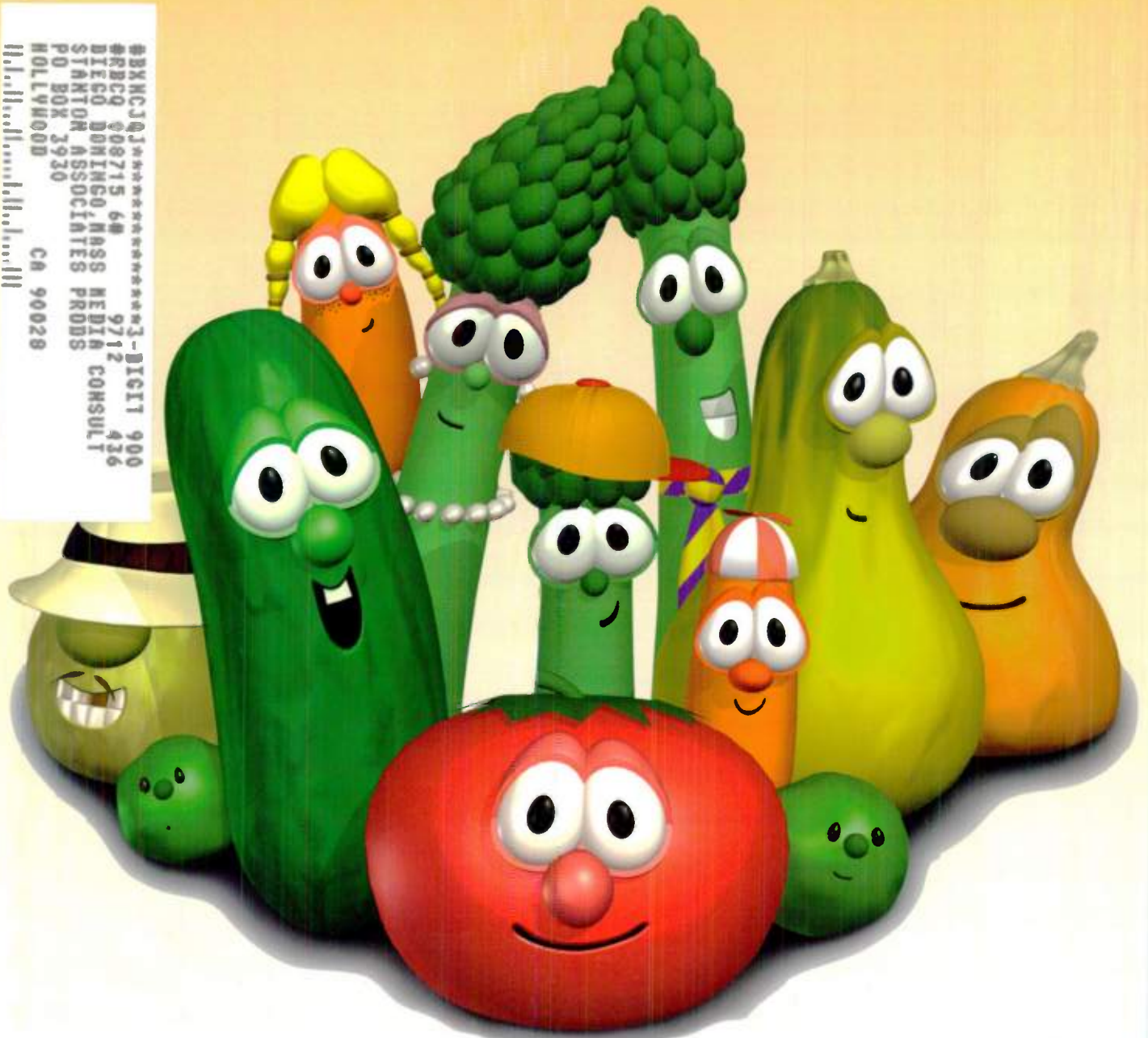


NRB

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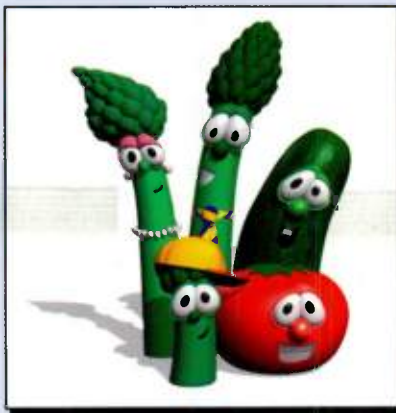
contents

14

cover story

Broccoli, Celery, Gotta Be . . . VeggieTales!

by Sarah E. Smith
Thousands of children are asking for more vegetables. Find out what makes this series so tasty and discover how its chef is continuing a religious broadcasting legacy.



features

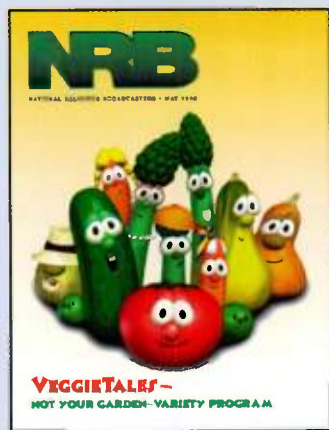
nite Brite's Night Light

by Elizabeth Spencer
A weekly radio bedtime story is charming children from coast to coast and continent to continent.



Cover:

VeggieTales
cast members



departments

opinion/commentary

- 3 Signing On
by E. Brandt Gustavson
and David Clark
- 30 Society
by Felicia Middlebrooks
M&M's™ and the church

broadcasting news

- 4 Trade Talk
November Nielsen ratings
- 24 Washington
by Richard Wiley
FCC grants NRB petition

industry information

- 26 Web Wise
by Stevan Speheger
Music licensing sites
- 28 Fund Raising
by Tod Isberner
Scriptural accounts
- 32 Youth
by Jack Eason
Encouraging words
- 34 Interviews
by Jonathan Petersen

miscellaneous

- 30 Advertising Index
- 35 Classifieds
- 36 Calendar

20

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The People Department

In a recent issue of *Fortune* magazine, Southwest Airlines was listed as the best company to work for in America. Southwest's credo is: "Our employees will be provided the same concern, respect, and caring attitudes within the organization that they are expected to share externally with our customers."



The airline has even renamed its Human Resources Department the People Department because human resources sounds like something mined and used up. Here are 10 specific formula ideas in the treatment of employees as given by Southwest's vice-president of the People Department:

Department:

1. Give people freedom to be themselves.
2. Hire for attitude, train for skill.
3. Create a learning environment with on-the-

- job training.
4. Promote from within.
5. Don't keep employees that don't fit the culture.
6. Communicate, communicate, communicate.
7. Avoid bureaucracy and elitism. Push decision-making down to the lowest possible level.
8. Be flexible; do the right thing rather than adhere to the rules. Forgive mistakes.
9. Give awards. Celebrate everything.
10. Encourage employees to act like owners of the company.

In our work of communicating Christ, it seems to me that everyone has to share a strong set of basic beliefs, like the ones mentioned above. Don't you think so? **NRB**



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



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

One of the effects of America's leadership crisis is our failure to celebrate great leaders. This is also true within the community of faith. My involvement in NRB has provided me with an opportunity to work closely with a number of strong Christian leaders — men such as Bob Cook, Thomas Zimmerman, and several others who have had an impact on my life.

In knowing and working with such Christian leaders, I have found that they share several common qualities. They have a deep love for Christ which is apparent in their faces when they speak of His work in their lives. They have a total command of the Word of God and can apply it in a very practical manner to real life situations. They love preaching and teaching God's Word any time, any where. They also love people and it shows.

These leaders embrace new technology and innovation and are willing to take risks to achieve significant results for God's kingdom. While they listen to criticism carefully, they know when to ignore it and hold the course. And when you are around such men, you will hear laughter, as they invariably have a keen sense of humor.

Celebrating Leaders

Since assuming leadership of the SBC Media Technology Center, I have come to know another great leader, Dr. Paul Stevens, as a friend and brother. Stevens led the Radio and Television Commission for 26 years from 1953 to 1971. Under his leadership, the Southern Baptists became a major force in radio and television here and internationally. To achieve his goals, he once brought David Sarnoff, the president of RCA and the NBC network, to speak to their national convention.

He had the vision for a national radio outreach on secular stations. After 45 years, four weekly radio programs are heard on more than 2500 secular stations. Today one program, *Country Crossroads*, has an audience of 353,000 adults per quarter hour weekly and is heard on more stations than any other Christian program.

Paul Stevens embraced television in 1956 as a new way to bring the Gospel to a mass audience via secular stations. He produced dramatic and documentary programs that aired on NBC and ABC network affiliates, which still carry them.

At NRB 98, Paul Stevens was among nine who were given the Milestone Award for 50 years of continuous service in Christian broadcasting. A few weeks later the endowment of the Paul Stevens Chair of Communication was announced at Southwestern Baptist Seminary. At 84, he is active and still a gifted communicator. I am proud to call this leader of Christian broadcasting my friend. **NRB**

Airwave News

ATLANTA — Genesis Communications has purchased WYNF-AM/Alpharetta from Milton Broadcasting for \$475,000. Genesis, which also owns WNIV-AM/Atlanta, has been operating WYNF in a local marketing agreement for the past four years. (404-233-1400)



Assistant manager John Hayden of WUGN-FM/Midland, Mich., delivers a filled dresser to an expectant mother.

