broadcasters will remember, engineers determined during the development of the new technical standard that DTV stations could be "packed" more closely together than today's analog TV stations. That meant that the same number of stations could be squeezed into a smaller slice of the spectrum.

In turn, that development led the FCC to decide to reallocate some broadcast frequencies to other communications uses — which likely would be licensed by auction, thereby raising considerable revenue for the government. The current analog TV band is composed of 68 channels of 6 MHz apiece. The agency originally planned to "give back" 23 channels and keep only 45 (either those channels 2-46 or 7-51) for DTV.

But the FCC has now determined to keep another five channels for broadcasting, bringing the total permanent DTV channels to 50 (located between channels 2-51). The agency decided that retaining the additional frequencies will eliminate some interference problems during the crowded transition period, when each full-power station will be using two channels.

Retention of the additional spectrum for broadcasting also means that more LPTV and TV translator stations may remain on the air throughout the transition. Earlier in the DTV proceeding, the agency decided that these "secondary" stations would be displaced when necessary to accommodate new, full-power digital TV stations. As a result, many LPTV stations — particularly those in major markets — face orders to cease operating on their current frequency once a conflicting DTV station begins operation.

The revised DTV rules do not change the secondary status of LPTV and translator stations. While a number of LPTV stations have now been spared displacement, still others must go off the air in the near future. Licensees should check the revised DTV Table of Allotments (available via the commission's Web site at www.fcc.gov) for information relevant to individual circumstances.

The FCC's latest DTV decision also gives some additional flexibility for those secondary stations that remain subject to displacement. Licensees of such LPTV or translator stations will be permitted to apply for a new channel without being subject to competing applications, and such requests will be given priority over other low-power applications.

Other DTV Changes

In addition, the agency revised several DTV technical rules to provide full-power broadcasters more flexibility for DTV station modifications. As a general matter, DTV stations will be allowed to increase power, change antenna height, or move transmitter location so long as the changes do not create more than a 2 percent increase in interference. Also, UHF stations will be permitted to increase power and employ tilt beam antennas to reduce coverage disparity between UHF and VHF stations.

Finally, the commission noted that it will consider a number of DTV-related issues in separate proceedings, including — most importantly — how existing cable "must carry" and retransmission consent rules should apply to digital television. **NFB**



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.

Call the Pioneers!



Courtesy, Colorado Historical Society F20.275

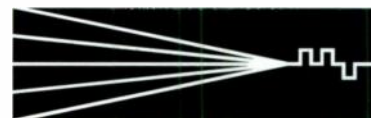
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Partners, Not Competitors

Why would anyone want to be involved in Christian radio, especially when a lot more money could be made by going mainstream? Do you have a calling to religious broadcasting? Do you have a vision to impact your world with the Gospel?

Like many within the body of Christ, religious broadcasters are beginning to work together to impact their communities. Today, gospel music stations are partnering with inspirational stations and Christian talk stations are working with CCM stations to reach out to the lost and needy. Even though we have different ownership, formats, and programming, we still share common purpose and lordship.

It is a radical idea: different radio stations with different formats and ownership working together to impact their communities. Our communities are plagued with poverty, teen pregnancy, and addictive behaviors, just to name a few. Food pantries, crisis pregnancy centers, homeless shelters, and churches are working to make a difference. For Christian radio, our focus on these local ministries is helping to make a big difference in the community and in our stations.



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Questions arise, though: If radio stations work together, will listeners and advertisers choose only one station? Can we maintain profit margins and market share?

Our experience in the Salisbury/Ocean City, Md., area has been extremely positive. The fellowship between WXPZ-FM/Milford, Del., WKDI-AM/Denton, Md., WDIH-FM/Salisbury, Md., and WOLC-FM/Princess Anne, Md., has enabled us to make a greater difference than any of us

could have made on our own.

A few years ago, WXPZ general manager Bill Sammons called me to see if WOLC was interested in simulcasting a sharathon to raise funds for the area pregnancy care centers. Seven centers and two radio stations joined forces for the six-hour "Willing Hearts Radiothon." It was so successful that we did it again, adding two more radio stations, and the centers received \$35,000 between the two events.

When WOLC began leading the effort for the area's March for Jesus, our friends at WDIH got involved. With live broadcasts, they encouraged participation as we praised, prayed, and proclaimed the love of Jesus.

Billboards can be an expensive advertising tool. By splitting the cost, WXPZ and WOLC have shared the space with both logos and a message of hope.

Last year, we have focused efforts on collecting coats for the poor and toys for Project Angel Tree and Prison Fellowship. By charging local retailers to be drop off points, both WXPZ and WOLC made money, supported the charity, and promoted the work at each station.

Last year, Hardee's was the drop off point for Angel Tree. Live remotes and a free sandwich for each person who donated a toy brought in more traffic for Hardee's and helped to make a difference for a lot of children.

Just as more people have listened to the other stations, more have also listened to WOLC. Recognizing the abilities of each station to better target certain listeners helps each station to grow. WOLC has been better focused on its target and, according to research, both the station's share and AQH are stronger. As a result, our station's revenues have increased and community awareness has also grown.

With more people in the community listening to Christian radio, there is more support for volunteerism, giving, and community involvement. It takes a team approach to minister to a community. There is no way one ministry or one broadcaster can be everything to everyone.

Often, WOLC will have a booth at a WXPZ-sponsored event. When a listener stops and remarks, "Oooh, the competition is here," it really bothers me. It shows that the message of unity and cooperation has yet to be understood by some. It is a message that is not anticipated and seldom understood.

WOLC admittedly competes with secular radio stations for listeners: Christian radio stations, however, are our partners. Even though we may have separate leadership and check books, we all serve the same Lord. And serving Him is a good reason to be in Christian broadcasting. **NFB**



Jim East is general manager of WOLC-FM/Princess Anne, Md., which has served the Salisbury-Ocean City area for 21 years.

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Non-Linear Considerations, Part 2



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.

January's column focused on whether to purchase a non-linear system. Hopefully, the observations in that article helped you sort out the many confusing issues surrounding the topic and if nonlinear fits your application. This article will deal with media management and storage, which are vitally important in the realm of nonlinear.

Here are some more questions taken from my list of 22 considerations to look at when debating nonlinear. Let's take a closer look at effective storage, media management, and archiving.

Is there adequate storage for my projects? What about expansion?

Everyone's needs are vastly different in storage. A long-form producer working on documentaries, features, and vignettes will require more storage than a commercial producer or someone who just deals with promos. As a rule of thumb, systems come equipped with adequate space for a long-form project, depending on the quality level of digitized art.

Many systems will allow you to digitize at a lower level, edit a rough cut (or what could be called an off-line), and then redigitize at a higher quality, requiring only the material used in the final version to be redigitized. Also remember that depending on where the product is aired, you can use a lower quality level and have more space. The formula in nonlinear is as follows: higher quality input requires more disk space, while lower quality allows for more room for incoming material. Nonlinear lets you make the call.

If you do run short on disk space — which can affect the system in a variety of ways — it is usually very simple to add

Keeping track of time code lists for video that is digitized, electronically naming tapes as they are digitized, and clearly marking your entered clips all are essential in effective non-linear editing.

more and easy to link it with the existing drives. These drives vary in size and prices begin at \$300 and escalate to several thousand. It is wise to make sure hard drives for your system are available on the open market, not just from the system manufacturer.

How important is media management in the non-linear realm?

Have you ever gone out on a shoot and failed to mark your tape? Then when it's time to edit, you have no idea where the tape might be? I'm glad to know that no one else can be accused of this. But just in case anyone is guilty, this is a good comparison to quality media management in nonlinear — keeping track of time code lists for video that is digitized, electronically naming tapes as they are digitized, and clearly marking your entered clips all are essential in effective non-linear editing.

It is also important to be able to access that media once it's on the hard drives. Check to see if the system utilizes some type of contents manager (Panasonic Postbox) or media tool (most Mac-based systems) to allow material review. This provides vital information and also allows redigitizing and/or deletion of old material from the hard drive. By naming tapes, an internal log can be retained on the hard drive or saved to floppy disks for future use. I also make it a habit to rename my clips to be sure I know what they contain.

What about archiving material to and from a non-linear system?

Most material can't remain on the hard drives. The most effective back-up system currently available is digital linear tape (DLT). This isn't lightning fast yet, but it does allow a clean digital copy and can be redigitized without loss.

What I love in the realm of archiving is the breakthrough with swappable drives. Several manufacturers are making them, which allows you to virtually keep a project or projects on the shelf. Simply insert the swap drive when you begin editing, dump the material out when finished, and then pull the drive and put it on the shelf. This is a very cool idea and helps producers stay friends.