MIDLAND, Mich. — During January, more than 400 WUGN-FM/Midland listeners participated in "What's a dresser for anyway?" This campaign was designed to provide needy mothers with layette items in a dresser, which is distributed through local crisis pregnancy centers. (800-776-1030)

VIRGINIA BEACH, Va. — *Christian World News* (CWN), a weekly segment produced by CBN News in cooperation with Regent University, has partnered with International

Russian Radio and TV (IRRTV) to launch a new international version in Russian. The first Russian segment of CWN aired on 230 channels across the Commonwealth of Independent States at the end of last year. IRRTV uses its own Russian news anchors and set to translate stories already in development at CBN headquarters. (757-579-2456)

NASHVILLE, Tenn. — United Methodist Communications has produced a radio series combining the Golden Rule with music to emphasize the act of being civil. *Civility* is a series of 30- and 60-second radio spots. (615-742-5470)



KINGSTON, N.Y. — Sound of Life Productions has released a free racial reconciliation campaign to Christian radio stations. The CD features "One in the Lord" by Alvin Slaughter and Marabeth Jordan and contains 52 60-second PSAs on the subject with quotes from Christian leaders such as Howard O. Jones and Bill McCartney. (914-336-6199)



SAN DIEGO — KPRZ-AM/San Diego has teamed up with the Christian Pirate Rock (CPR) Internet station to provide contemporary Christian music. "We're going beyond conventional FM broadcasting to offer this revolutionary service in cyberspace," said KPRZ general manager Mark Larson. CPR can be accessed through KPRZ's site at www.kprz.com. (619-535-1210)

MADRID, Spain — Radio Amistad, a network of 17 religious radio stations, has been shut down by the Spanish government on the charge of not having an operating license. Last summer, The Rutherford Institute had requested Spanish leaders to intervene on the stations' behalf to avoid the threatened

closure. While a temporary reprise appeared to have been won, Public Minister Rafael Arias Salgado ordered the radio chain closed in early March. (011-61-2-9792-2393 or rlgme@ozemail.com.au)

SOUTH BEND, Ind. — In February, LeSEA Broadcasting's World Harvest Radio signed on with its fifth shortwave radio station, WHRA/Greensbush, Maine, which broadcasts to Africa and the Middle East. (219-291-8200 or whr@lesea.com)

PORTLAND, Ore. — In October, KPAM-AM/Portland signed on the air with a contemporary Christian music format. KPAM is owned by Robert Pamplin Jr.

NASHVILLE, Tenn. — In mid-March, WAY-FM/Nashville launched Christian Hit Radio Satellite Network. The network has two affiliates, WORQ-FM/Green Bay, Wis., and WAYK-FM/Kalamazoo, Mich. The network also announced its *Doug & Connie Show*, a morning program, will be available live starting May 18. (615-370-9296)



PARADISE, Calif. — This month, Family Programs, Inc., launches a new syndicated radio program called *The Word*. Read by Ken Boone, the weekly show is 10 minutes of Bible verses without comment. (530-877-7167 or kboone@juno.com)

CHICAGO — The Moody Broadcasting Network has added the following affiliates: WGNR-AM-FM/Indianapolis; KHGN-FM/Kirkville, Mo.; KLFQ-FM/Branson, Mo.; KYLR-AM/Huntsville, Texas; and KHYM-FM/Meade, Kan. (800-621-7031)

SOUTH COAST, Australia — After 15 years of effort, Living Sound Broadcasters Ltd. has been granted a temporary community broadcasting license (TCBL) for an FM station. Christian broadcasting commenced on February 14. Also, in Toowoomba, the local Christian FM radio station has been granted a TCBL. Permanent licenses expect to be granted later. Australia now has 21 Christian stations on the air. (011-61-3-6327-4141 or knhooper@tassie.net.au)

FORT WAYNE, Ind. — More than 450 needy families in north-east Indiana and northwest and west central Ohio received a complete Easter dinner through WBCL-FM/Fort Wayne Easter Dinner Baskets Project. A New Testament accompanied listener-donated canned ham, vegetables, fruit, fresh bread, and other food items. (219-745-0576)

SACRAMENTO, Calif. — The K-LOVE Radio Network has added translators in Alma, Kan.; and Benton Harbor, Mich. (916-928-1515)

CHARLOTTE, N.C. — The Bible Broadcasting Network has added several new translators: Winchester, Va.; Morristown, Tenn.; McPherson, Kan.; and Leesburg, Fla. (704-523-5555)

Awards

HOLLYWOOD, Calif. — Jerry and Susanne McClain received an Angel Award for their autobiography, *Happy Days and Dark Nights*. Jerry McClain wrote and performed the theme song for the television sitcom *Happy Days*. The McClains have a one-hour talk variety show called *The Talkers*. (818-769-2842)



Susanne and Jerry McClain with their Angels.

DALLAS — KCBI-FM/Dallas News received "The Best Newscast" award from the Texas Associated Press for the fourth consecutive year. KCBI News' Sharon Geiger and Bill Bumpas were also awarded "Best Newscast by a Staff of Three Full-Time Newsmen or Less," which the station has won seven out of the past eight years. KCBI sports director John Driggs received the "Best Sportscast" award. Geiger, Ron Harris, and Dave Jolly were awarded an honorable mention for their documentary *Journey of the Heart*.

KCBI personnel also won "Best Newscast" (L.B. Lyon) and "Best Documentary" (Geiger) from the 10th Annual SCRIBE Awards. (817-792-3800)

VIRGINIA BEACH, Va. — *The 700 Club* producer Rick Setton recently won top honors in the "Human Interest" category at The New York Festivals. The winning segment was based on the story of the 1977 Tenerife plane crash — called the worst aviation disaster in history — and survivor Norman Williams. This story was also nominated for an Emmy in the "Editing" category. (757-579-2456)



WIRED WITH THE WORD

ST LOUIS — "Wired With the Word" (www.lhm.org), the

Lutheran Hour Ministries interactive, online ministry, received a Silver Angel Award. The Internet is a new category designed to recognize organizations and individuals whose Web sites exemplify excellence in communication and "moral, spiritual, or social impact" on the medium. (800-944-3450, ext. 169 or llabramkm@lhm.org)

CHARLOTTE, N.C. — INSP-The Inspirational Network has won four Angel Awards for the following programs: *Chronicles: Love Stories from the Bible*, *The Newsboys Youth Celebration*, *Homeland Spectacular*, and *Stand Up! with Fred Travalena*. "We are pleased that our original programming has been recognized for its creativity, quality, and inspirational themes woven into an entertainment format," said INSP president/CEO David Cerullo. (704-561-7728)



Music Notes

NASHVILLE, Tenn. — The Thompson Community Singers celebrated its 50th year as the nation's longest-standing community choir. In 1948, the late Rev. Milton Brunson organized a mass choir at McKinley High School in Chicago,

naming it after his pastor. The choir has received Stellar Awards, Dove Awards, and a Grammy Award. (615-331-3314)

BELLINGHAM, Wash. — Coastal Promotions recently acquired Timberline Music Group from Southern gospel writer Dee Gaskin. Coastal president Rob Patz



Rob Patz

said. "With the addition of Timberline, we can now offer our artists a complete range of services." (360-384-5464)



(from left) Promoter Scott Mills, co-producer Billy Smiley, Rhonda Gunn, Damascus Road co-owner/president Jack Smith, and co-owner Buddy Killen celebrate their first number one single.

NASHVILLE, Tenn. — Damascus Road Records recently celebrated its first number one single as a label: "Here In This Place" by Rhonda Gunn. (615-292-2122)

Nielsen Media Research: Nov. 1997 Devotional Programs



Rank	Program	Stations	Average TUHH Rating
1	<i>Amazing Grace</i>	6	1.3
2	<i>In Touch</i> (hour)	55	1.1
3	<i>Hour of Power</i>	168	1.0
4	<i>In Touch</i> (half hour)	25	.8
4	<i>Music & the Spoken Word</i>	9	.8
5	<i>Mass for Shut-Ins</i>	13	.7
7	<i>World Vision</i> (specials)	12	.6
8	<i>Believer's Voice of Victory</i>	123	.5
8	<i>Search</i>	19	.5
8	<i>Coral Ridge</i>	122	.5
8	<i>Ever Increasing Faith</i>	24	.5
8	<i>The John Ankerberg Show</i>	7	.5
8	<i>Zola Levitt</i>	9	.5
8	<i>Old Time Gospel Hour</i>	13	.5
15	<i>It Is Written</i>	35	.4
15	<i>Creflo A. Dollar Jr.</i>	36	.4
15	<i>The Winning Walk</i>	10	.4
15	<i>Day of Discovery</i>	89	.4
15	<i>Jack Van Impe Presents</i>	123	.4
15	<i>Garner Ted Armstrong</i>	25	.4
15	<i>Cornerstone</i>	20	.4
22	<i>Oral Roberts & You</i>	14	.3
22	<i>Rod Parsley</i>	27	.3
22	<i>Key of David</i>	44	.3
22	<i>The 700 Club</i>	83	.3

Ranked by average household rating. Cable and noncommercial viewership not included. © 1997 Nielsen Media Research.

trade talk

NASHVILLE, Tenn. — Carman Ministries reported its “Mardi Gras 3:16” was an overwhelming success with thousands in attendance in New Orleans. Counselors from local churches distributed materials provided by Carman Ministries to those wanting to know more about Jesus. (615-371-6800)



Carman stands by the corner of Rampart and Canal streets where he performed during Mardi Gras.