Next time, I'll probe into the various non-linear systems to see how they plan on linking into the digital realm and their future plans. For a complete list of my 22 considerations on choosing nonlinear, e-mail me at VisMed@aol.com. **NFB**

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Relationship-Building Tools

As I entered a major Washington-area men's clothing store, a well-groomed, professionally dressed salesman approached me. "Oh, no," I thought. "I really don't want to be sold hard or pushed to buy." To my delight, the salesman said to me, "If I can be of any service to you, sir, please just let me know."

We all have experienced sales reps who really want you to buy what they want to sell you. Without having a clue about what you want, they say things like, "This would really look good on you," "We just got this in," or "There's only a few of these left at this price."

John Maxwell puts forth this concept, which holds true in every area of life: "People don't care how much you know until they know how much you care." It goes back to the most basic human need — the need to feel loved and accepted.

If we can translate this truth into our selling, we will sell and enjoy our work more. People buy from people they like and people like people who genuinely try to meet their needs. The question is, "Do you really care about helping your prospects and clients get what they want and need?"

Here are some powerful relationship-building tools useful when contacting new prospective clients.

1. Ask lots of questions. When you first talk to prospective advertisers, ask them what their goals are. I like to phrase the question this way: "If your radio advertisements are successful, what will the ads have done for you?" We need to know their goals in order to develop a marketing plan.

2. Listen. People like to talk about themselves and their business. Let them talk. Discipline yourself to allow pauses between what your client says and your response. The best sales meetings are typically those in which the clients talk 90 percent of the time.

3. Allow time for personal connection. Most people have an important life outside their business work. If you can find out about a passion they have outside work, this can help your relationship grow. Build a relationship on integrity and trust, and you will have loyal clients.

4. Be vulnerable. As Don Cartmell, vice president of Salem Communications, has wisely said, "People relate more through pain than they do through successes." When you are honest about a failure or a struggle, it shows them you are not just trying to shine as a model of perfection.

Be boldly honest with your prospects. Tell them you believe that all advertising is risky but that you've been through enough successes and failures to know the elements of a winning marketing campaign. Also, when you or your radio station mess up, admit it. Own up to your mistakes and you have the opportunity to develop a client for life.

5. Professionally manage the margins. Follow through on all the details you promised to your prospects and clients. I have recently been involved with the sale of my home. My real

estate agent paid very close attention to details, such as the wording we wanted in our MLS and print ads. I know he cares by the way he has professionally managed the details of our home sale. The details on proposals, scripts, production, and scheduling are just a few of the elements that we need to deliver.

6. Don't quit. If they are not clients yet, don't quit too soon. Keep calling them, but always have something new to offer — an idea or new question. Too many times we stop calling on prospects when they are about to say yes.

At WAVA-FM/Arlington, Va., our average selling cycle is five to seven calls to the yes. This past year, my station added several new clients that we had been contacting for four to five years.

Most of us tend to stop calling the prospect too soon. Don't get frustrated when they don't call you back. Show your patience and earn their business through time. A local Washington businessman used to say, "First we build a relationship, then we do business." If you care about the prospects, and really believe you can help, you won't quit.

7. Build loyalty through service and friendship. Get to know your clients. Send your clients a personally written note thanking them for their business and enclose a gift certificate to a local restaurant. When they are sick, send a card, or call to ask if there is anything you can do. These non-essentials separate you from all the other sales reps.

This past fall, a senior sales rep and I went together to call upon one of the largest insurance companies on the East Coast. The gentleman we met with places literally millions of advertising dollars in all forms of media.

The meeting started cold, with the prospect not opening up to us about his goals and giving us very short answers to our questions. Then my rep asked him why he was dressed casually. The gentleman answered that he was going to the Kemper Open golf tournament that afternoon. It so happened that I had been to the Kemper with my son the previous day. We then spent the next 20 minutes talking about golf, which the prospect absolutely loved. In the last five minutes of the meeting, the prospect gave us a three-month order for \$15,000.

Rarely do we sell anything without relationship. Even when you are working with a hard-nosed buyer, they really do want to know that you care about their success in business and them personally.

How have you shown your top clients and prospects that you care this past month? Show them you care — really care.