NASHVILLE, Tenn. — EMI Christian Music Group has formed EMI Gospel, a new, wholly owned label. EMI Gospel is led by managing director Ken Pennell. Chordant Distribution handles the distribution to the Christian market while EMI Music Distribution distributes EMI Gospel to the general market. (615-371-4300)

NASHVILLE, Tenn. — Genesis Records has signed an exclusive, three-year distribution agreement with the newly launched Wright Distribution, effective March 1. “We feel they will bring a great deal of strength to our company,” said Genesis president Lane Smith. (615-641-1052)



(from left, back row) Family Bookstore Manager Dave Agee, Tim Riley and Mark Trammell of Gold City, Alvin Slaughter, and Greater Vision's Rodney Griffin, Gerald Wolfe, and Jason Waldroup (from left, front row), Sandra Payne, LuLu Roman, and Dottie Rambo gather at Nashville's Family Bookstore.

NASHVILLE, Tenn. — Gospel artists Gold City, Greater Vision, Dottie Rambo, Alvin Slaughter, LuLu Roman, and Sandra Payne made appearances recently at Family Bookstore and Baptist Bookstore in Nashville. The artists appeared in promotion of the Southern Gospel Today Showcase sponsored by New Day Christian Distributors, which was held January 27 as part of the annual Christian Booksellers Association Expo. (615-822-4524 or gospel@daywind.com)

NASHVILLE, Tenn. — Star Song recording artist The Newsboys earned its second gold record certification from the Recording Industry Association of America when *Going Public* passed the half million mark at the end of 1997. The group's latest album, *Take Me to Your Leader*, was certified in February 1997. (615-371-4300)



News Bites

CALCUTTA, India — *Candle in the Dark*, a film about the life of English missionary William Carey, is currently in production and is produced by The Christian History Institute in association



William Carey

with EO Television of Holland, Christian Multimedia-Australia, Focus Trust and Lantern Productions England, and Samford University in Birmingham, Ala. British actor David Attlee portrays Carey, who, along with his wife and sister-in-law, went to India — where the film was shot — to share the Gospel. (610-584-3500 or AKCurtis@aol.com)

SILVER SPRING, Md. — In March, Seventh-day Adventist Church leaders from all parts of the world met with television and satellite broadcasters to develop plans for the church's global satellite system. “We need to prioritize and take this opportunity,” said Adventist World Church president Robert Folkenberg. (301-680-6306)

COLORADO SPRINGS, Colo. — Focus on the Family's 1998 Renewing the Heart women's conferences will be held in Greensboro, N.C.; San Antonio; Nashville, Tenn.; Philadelphia; and Tampa, Fla. Confirmed speakers include National Day of Prayer chair Shirley Dobson, Regent University's school of government dean Kay Cole James, teacher/national speaker Eva Self, comedian Dennis Swanberg, and recording artist Kim Hill. (719-531-3481)



DENVER — In March, Promise Keepers laid off its entire paid staff of 345 and announced its decision to charge no admission fees to all PK events. Founder/CEO Bill McCartney said the organization has moved from a salaried staff to an all volunteer staff for an indefinite period of time and that PK is now soliciting donations for its income. (303-964-7777)

Obituaries



Philip Wannemacher

SPRINGFIELD, Mo. — Philip Wannemacher, an executive presbyter of the Assemblies of God, died March 16 from an apparent blood clot. For nearly 25 years, Wannemacher, 72, produced a daily television program on KYTV/Springfield (local NBC affiliate) called *It's A Great Life!* He pastored Central Assembly in Springfield from 1970-95, when he retired. (417-862-2781)



People

NASHVILLE, Tenn. — Shawn McSpadden, former partner and president of McSpadden-Smith Music, has been named vice president and general manager of Word/Idea Publishing. McSpadden had been with McSpadden-Smith Music for 10 years as head of creative publishing and marketing. (615-457-1023)



Shawn McSpadden

NASHVILLE, Tenn. — Brad Fisk has been named affiliate manager of GSF & Associates' Colorado Springs office. Fisk,



Brad Fisk

who worked for Focus on the Family as production director, oversees the distribution and management of GSF's national program roster. (619-889-3944)

NASHVILLE, Tenn. — Broadman & Holman has recently appointed four vice presidents. Bob Edwards, formerly national sales manager for the publisher's CBA accounts, is now vice president and national sales manager. Susanne Anhalt moves from key account representative to vice president of general market sales. George Williams, previously ministry relations manager, is now vice president of ministry sales. Clif Mitchell moves from mass market manager to vice president of mass market sales.

Also, Joe Questal, formerly sales and marketing director, is now senior vice president of sales and marketing. Mark Lusk moves from trade book marketing to director of the marketing department. Heather Hulse is now senior publicist and Greg Webster now functions as design administrator in charge of the advertising and packaging unit. (615-251-3948)



Raymond Ho

SCOTTSDALE, Ariz. — Raymond Ho recently joined Food for the Hungry as vice president of marketing and communications. Ho, who has won several Emmys, most recently was with the Christian Broadcasting Network, where he was vice president of marketing. (800-2-HUNGER)



Anne Rea

COLUMBUS, Ohio — Anne Rea has been promoted to operations manager of WRFD-AM/Columbus. Rea has been with the station for 10 years. (614-885-0880)



Sharathon Reports

KALAMAZOO, Mich. — WAYK-FM/Kalamazoo completed its second annual sharathon in March with more than 2200 listeners pledging nearly \$300,000, about \$4000 over the station's goal. Owned by Cornerstone College, WAYK plays contemporary Christian music. (616-383-3600 or wayfm883@aol.com)



6th Annual Movieguide Awards Gala

- Grace Prize — Robert Duvall, *The Apostle*
- Epiphany Prizes — *Amistad* and *Walker, Texas Ranger*
- Swiss America Award for Eternal Values — *Rescuers: Stories of Courage — Two Women*
- Swiss America Faith and Values Award — *7th Heaven*
- Teddy Bear Awards — *Air Bud*, *Anastasia*, *Batman and Robin*, *Cats Don't Dance*, *Jungle 2 Jungle*, *Leave It To Beaver*, *Flubber*, *Mr. Magoo*, *Mrs. Brown, Wild America*
- Ten Best Films for mature audiences — *Amistad*, *The Apostle*, *Air Force One*, *Conspiracy Theory*, *The Edge*, *My Best Friend's Wedding*, *Paradise Road*, *The Rainmaker*, *Shall We Dance*, and *Ulee's Gold*

The sixth annual MovieGuide Awards were held March 18 at the Universal Sheraton Hotel in Universal City, Calif. (805-383-2000)

FORCE *Communications & Consultants, LLC*

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Artist Spotlight: The Steeles

Southern gospel trio The Steeles have taken the industry by storm with the recent single "We Want America Back." The Steeles are comprised of Jeff Steele, his wife, Sherry, and David Owens with Kenny Allen on keyboard. Written by Jeff for his children, "We Want America Back" held the number one chart position for several months. The song's popularity has created a high demand for the group, resulting in "We Want America Back" rallies held throughout the nation. This spring, The Steeles released *It's By Love* (Daywind). *NRB* recently asked Jeff Steele about the group's mission, music, and religious broadcasting.

NRB: How would you classify your music?

Steele: We are involved in the industry known as Southern gospel, but that tent is really big. It involves quartets, trios, soloists, and a lot of different musical styles. Our music would probably best be described as Southern/traditional gospel. It is very church-friendly.

NRB: What is the central message to your music?

Steele: Gospel music, if looked at from the proper perspective, is a sermon set to music. I am a preacher as well as a singer, and I write nearly all of our songs. In that regard, the

central message of our music is Christ and Him crucified. In my opinion, the subject of gospel songs may differ but the theme should never stray from the death, burial, and resurrection of Christ.



NRB: What is your involvement in religious broadcasting?

Steele: We are not associated with a particular program or network but we have been guests at numerous radio stations and television venues. We have been interviewed by a variety of programmers, especially during the successes of the "We Want America Back" rallies held across the country.

NRB: How do you view religious broadcasters?

Steele: I view religious broadcasting as perhaps the single greatest tool for evangelism in the history of the world. It can never — and should never — take the place of the local church, but it can and does go places that the local church and pastor cannot go.

New License Agreements with ASCAP, BMI

The new music licenses negotiated by the *NRB* Music License Committee (*NRBMLC*) with ASCAP (American Society of Composers, Authors, and Publishers) and BMI (Broadcast Music, Inc.) will benefit Christian musicians and songwriters by encouraging more music play, especially in the major radio markets.

As *NRBMLC* executive director Russ Hauth explained, "The new licenses require our formerly all-talk stations to play at least some music in order to enjoy the lowest base rate."

Hauth added that many of those stations are in major markets. For example, stations like WMCA-AM/New York and KKLA-FM/Los Angeles, which played virtually no music under the old licenses, will now play at least six to 10 hours of music per week. Hauth said he expects that much of this music will be from the CCM and praise and worship genres, such as the music offered over the Morningstar, SkyLight, and Word in Music radio networks.

Hauth predicts that "when dozens of Christian radio stations all over the country go from no music to some music, Christian recording artists will receive more airplay and that should boost record sales."

Although at this writing the final licenses and settlement agreements were not yet signed, most of the details had been worked out for accords that could last for up to 10 years.

In spite of its apparent success at the negotiating table, Hauth says the *NRBMLC*, an industry committee comprised primarily of volunteers, has no plans to disband. "We intend to keep the committee together because there is much to be accomplished. We have yet to achieve a final license with

SESAC."

— Brian Fitzpatrick is *NRBMLC* communications director.



Recently, *NRBMLC* presented House Majority Leader Dick Arney (R-Texas), Sens. Lauch Faircloth (R-N.C.), Tim Hutchinson (R-Ark.), Orrin Hatch (R-Utah), Jesse Helms (R-N.C.), and Strom Thurmond (R-S.C.), House Majority Whip Tom Delay (R-Texas), and Rep. James Sensenbrenner (R-Wis.) with resolutions of appreciation for their support of The Fairness in Musical Licensing Act. The resolutions were passed at *NRB 98* in Washington. Pictured (from left) is *NRBMLC* vice president Dirk Hallemeier, *NRB* executive committee member Stuart Epperson, Arney, and *NRBMLC* executive director Russ Hauth.

New Member Profile: WRLZ-AM/Orlando, Fla.

MANASSAS, Va. — WRLZ-AM/Orlando, Fla., has recently joined NRB. Radio Luz (Light Radio), a Christian Hispanic radio station, has been on the air for three years. Its 24-hour format — also broadcast via the Internet — is mostly music (90 percent) with news and a live morning and evening program by general manager Luis Hernandez.

The station also broadcasts Associated Press news and daily Puerto Rican news gathered each morning by station personnel. Of the six Orlando-area Hispanic stations, Radio Luz is ranked number one by Arbitron.

When tornadoes swept through Orlando in February, Radio Luz, owned by El Calvario Church, arranged for a special sharathon to air in Puerto Rico to help those who lost homes. The sharathon netted \$251,000. (Radio Luz listeners raised money several years ago to aid hurricane victims in Puerto Rico.) Immediately after the disaster in Florida, Radio Luz collected water, food, and clothing for the needy families.

Hernandez suspended programming for three days to broadcast live from the disaster area. During this time, Hernandez interviewed officials from the Federal Emergency

Management Agency and the state who instructed the displaced homeowners in how to prepare government disaster relief papers.

"The station is a compromise between the believing and non-believing community in Orlando," Hernandez shared. He said he feels that the Christian music and programs aired by Radio Luz bring light to the community and point the way to Christ.

— Anne Zdobysz is NRB's membership director and can be reached at 703-300-7000, ext. 511, or azdobysz@nrb.org.



(from left) Luis Hernandez with Pedro Rosello, the Honorary Gov. of Puerto Rico

NRB Membership Services Directory

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Daily Convention News
Electronic Directory (discount)

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Anne Zdobysz, membership director
Gina Ebhardt, administrative assist.

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Recent and Upcoming Releases



Books

- Alien Obsession* by Ron Rhodes, Harvest House (Trina Marshall, 800-547-8979)
- American By Choice* by Sam Moore, Thomas Nelson (Pamela Clements, 615-889-9000)
- As Silver Refined* by Kay Arthur, Waterbrook Press (719-590-4999)
- Because I Love You* by Max Lucado, Crossway Books (Kathy Jacobs, 630-682-4300)
- Bring Back The Joy* by Sheila Walsh, Zondervan (Ruth Ann Bowen, 314-416-7378)
- Choosing God's Best* by Don Raunikar, Multnomah (800-929-0910)
- Cries of the Heart* by Ravi Zacharias, Word (Pamela Clements, 615-902-3170)
- Decision Making by the Book* by Haddon Robinson, Discovery House (616-942-9218)
- Decoding the Bible Code* by John Weldon, Harvest House (Trina Marshall, 800-547-8979)
- Final Mysteries Unsealed* by Jack Van Impe, Word (Pamela McClure, 615-902-3170)
- Forgiveness* by John MacArthur, Crossway Books (Kathy Jacobs, 630-682-4300)
- Great Souls: Six Who Changed the Century* by David Aikman, Word (Pamela Clements, 615-902-3170)
- The Heart of America* by Mike Trout with Steve Halliday, Zondervan (616-698-6900)
- The H.I.M. Book* by Chris Fabry, Waterbrook Press (719-590-4999)
- How Big Is Your God?* by Ed Bulkley, Harvest House (Trina Marshall, 800-547-8979)
- Let Her Know You Love Her* by Bill Farrel, Harvest House (Trina Marshall, 800-547-8979)
- A Look at Life From a Deer Stand* by Steve Chapman, Harvest House (Trina Marshall, 800-547-8979)
- A Man After God's Heart* by Luis Palau, Discovery House (616-942-9218)
- Me in Ministry?* by Jack Eason, Crossover Ministries (Susan White, 800-564-4248)
- Media Wise Family* by Ted Baehr, Chariot Victor (Cynde Pettit, 719-536-3271)
- Near to the Heart of God* by Terry Meeuwssen, Thomas Nelson (Pamela Clements, 615-889-9000)
- The Pillars of Christian Character* by John MacArthur, Crossway Books (Kathy Jacobs, 630-682-4300)
- The Power of the Cross* by Tim Lallaye, Multnomah (800-929-0910)
- Safety Net* by Zachary Britton, Harvest House (Trina Marshall, 800-547-8979)
- Suddenly One Morning* by Charles Swindoll, Word (Pamela McClure, 615-902-3170)
- An Unexpected Hope* by Roger Palms, Crossway Books (Kathy Jacobs, 630-682-4300)
- The Way of Holiness* by Stephen Olford, Crossway Books (Kathy Jacobs, 630-682-4300)
- We Believe* by Michael Horton, Word (Pamela McClure, 615-902-3170)



Music

- ...again* by The Blamed, Grrr records (Caryl Montroy, 773-561-2450, ext. 6331)
- American, Lost Sheep* (Brian Rennick, info@lostsheeprecords.com)
- Amplifier* by Big Tent Revival, Forefront (615-771-2900)
- Back To the Drawing Board* by the L.A. Mass Choir, CGI Records (770-664-9262)
- Black Gospel Explosion III*, New Haven Records (800-766-4364)
- Blue Plate Special* by Rick Altizer, KMG (Missy Baker, 615-292-2122)
- Broxbeats*, Alarma Records (800-766-4364)
- Butterfly Kisses & Bedtime Prayers*, Benson (615-662-1241)
- Celebrate* by Kevin Davidson & The Voices, New Haven Records (800-766-4364)
- Celtic Mass* by Christopher Walker, OCP (503-281-1191)
- Cutting Edge* by Delirious, Sparrow (615-371-4300)
- Don't Worry About The Bumps In Your Life* by Brother & Sister Dennis John Louis Jr. and the Louis Brothers, Trend Records (770-432-2454)
- Echoes of My Soul: Vol. 1* by George Beverly Shea, Star Song (615-371-4300)
- FADE*, Infiniti (Chuck Keim, 909-699-5199)
- Falling Forward* by Margaret Beeker, Sparrow (615-371-4300)
- Fight the System* by Squad Five-O, Bulletproof Music (800-766-4364)
- GMWA Live: 30 Years in the Spirit*, CGI Records (770-664-9262)
- God Fixation* by Petra, Word (Leslie Burbridge, 615-457-1405)
- It's By Love* by The Steeles, Daywind (Celeste Winstead, 615-822-4524)
- It's the Fire* by MC DASH, Infiniti (Chuck Keim, 909-699-5199)
- I Will Be With You*, Maranatha! Music (Holland Davis, 714-248-4017)
- King Of Fools* by Delirious, Sparrow (615-371-4300)
- Lakita*, NSoul (800-766-4364)
- Larry Cordola*, Alarma Records (800-766-4364)
- Live A Legacy*, Maranatha! Music (Holland Davis, 714-248-4017)
- Living Is Our Example, Vol. 1*, Rescue Records (800-766-4364)
- Mortal Races*, Alarma Records (800-766-4364)
- Never Alone* by L.G. Wise, Grapetree/Phat Boy Recording (800-766-4364)
- Nox That I'm Here* by Beverly Crawford, Warner Alliance (615-214-1488)
- Prayer and Plainsong* by Cynthia Clawson, Civic Record Group (Richard Lyons, 310-455-9676)
- Radiant Light* by Barbara Gallagher, Ascension Recordings (919-331-5898)

Redline. Freedom Records (800-766-4364)
Reflections by O'Landra Draper & The Associates. Warner Alliance (615-214-1488)
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Thirst by Randy Stonehill. Brentwood (Rick Hoganson. 615-641-1052)
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Tri-Danielson! by Danielson. Tooth & Nail (800-766-4364)
The Truth by Faith. Gray Dot (800-766-4364)
You Shelter Me. Vineyard Music (Carla Turner. 714-777-7733)
The Way Home by Wayne Watson. Word (Leslie Burbridge. 615-385-9673)
When Blood & Fire Bring Rust by Zao. solid state (800-766-4364)
When We Were Young by Righteous Youth (RSY). Rescue Records (800-766-4364)
World History by Mad At The World. Alarima Records (800-766-4364)



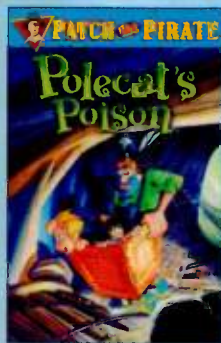
Videos

Havin' A Girls Nite Out with Chonda Pierce. Myrrh (Ruth Ann Bowen. 314-416-7378)
Loxe Stories of the Holy Land "Isaac and Rebekah" and "Jacob and Rachel." Broadman & Holman (615-251-3948)



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Country Profile: Slovenia

Slovenia is a tiny — 90 square miles — picturesque country tucked away on the south side of the Alps with Austria to the north, Italy and the Adriatic Sea to the west, and Croatia and Hungary to the east. Part of the old Yugoslavia, it declared its independence in 1991, receiving immediate recognition as a sovereign nation by both the European Union and the United Nations.