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

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___AD1820 TV Station Promotion

___AD1830 How to Produce a Christian Feature Film at Rock Bottom Prices

___AD1840 Being Heard Above the Clamor of the Crowd: 10 Strategies for Advertising Your Media Ministry

___AD1850 Women's Luncheon with speaker Marilyn Meberg

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___AD1920 Journalism and Faith: Fighting Compromise

___AD1930 Answers to Your Toughest TV Questions

___AD1940 How to Produce Creative Christian TV Programs that Audiences Watch

___AD1950 Congress Calling

___AD1961 Anniversary Banquet with speaker Elizabeth Dole, & AD1962 American Red Cross, Washington, D.C. (2 cassettes - \$20.00)

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

Avoid Sounding "Dumb"

You're driving in your car and listening to the radio. Music is jamming and as the song ends, the DJ says, "I'll be right back after this message." Where's he going? Or he might say, "It's time to take a break." Break what?

How many times have you heard those words? How many times have you said those words? Why do we use them?

In going over air-cheeks with some of my on-air staff, I have heard these little clichés and have asked them why they use them. Not one of them can answer why they do it — they all just say they've heard them somewhere. But I think they make you sound dumb.

The same goes for your radio show. Talk like you talk to your friends. The commercials should not be treated as an interruption but as part of your whole show.

The Announcer

Anyone who is in radio has probably used that type of broadcaster jargon. I did until it was brought to my attention by an old sage of radio. That's when I became aware of how dumb I sounded and changed my ways.

I'm an advocater of "personality" radio. In other words, be a person on the air and not an "announcer." When you use those phrases, you lose your person and become the "radio announcer."

Here's an example: you're shopping in Wal-Mart and you see some friends. You get caught up in conversation and all of a sudden, you realize that you're on a shopping mission so you say, "Oh, it's time to take a break" or "I'll be right back after I check the price of microwave popcorn."

Of course you don't actually say those phrases. You say, "Hey, I've got to find the microwave popcorn" and then you and your friends continue talking and head over to the popcorn section.

The same goes for your radio show. Talk like you talk to your friends. The commercials should not be treated as an interruption but as part of your whole show, because they are. There's no need to acknowledge a commercial break; instead, just keep the show going. The same goes with anything you say on the air: remember you're talking to your friends.

The Weather

Being a commercial station, KADI-FM/Springfield, Mo., has weather sponsors most of the time. So what happens when

it's unsold? Should the on-air person say, "Weather brought to you by me?" Wrong (but believe me it happens). Just do the weather.

The Temperature

Here's another one heard frequently: "The temperature outside is 65 degrees." Where else would the temperature be but outside? Just say, "It's 65 degrees."

The Remote

Another radio term used too often is "remote." So often you hear, "This weekend, KXYZ will be doing a remote at such and such place." Again, that's radio jargon and it sounds so uninviting. Who wants to take the kids to a remote? Use terms like "radio party," "roadshow," or "weekend spectacular" — things that sound like fun.

The Outro

This one drives me crazy. A program is about to end and the on-air person says, "This has been John Doe with the Hour of whatever," or "I've been John Doe." When I hear this, I scream at my radio and yell: "So if you have been John Doe, who are you now?"

What should be said is, "You've been listening to the hour of whatever with John Doe" or "This is John Doe."

The Time

How about the time? I've heard lots of discussion on this. Is it better to give digital time, analog time, or both? I've heard: "KXYZ, it's twenty-five after eight," "eight twenty five," and "twenty-five past the hour on KXYZ."

Of course you can always tell when a station is on satellite because time is always given "past the hour" or "before the hour."

Whatever you do, don't give time in military time. Speaking of time and military, you can always set your clocks to the US Naval Observatory Clock by dialing 1-900-410-TIME.

Please keep in mind that the points I've mentioned in this column are not from any radio rule book — they are just some of my observations and pet peeves. And I'm sure you probably have some that could be added to the list. If so, I'd like to hear about them: rod@kadi.com or fax 417-862-1041. **NFB**



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Growing Up in Salvation

This is the first of three articles on presenting the salvation message to children. The second article, appearing in the July-August issue, will deal with developing faith. The third, appearing in the November issue, will give specific how-to's.

I tell you the truth, anyone who will not receive the kingdom of God like a little child will never enter it" [Mark 10:15].