Slovenia is different from the other Yugoslavian states — Croatia, Bosnia, Serbia, and Macedonia — in a number of ways. First, the Slovenians are one people and about 85 percent Roman Catholic. The other countries are dominated by Muslims, Orthodox, or Catholics but have a stronger minority in each of those groups.

Secondly, Slovenia has always been the most capitalistic and industrial part of Yugoslavia and is fully capable of running its own economy. Its average income per person is now \$10,000 a year — more than most other Central and Eastern European countries.

Among the 2 million Slovenians, the number of evangelicals is minuscule, reputed to be about 2000 throughout the country (although there are 10,000 additional nominal Protestants).

Even during Communist rule, Slovenia was remarkable for its independent and relatively free way of living. Today, it was one of the first Central European countries to be accepted for membership in the European

Union and is likely to join NATO before century's end. Slovenia is the entry to the Balkan countries geographically and economically. In spite of its strategic position, evangelicals and missionaries have generally never seen the country as important.

There is absolute freedom of religion but very little interest. There are many opportunities for Christian programs on the more than 20 regional and local radio stations and on one private television station broadcasting nationally.

—Information provided by the Fellowship of European Broadcasters.



Top 10 Christian Clothbound Non-Fiction (April)



1. *What's So Amazing About Grace?* by Philip Yancey, Zondervan
2. *Final Dawn Over Jerusalem* by John Hagee, Thomas Nelson
3. *Joy for the Journey*, J. Countryman/Word
4. *Streams in the Desert*, Updated Edition, by L.B. Cowman, Zondervan
5. *The Great House of God* by Max Lucado, Word
6. *The Weigh Down Diet* by Gwen Shamblyn, Doubleday
7. *Prayers That Avail Much*, commemorative gift edition, Word Ministries
8. *Boundaries* by Henry Cloud & John Townsend, Zondervan
9. *Lay Aside the Weight* by T.D. Jakes, Albury Publishing
10. *The Mom Factor* by Henry Cloud & John Townsend, Zondervan

Top 10 Christian Albums (April)



1. *Mission 3:16* by Carman, Sparrow
2. *WoW 1998*, Sparrow
3. *WoW Gospel*, Verity
4. *A Maze of Grace* by Avalon, Sparrow
5. *Greatest Hits* by Steven Curtis Chapman, Sparrow
6. *Behind the Eyes* by Amy Grant, Myrrh
7. *God's Property* by God's Property, B-Rite
8. *Shout to the Lord, Hosanna!*/Integrity
9. *Life, Love, & Other Mysteries* by Point of Grace, Word
10. *The Faithful* by Steve Green, Sparrow

Top 10 Christian Videos (April)



1. *VeggieTales-Josh & the Big Wall*, Everland
2. *VeggieTales-A Very Silly Singalong*, Everland
3. *VeggieTales-Rack, Shack, and Benny*, Everland
4. *VeggieTales-Larry Boy & the Fib From Outer Space*, Everland
5. *VeggieTales-Dave and the Giant Pickle*, Everland
6. *VeggieTales-Are You My Neighbor?*, Everland
7. *VeggieTales-Where's God When I'm S-scared?*, Everland
8. *VeggieTales-God Wants Me to Forgive Them?!*, Everland
9. *Down by the Tabernacle* by Bill & Gloria Gaither, Spring House
10. *Singin' With the Saints* by Bill & Gloria Gaither, Spring House

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

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The Alternative



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BROCCOLI,
GOTTA BE...CELERY,
VEGGIETALES!



by Sarah E. Smith

Eat your vegetables" has never sounded better to children. With the smashingly successful *VeggieTales* video series, which have collectively sold more than 2 million copies, children happily consume biblical teaching wrapped around legumes, carrots, gourds, asparagus, and other garden-variety produce.

Family Roots

VeggieTales creator Phil Vischer considers himself a "fourth generation Christian entertainer." His family history certainly attests to that: his maternal great-grandfather R.R. Brown founded, in 1923, the Omaha (Neb.) Gospel Tabernacle and began *Radio Chapel Service*, which he continued until his death in 1964. A dozen years later, Brown was posthumously inducted into NRB's Hall of Fame.

"I actually view myself as an interesting combination of my great-grandfather and my [paternal] grandfather, who built a major corporation, now in more than a hundred countries," Vischer explains. "My great-grandfather, while a religious broadcaster, was also a tent revivalist during the 1920s, '30s, and '40s. So I kind of have this mix of tent revivalist and industrialist."

While attending St. Paul (Minn.) Bible College, Vischer became involved with puppets and met Mike Nawrocki, who would become the voice of Larry the Cucumber and creator of Larry's Silly Songs. The two wrote puppet scripts, solidifying the creative foundation from which *VeggieTales* would grow.

Seedlings

Nearly a decade ago, Vischer decided to quit his computer animation job and found his own animation studio. "I'd been a com-

The great-grandson of a radio preacher teaches biblical values through video vegetables



"If it's not entertaining, you'll never have the opportunity to teach anything to anyone because they won't be watching."

— Phil Vischer

puter animator for four or five years," Vischer relates. "I had always been a storyteller and I had always wanted to make films. I also had a love of computers and a love of animation."

A major factor in his decision to start Big Idea was the advancement of computer animation software. "For the first time, it looked like it might be possible to tell a story, not just a 30-second TV commercial, but a film with computer animation," he remembers. "But what was holding everybody back was the fact that the computers were too slow and the software was too limited to handle characters with arms and legs. ... I decided I didn't want to wait."

Vischer explains his business plan with passion and clarity. "We are trying to build a media company. We would like in the next 20 years to build Big Idea into one of the top four family media companies. With this media company, everything we make starts with a Christian worldview, with the assumption that there is a God and that people do have a spiritual side to their lives."

Sprouts

"It was basically technological pragmatism that led us to vegetables," Vischer says on answering the frequently asked question about his salad choices. "I needed to come up with characters that had no arms, legs, hair, or clothes. I started playing around with candy bars, which worked technically but I thought, 'No, moms would be mad at me if their kids fall in love with candy.'"

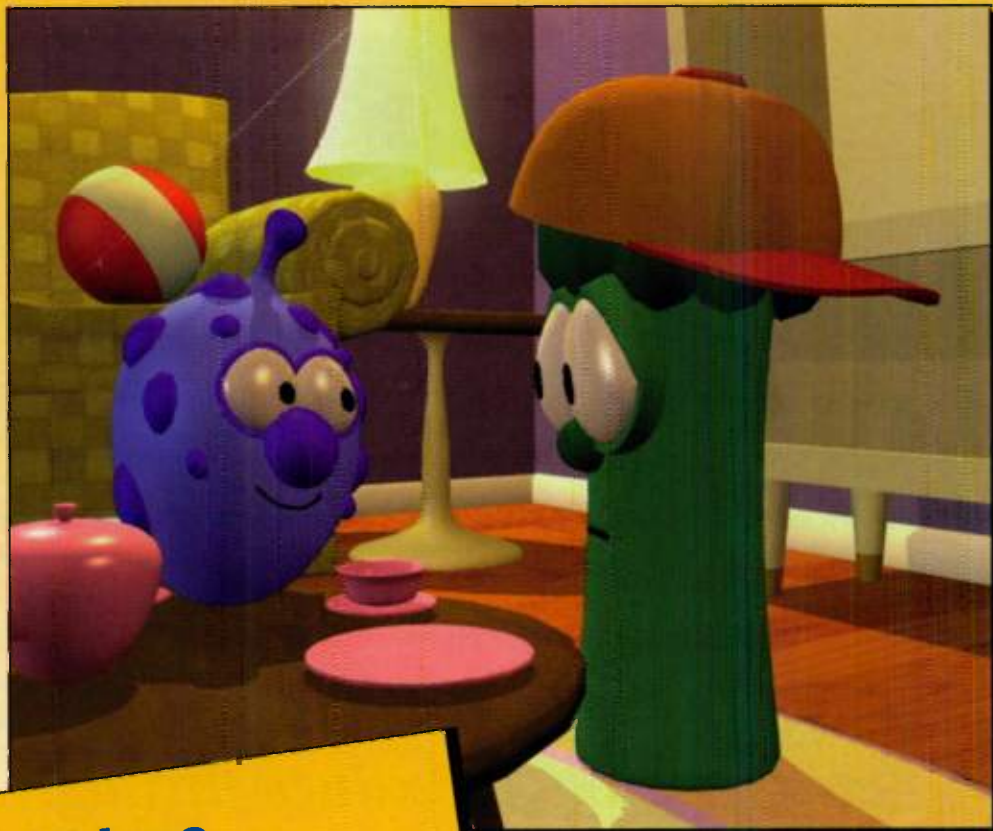
"So I made a cucumber, gave him big eyes — 'cause he had to act with his eyes — and one tooth, which made him look kind of goofy. I called him Mr. Cue and did a 12-second as a proof of concept to see if he would come to life. He came to life immediately and Larry was born. Since he was tall and thin, Larry needed a short, round sidekick, to be complementary, so (I created) Bob the Tomato and the Abbott and Costello of the vegetable kingdom were born."

A typically creative VeggieTales scene from "Larry-Boy & The Fib From Outer Space."

Tastes and Textures

Since the June 1994 release of the first video, "Where's God When I'm S-Scared?," VeggieTales have caught the imagination of children and adults alike. Vischer sees a number of factors contributing to the exploding vegetable craze. "The computer animation — it was the first computer-animated video series in North America — was a distinguishing factor. Also, the simple geometric shapes of the characters tend to work well with younger kids and the colors are very strong.

"But I think the biggest distinguisher for a broad audience is the mix of humor and sincerity, which is something we've tried very hard to do. We take our teaching very seriously — and almost nothing else," he reveals. "Television kids' shows today tend to be either very sincere to the point of being sappy or so insincere and irreverent that they



VeggieTales Videos

Video	Release Date
"Josh and the Big Wall"	October 1997
"Larry-Boy & The Fib From Outer Space"	April 1997
"A Very Silly Sing-Along"	January 1997
"The Toy That Saved Christmas"	October 1996
"Dave and the Giant Pickle"	March 1996
"Rack, Shack & Benny"	October 1995
"Are You My Neighbor?"	February 1995
"God Wants Me To Forgive Them?"	October 1994
"Where's God When I'm S-Scared?"	June 1994

can't teach anything. We tried to find the balance between the two, where Bob and Larry could get down on their knees — if they had them — and say to a kid 'God made you special and He loves you very much' and then before the grownups in the room start to gag, throw out a reference to *Monty Python* or *Gilligan's Island*. It's not the kids who have a problem with too much sincerity; it's the grownups."

Vischer, 32, characterizes his generation as very cynical and having lost respect for sincerity. With the series, he said he tries to "wink at the audience, because we are a generation that never stops winking and taking things irreverently but we're also a generation that's looking

"The teen and college market was more of a surprise to us and that probably is because of our spoofing, such as *Monty Python*, *Star Trek*, and other pop culture references."

— Phil Vischer



VeggieTales frequently parodies pop culture, as evidenced in this "Gilligan's Island" segment from "God Wants Me to Forgive Them?"

for meaning in things. We've gotten kind of tired of the *Saturday Night Live* hero who is always sarcastic and never serious."

Growing Season

VeggieTales' story lines range from a retelling of Bible standards, such as the fiery furnace ("Rack, Shack & Benny"), David and Goliath ("Dave and the Giant Pickle"), and the battle of Jericho ("Josh and the Big Wall"), to parodies of *Star Trek* ("The Gourds Must Be Crazy") and Batman ("Larry-Boy & the Fib From Outer Space"). "It's fun to start with something and to build off it as opposed to just starting with a blank piece of paper," Vischer says.

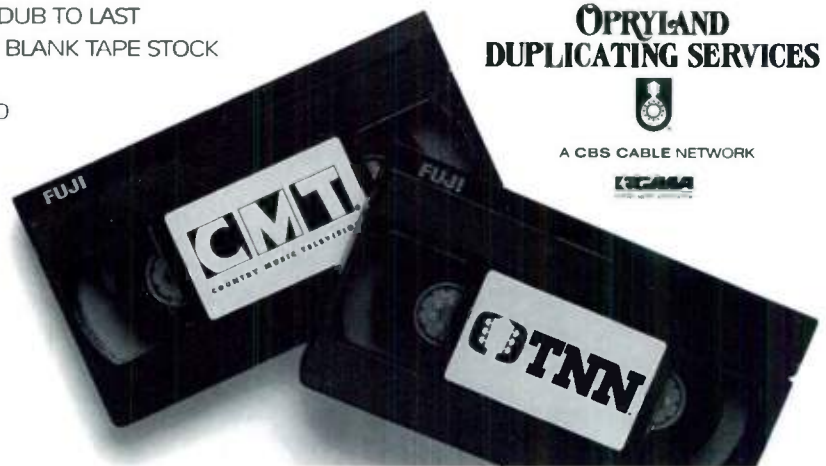
As to Nawrocki's extremely silly "Larry's Silly Songs," Vischer laughs and shares, "They tend to come out of thin air and whack him on the head from no particular direction." One example is the popular "Hairbrush Song," in which Larry the Cucumber laments his lost brush. Apparently, Nawrocki couldn't find his

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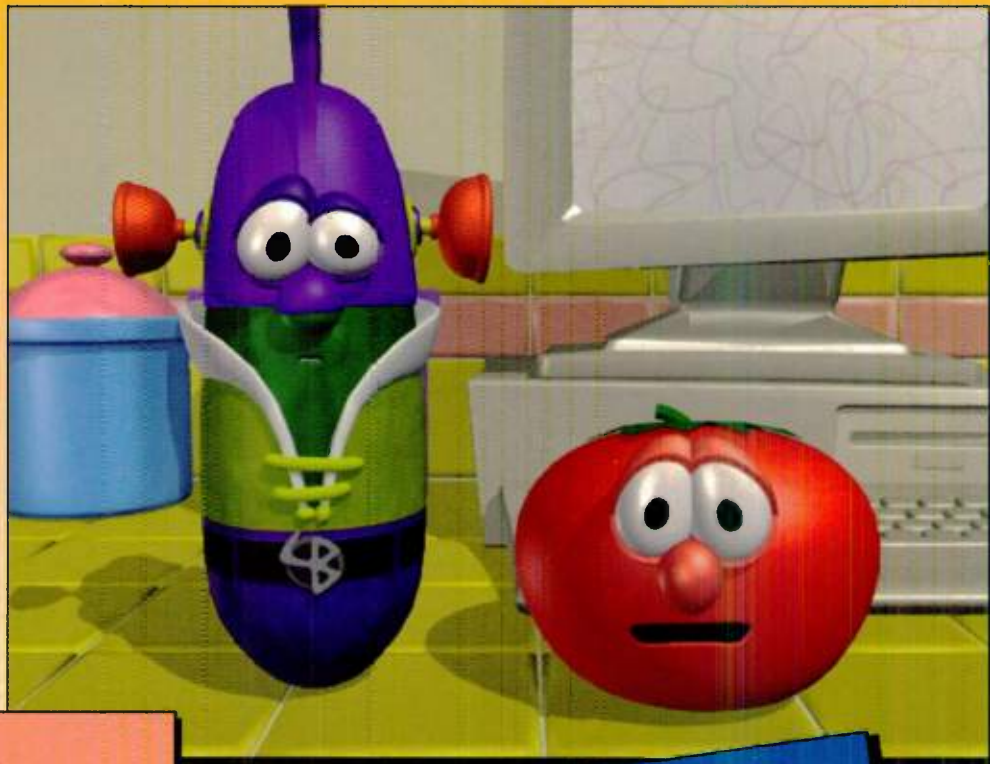
Superhero Larry-Boy and Bob the Tomato teach children biblical principles.

razor one morning and started singing "Oh, where is my razor?" After a suggestion from Vischer that razors weren't a good thing for Larry to sing about, Nawroeki substituted a hairbrush and a classic silly song was born.

Each *VeggieTales* video takes approximately six months to complete. The script for Big Ideas' current project, "Madame Blueberry," was finished in December and the video will be on bookstore shelves in July.

Mixed Greens

One of the more amazing aspects of the series' enormous popularity is the audience: children (the videos are labeled for ages 3-8) parents, teenagers, and even college students. "We write it for kids and the vegetables are just



A Tomato's Take

Bob the Tomato would describe the production process in vivid detail. It all starts with a nugget of truth. From this nugget, the story is built within and the story's sole purpose is to teach that nugget. Like in "Dave and the Giant Pickle," the nugget of truth was "With God's help, little guys can do big things, too." At the end of the video, Bob comes out and actually hands kids the nugget of truth: "If you didn't notice, what you learned was little guys can do big things, too." And then Qwerty the PC shares a Bible verse that backs it up.

— Phil Vischer

so cute and bouncy and Larry does such silly things that I think that's why we pick up the kid market," Vischer explains. "We tend to pick up parents because they see that their kids are learning things, that we're actually helping them teach values, and they appreciate that. Secondly, there's enough content in it that parents enjoy.

"The teen and college market was more of a surprise to us and that probably is because of our spoofing, such as *Monty Python*, *Star Trek*, and other pop culture references. We're irreverent about everything except the teaching. It's that mix of humor and sincerity that I think as a culture we hunger for," he emphasizes.

Farmer's Market

VeggieTales has expanded well beyond videos with such ancillary merchandise as audio/activity booklet sets, *Veggie Tunes* (number four on the March Christian music bestseller's list), notebooks, T-shirts, hats, puzzles, games, pencil toppers, diaries, stuffed toys, stickers, and the soon-to-be-released performance puppets of Larry, Bob, and Jr. Asparagus.

Twelve to 15 companies produce the more than 100 licensed *VeggieTales* products and nearly all these products are designed in-house at Big Idea's four-person art studio.

VeggieTales Fun Facts

- "The Hairbrush Song" was covered by Audio Adrenaline.
- "Where's God When I'm S-Scared?" was the first full-length 3D computer-animated video series produced in the United States.
- Big Idea has grown from 10 employees to more than 40 in the last 18 months.