Like a child: open and believing, dreaming and knowing that all things are possible. Like a child: wondering and anticipating, freely expressing. Like a child: experiencing the world with all senses, discovering and delighting. Like a child: vulnerable, hopeful, dependent, loving. And needing Jesus as friend, as Lord, as Savior.

There is a clear progression of spiritual awareness that helps us know how to communicate the salvation message to children at different ages.

Jesus said, "Let the little children come to me." And we reply, "Yes! We want to lead children to Jesus." But what is the best way to communicate the salvation message to them?

Each child is a unique individual. So the best way to know a particular child's spiritual level is to listen to him and observe him. This requires developing a relationship with him. However, there are some important general facts that will help anyone who presents the salvation message to children.

Self and Sin

Children are born self-focused. Since self is the basis of sin, we can say that children are born sinful. But in their first few years, they're not aware that they sin.

Right and Wrong

As children grow close to two years old, they begin exhibiting a strong will. They want some independence in decision making, but are not mature enough to make consistent decisions between right and wrong. In fact, they decide what's right and wrong by knowing whether they'll be rewarded or punished for certain behaviors.

Awareness of Others

Around three years old, children reach a major milestone: becoming aware that other people have possessions, opinions, and needs. They begin to see how their choices affect others.



*Karyn Henley is an award-winning author, teacher, children's communicator, and entertainer. Henley's *The Beginner's Bible* received the Gold Book Award, has sold more than 3 million copies, and has been translated into 17 languages. She can be reached at 615-385-9073.*

The Conscience

The four-year-old child reaches another major milestone. His conscience begins to develop. This guides more of his choices. Now he can understand that he sometimes makes the wrong choice. This awareness allows him to say, "I am a sinner," and he can begin to see the need for a Savior.

Fantasy and Reality

Everything a young child experiences gets stirred into one big world in his brain, interpreted largely by imagination. Spiritual concepts and Bible stories get mixed in with cartoon stories and super heroes. But around age five, children begin distinguishing fantasy from reality. They can know that the salvation message is real.

Symbolism

When children are six or seven, they begin to understand symbolism. In fact, some people call the child's seventh year "the age of reason." This is significant, because many of the methods we use to tell the salvation message are symbolic.

Seeing A Need

In the elementary school years, children see a need for a constant companion, a guide, and a Savior as they face increasingly difficult challenges in their lives.

Daily Life

As children enter the teen years, they begin to reason more like adults. They can think about and question their own assumptions. They want to see how the salvation message applies to their daily lives.

There is a clear progression of spiritual awareness that helps us know how to communicate the salvation message to children at different ages. We have to begin where they are, at their level of understanding.

At what age can a child receive Jesus as Lord and Savior? How much do children have to understand? That's a good question. But God never asks us to understand. He just asks us to obey. And that's something even a child can do.

"Here I am! I stand at the door and knock. If anyone hears my voice and opens the door, I will come in and eat with him, and he with me" [Revelation 3:20]. NFB



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A Potpourri of Topics



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

Interviewing Tips

Linda G. Furr of Truth Broadcasting Company in Locust, N.C., writes, "Here are a few interviewing techniques I've learned in the last 10 years interviewing Christian people for *The Curiosity Shop* television program, a variety talk show that broadcasts in Charlotte:

1. Pray before the interview.
2. Chit-chat prior to the interview (but do not discuss the interview topic).
3. Be truly interested in what the person is saying (listen carefully).
4. Try to think from the viewers' perspective and ask questions they might ask.
5. The interviewer should not do the majority of the talking.
6. The interviewee is the "star."
7. Treat people with dignity and respect, both on and off camera.
8. Keep control of the interview. Learn to gracefully interrupt if needed.



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Life-Changing Words

586 Webcasters are on the Internet, broadcasting audio or video on the World Wide Web. Local radio stations number 324 — 185 are international; 24 are networks; and 53 are Internet-only, broadcasting solely on the Web.

Of those radio Webcasters, 89.4 percent use RealAudio streaming technology, 6.7 percent use StreamWorks, and 1.7 percent use Microsoft NetShow. Webcasters have formed their own organization, the International Webcasters Association (<http://www.webcasters.org>).

Religion Coverage

The coverage of religion by general media will hopefully improve thanks to an \$895,000 grant from Pew Charitable Trusts to The Trinity College Center for the Study of Religion in Public Life.