— SES

In late March, the series went mainstream through a distribution deal with Lyrick Studios of *Wishbone* and *Barney* fame. *VeggieTales* can now be found in the video aisles of Kmart, Target, and Wal-Mart. Vischer has also been approached with television and film offers.

"My background is in trying to create entertainment products that actually carry a message, that teach kids values from a Christian worldview," Vischer concludes. "That's what *VeggieTales* is all about."

Sarah E. Smith is managing editor of *NRB* and has been heard singing "The Hairbrush Song" in her office.



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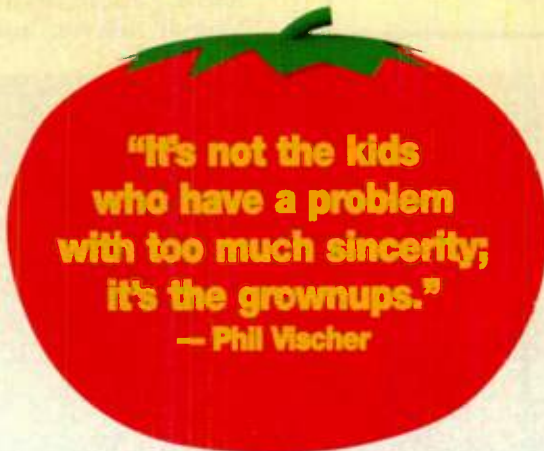
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One reason for the popularity of VeggieTales among teens and college students is sany spoofing such as this Batman take-off in "Larry-Boy & The Fib From Outer Space."



"It's not the kids who have a problem with too much sincerity; it's the grownups."
— Phil Vischer

Recipe for Success

The key to success for anyone is high creative and low cost. If your creative is not outstanding, you can't distinguish yourself from anybody else's production. At the same time, if it's really, really expensive to make, you'll always be relying on other people's money, who will end up with the exploitation rights.

What you need to remember in the entertainment business — and most of broadcasting is kind of entertainment — is that you're making entertainment products and ultimately it has to entertain first. If it's not entertaining, you'll never have the opportunity to teach anything to anyone because they won't be watching. I think we forget that sometimes.

— Phil Vischer

nite Brite's Nig

by Elizabeth Spencer

It's 8:30 at night and the kids are bathed, watered, kissed, tucked, and assured of the absence of fuzzy closet monsters. You, the weary parent, are settling down in the kid-free zone for some quality time, when from the bedroom comes the familiar, plaintive cry: "Daddy? I can't sleep! Will you read me a story?"

You want to fulfill the request. You are a good parent and you want to take advantage of these fleeting moments when your child's heart is open to the truths and values you hold dear. You want to bond with the precious gift God has given you. But you also want to bond with the couch. What's a parent to do?

Enter, to the rescue, *nite Brite*, a 26-minute weekly bedtime-story radio program for children. Less than a year after its summer 1997 debut, *nite Brite* (the spelling mimies a child's style) currently airs on 52 outlets, including stations in Central and South Africa and the affiliate stations of Children's Sunshine Network. Stations in New Zealand and Haiti have also expressed an interest in the program.

The AB&BCs of *nite Brite*

Produced in association with Signet Radio, marketed by The B & B Media Group, and offered free to radio stations, *nite Brite* represents the collaborative efforts of Tina Jacobson, managing partner of B & B, Greg Cromartie, executive producer with B & B and the program's co-creator, and Reg Grant, who writes the show's material and who joins his son, Nick, in telling each episode's story.

Grant, an Emmy-award winning actor and professor of pastoral ministries at Dallas Theological Seminary, also gives voice to the menagerie of person-

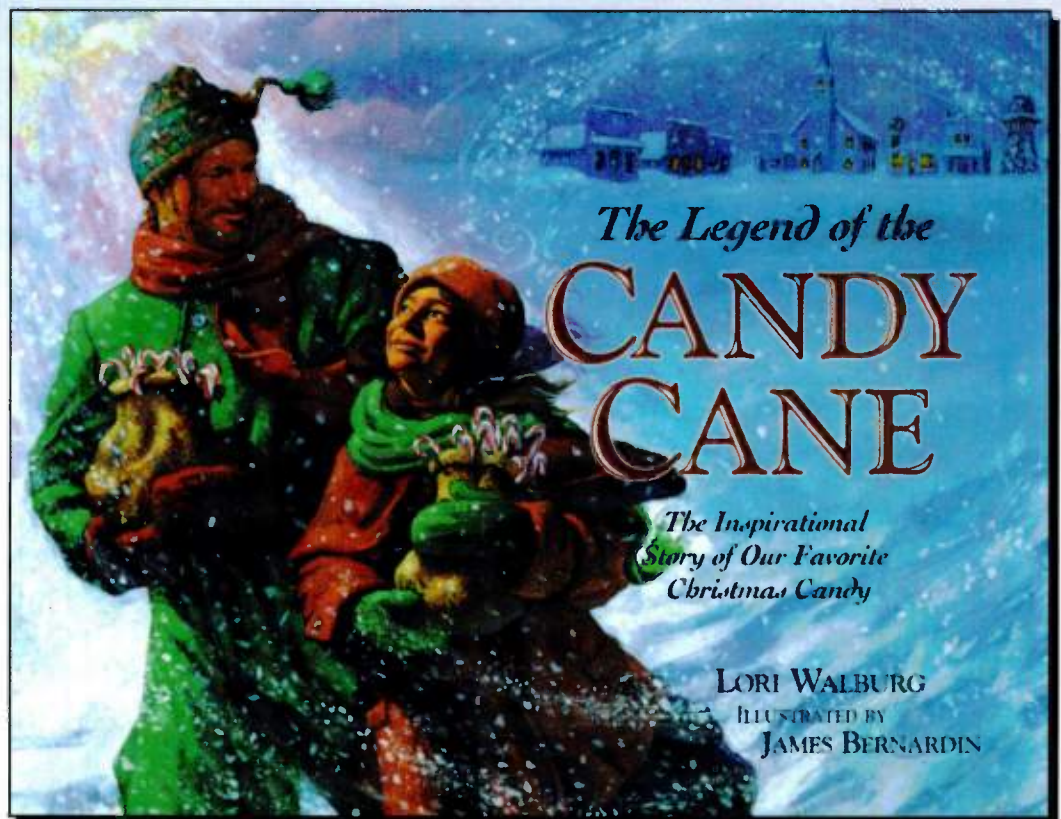


ified stuffed animals and other characters. "This show is Reg and Nick," says Cromartie, who first envisioned a bedtime-story format after reading to his own son one night.

The Father Figure

Jacobson says the program is designed to offer parents a respite, which could mean listening with their children or letting the children listen by themselves. Cromartie notes that the decision to use a father in the show was deliberate, explaining that he envisions Reg as "a father to kids out there who don't have a dad. Or, if you have a single-parent household, maybe mom is burned out at the end of the day and this is a good thing to put the kids to bed with."

Although the program aims for a four-to-12-year-old audience, Cromartie says the



Stories such as *The Legend of the Candy Cane* (Zondervan 1997) by Lori Walburg are integral to *nite Brite*.

ht Light

"real-world" problems presented on each show are likely most relevant for the upper end of that range. "We have skewed it a little bit more, probably, toward the pre-teen audience; we try to center the problems there." He adds that young children are still drawn into the show. "What the little kids are getting is the story and the animals and those voices. That's what is fun for them."

The Format

The program maintains the same basic format from week to week: the father, Reg, invites children listening to "turn on the night light" and "snuggle down." Reg's son, Nick, and Nick's stuffed animals then set up the "real-world" problem, often based on what Nick experienced at school that day. The characters then tell a story that Cromartie says "gives insight in the solving

of that problem."

After a three-minute break, which Jacobson says is developing into a spotlight for other children's products, the characters return for a discussion and devotional time. Reg and Nick close the program by saying goodnight by name to several members of the *nite Bright Kids Club*.

The Club

As members of the *nite Bright Kids Club*, children receive a newsletter, pencils, stuffed animals, and other items. Children are also encouraged to participate in the "Good Sam" club by helping their neighbors in need. Club members are encouraged to write in and share their own stories as well as examples of their "Good Sam" activities, which are then published in the newsletter. Jacobson says the newsletter also serves as a resource for parents wanting to learn about other children's products.

The Stories

Although *nite Bright* was, according to both Cromartie and Jacobson, originally intended as a vehicle to publicize books from various publishing companies, the program now also utilizes original material written by Grant and based on what he describes as "truth from almost any and every source" — Bible stories, missionary lives, and other classical writings. Early shows featured a series based on *Pilgrim's Progress*, the story elements of which Reg, Nick, and company presented from a children's point of view.

The program's tie-in with publishing looks to be part of its future: Jacobson says the proposed books and the current radio program will work hand-in-hand, with the books serving as an expansion of what children hear on the radio. Other future plans include making the program daily, (or, in this case, nightly) instead of weekly, which would answer what Jacobson says is the show's only criticism thus far: it isn't on every day.

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A pen-and-ink illustration of *nite Brite's* cast and castle, drawn by Grant's teen-age daughter.

The Results

Jacobson shares that one benefit of a program such as *nite Bright* is that it gives children — who are daily bombarded with visual stimulation — the opportunity "to imagine what's going on. Kids have a vivid imagination.

That's what I love about radio . . . it strengthens their ability to be innovative and creative that way."