The grant will fund the three-and-a-half year "Religion and the News Media" program, which includes various projects and conferences that will bring together journalists and scholars of religion. The program will begin at the start of the 1998-99 academic year with a look at religion's influence on American politics.

Journalists who participate in the program will not be those who already cover religion, but who generally cover such subjects as politics, urban affairs, science and medicine, education, the environment, philanthropy, sports, and the arts.

"At a time when religion is impinging on public life in new and unanticipated ways in the United States and around the world, there is a critical need to improve the ability of the news media to report and interpret religious developments," says Luis Lago, director of Pew's religion program.

Mark Silk, who directs the Trinity College Center, called the religion and media program the first of its kind. "Through conferences and publications, we will be addressing not only how religion per se is covered, but also how religious values and issues fit into coverage of other aspects of politics and society," he said. ^{NFB}

9. Do not abuse editing techniques (Thou shalt not lie).

10. Pray silently during the interview for God's direction."

She says, "I love doing interviews. I'm still learning and it is interesting to see what others advise."

Write to me describing how you conduct interviews on your station.

Internet Programming

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classifieds

Help Wanted

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 to: Marsha Shrader, PO Drawer 2440, Tupelo, MS 38803.

CHIEF ENGINEER. Pilgrim Radio, a network of satellite-fed, commercial-free Christian radio stations and translators, is looking for a competent, outdoor-type chief engineer with FCC General Class and/or SBE Certification to share workload with Wyoming counterpart. Experience in digital automation, satellite audio, solar, and FCC filing process a plus. Helps to be able to operate Thiokol Snoeat (Lake Tahoe is 18 miles away). We need a motivated, organized, careful, and honest individual to fill this position by spring. Post, fax, or e-mail cover letter and detailed resume, including experience, education/training, dates of employment, salary history, and references to: General Manager, Pilgrim Radio, 6363 Highway 50 East, Carson City, NV 89701. Fax 702-SS3-5704, or e-mail knisfm@aol.com. EOE.

CHIEF ENGINEER. Position with quality Kansas City-based Christian radio network/group requires strong background in construction, installation, and maintenance of studios, AM-FM transmitters, STLs, digital audio, DCS computer automation, satellite networks, and translators. Minimum of five years' experience desired. FCC General Class or SBE Certification a plus. Excellent character and professional references expected. Some travel involved. Excellent compensation with full benefits. Please send cover letter, resume, salary history, and references to: Personnel Director, Bott Radio Network, 10550 Barkley, Overland Park, KS 66212, or fax 913-642-1319. EOE.

ASSOCIATE REGIONAL DIRECTOR. Full-time position available in a growing non-profit Bible placement ministry in northern California or southern Illinois/Indiana. Responsible for assisting with calling on individuals, churches, and foundations to raise financial support to fund the placement of Bibles worldwide. Fund-

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PUBLICIST. NavPress, a Colorado Springs-based Christian publishing company seeks person with strong interpersonal and verbal communication skills. Broad-based creative writing skills, organizational skills, enthusiasm, and ability to handle multiple tasks a must. Applicants should have two to four years' experience in book publicity, preferably in both CBA and ABA; be self-motivated; and enjoy working with a team. Responsibilities include writing/execution of publicity plans, securing broadcast/print opportunities, writing promo materials, and related duties. Unparalleled working environment. Reports to marketing director. Send resume with salary requirements to: NavPress, Attn: Marketing Director, PO Box 35001, Colorado Springs, CO 80935, or fax 719-260-7223.

MANAGER, ASSISTANT MANAGERS, 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.

EXECUTIVE PRODUCER. Florida Family Council, a non-profit communications/research organization, seeks producer for daily radio program/commentary/news network. Candidate will secure guests, direct researcher/writer, oversee production, and purchase airtime. Proven track record with three years' experience and degree, fax 813-222-8301 or e-mail famvoice@aol.com.

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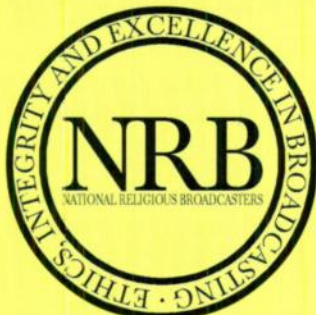
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National Association of Broadcasters Annual Convention: Las Vegas Convention Center, Las Vegas. Information: 202-429-5300.

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Gospel Music Association Week: Renaissance Hotel, Nashville, Tenn. Information: 615-242-0303.



April 26-29

50th Annual Evangelical Press Association Convention: Holiday Inn Mart Plaza, Chicago. Information: Ron Wilson, 804-973-5941.

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National Cable Television Association Annual Convention: Atlanta. Information: 202-775-3669.

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Expolit (annual Spanish Christian literature convention): Radisson Mart Plaza Hotel, Miami. Information: Marie Tamayo, 305-592-6136.

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104th Audio Engineering Society Convention: RAI Conference and Exhibit Centre, Amsterdam, The Netherlands. Information: 31 35 541 1892, or e-mail 104th chairman@aes.org.

June 7-9

Consumer Electronics Show Habitech 98: Atlanta. Information: 703-907-7500.

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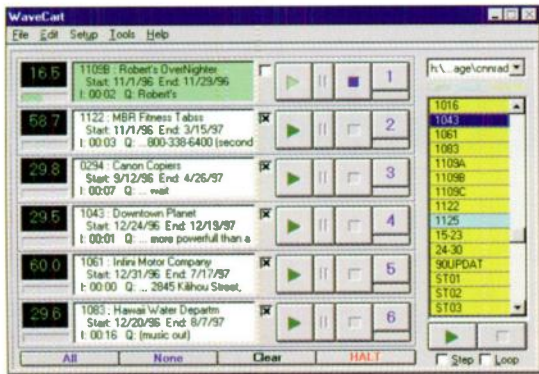


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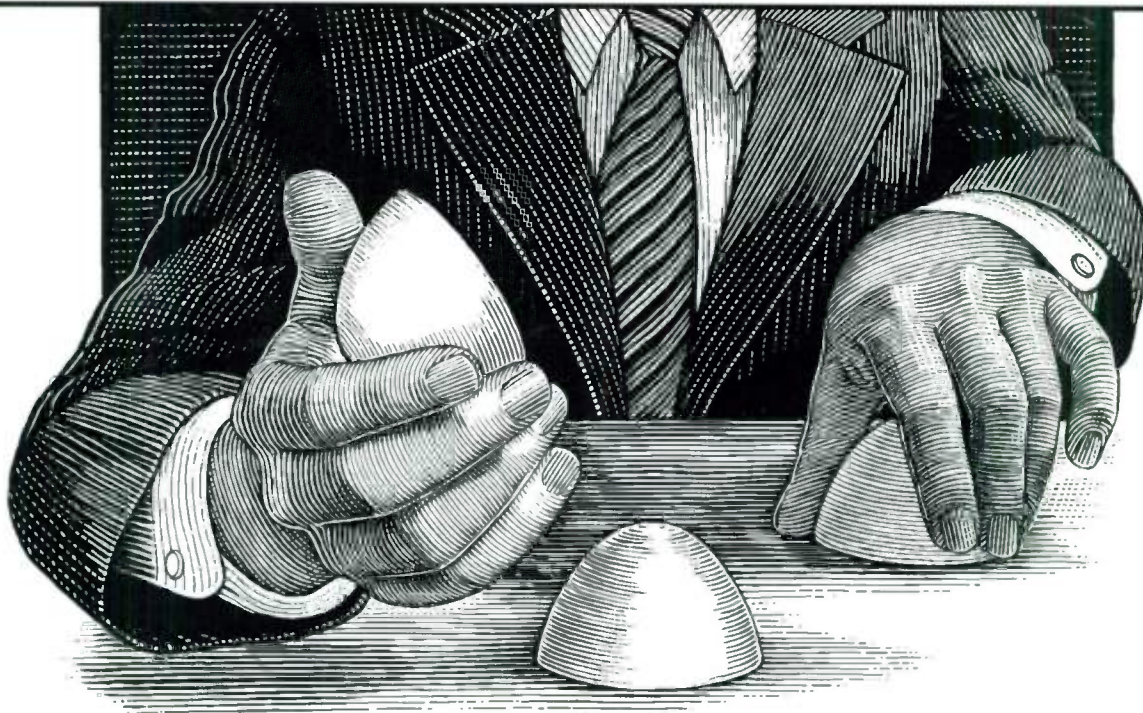
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Take any or all of our programs. Use them just on holidays, or overnight – maybe only on weekends. It's your choice.

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