In addition, Cromartie views the program as a form of entertainment with edification thrown deliberately in. "It really began as an entertainment

program with a scriptural thrust," he says. "It wasn't: 'Let's teach these kids the Bible.' It was, 'Let's entertain them with the Bible or great Christian literature. Let's give them something they can think about as they go to sleep.' They can listen, and then the radio's turned off, and all these

great spiritual, scriptural images are swirling around in their heads."

Beyond entertainment, edification, or education, Jacobson says the program, still in its infancy, has already become a min-

istry. In addition to the father-figure role filled by Grant, Jacobson says the program has elicited responses from several women in prison who have written in on behalf of their children. "For me," Jacobson says, "for what I've put into it, to be able to minis-

ter to these women who can't even see their own children — that has made all the difference in the world."

Elizabeth Spencer is a free-lance writer and former associate editor of this publication. She resides in Michigan.

***nite Brite* offers parents a respite, which could mean listening with their children or letting the children listen by themselves.**

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FCC Grants NRB Petition to Revise King's Garden EEO policy



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.

As many readers already know, NRB recently secured a significant change for religious broadcasters in the FCC's equal employment opportunity rules. The commission has granted NRB's proposal to permit religious broadcasters to establish religious affiliation or belief as a "bona fide occupational qualification" for all positions at their stations.

The policy change substantially expands the FCC's so-called *King's Garden* exemption to the agency's broadcast EEO rules. Those regulations generally forbid broadcasters from discriminating on grounds of religion, as well as race and gender. But under *King's Garden* — named for the decades-old case which established it — a religious broadcaster could take an applicant's faith into account when filling positions connected to the "espousal" of the licensee's theological views, such as announcer posts for religious programs. However, that exemption did not extend to workers in "non-espousal" positions, such as station secretaries or engineers.

NRB president Brandt Gustavson said the association was "highly gratified" with the commission's decision to expand the exemption to all employees of a religious licensee. NRB has labored for years to convince the FCC to amend *King's Garden*. The action finally came about in response to comments that my firm filed on NRB's behalf in the agency's proceeding to "streamline" the EEO rules for smaller stations and other "distinctly situated" broadcasters. (That rulemaking remains open while the commission considers additional measures applicable to small stations overall.)

The FCC's order expanding the exemption states "we believe that it is reasonable to conclude that it may be appropriate for all employees of religious broadcasters to share a common commitment to a licensee's basic religious objective and mission. As NRB contends, 'employees at all levels have an ability to affect the morale and cohesiveness of religious organizations by the beliefs they espouse and the standards of moral conduct that they maintain.'"

The agency also agreed that "by allowing religious broadcasters to use religious beliefs or affiliation as a job qualification for all station jobs, we will eliminate the potential danger of impermissible governmental interference with a religious broadcaster's judgment in the conduct and definition of its religious affairs, and as NRB points out, end the need for the commission's current practice of engaging in case-by-case analysis of particular job categories to determine if they involve espousal of the licensee's religious views."

Nevertheless, religious broadcasters are advised to consult with their communications attorneys before proceeding to act on the new policy. General EEO obligations still remain in effect for religious licensees, and the scope of the exemption may not cover all stations airing religious programming. In

particular, NRB members should be aware that:

- Religious broadcasters must still recruit without limitation on the basis of race, color, national origin, or gender from among those who share their religious affiliation or beliefs in filling positions at their stations. (NRB made clear in its petition that its members firmly support this position.)

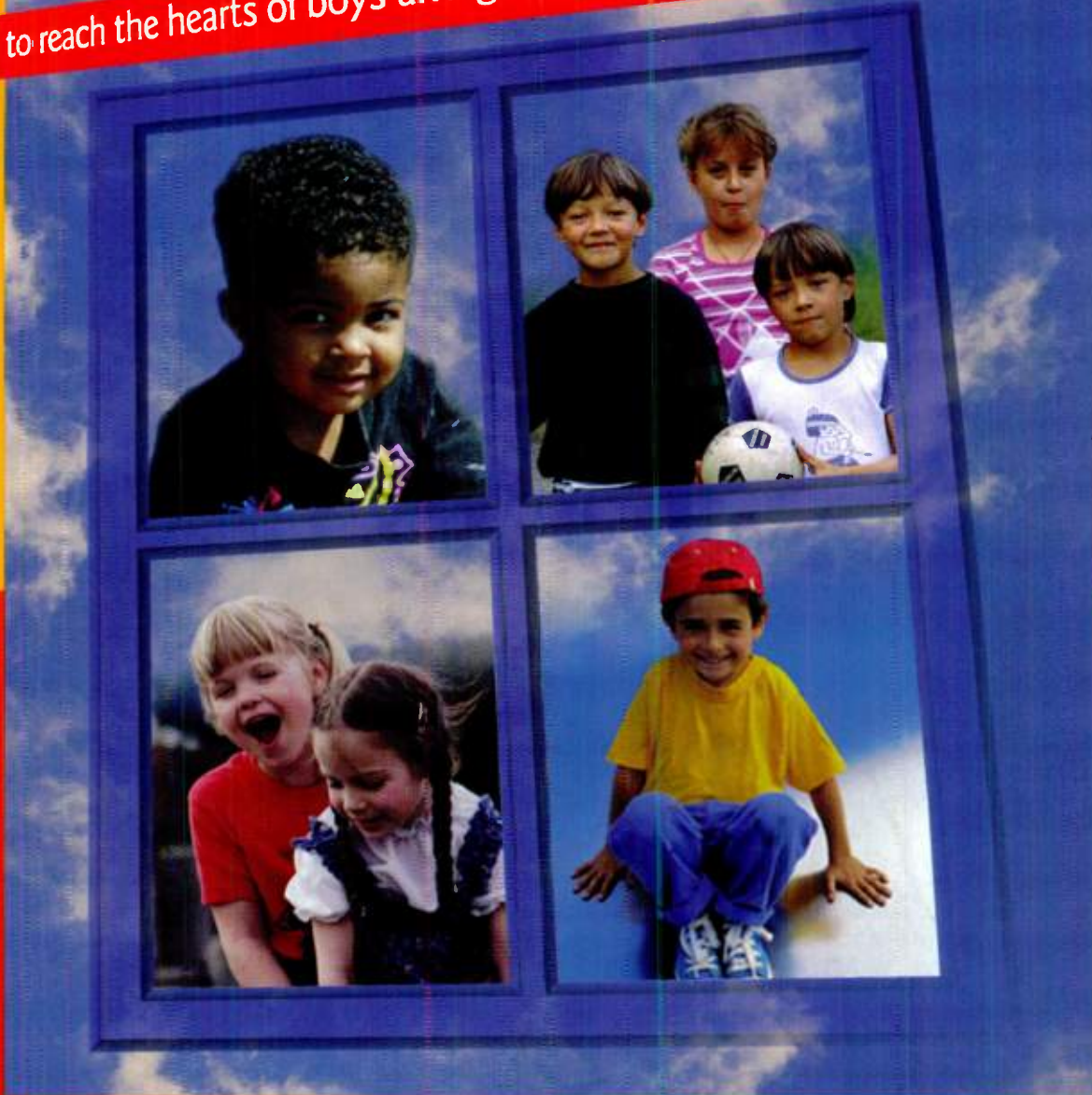
- The expanded exemption applies only to "a licensee which is, or is closely affiliated with, a church, synagogue, or other religious entity, including a subsidiary of such an entity." The FCC stated that its "determination as to whether a licensee is a 'religious broadcaster' will be made on a case-by-case analysis, based upon an evaluation of the religious entity's characteristics." The latter "will include, among other things, whether the entity is operated for profit or non-profit, the existence of a distinct religious history, and whether the entity's articles of incorporation mention any religious purpose."

- While the expanded exemption clearly covers radio stations, its applicability to television stations is somewhat murkier. Congress in 1992 prohibited the agency from spending any funds to change the EEO rules imposed on TV licensees. As a result, the commission considers its new position on the religious EEO exemption to be a "non-binding policy statement" with respect to television.

On a related note, the grant of NRB's petition came at the same time that a federal appellate court has been considering a legal challenge to the *King's Garden* policy. The Lutheran Church-Missouri Synod (LCMS), which operates KFYO-AM-FM/St. Louis, is contesting FCC sanctions stemming from its efforts to recruit minority employees during the 1983-90 license term. The agency ruled last year that the church's efforts were inadequate — in part because the licensee filled several "non-espousal" jobs with students (or spouses of students) at the LCMS seminary where the stations are located, rather than recruiting employees from outside.

After ruling on NRB's petition, the commission immediately alerted the court to the expanded exemption and asked the appellate judges to return the LCMS case to the FCC, which would plan to drop the EEO sanctions against the church. However, LCMS has opposed the agency's request because it would not resolve all issues in the case. As of this writing in late March, the court has not acted on the commission's request and so the case remains pending. **NRB**

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Hot Music Licensing Sites

As mentioned in February's inaugural column, the primary purpose of this article is to scout out and comment on Web sites useful to producers and broadcasters of Christian programming.

Music Licensing



I've worked in the broadcasting industry for more than 30 years and what I don't know about music licensing could fill volumes. For example, what clearances are required for what purposes and how much money needs to be paid to whom have always been giant mysteries to me.

Obviously, much of my work in radio and television has not involved these issues other than the requisite ASCAP (American Society of Composers, Authors, and Publishers), BMI (Broadcast Music, Inc.), and SESAC licenses held by radio broadcasters. However, I have a hunch I'm not the only one who struggles to understand the difference between mechanical, synchronization, and electrical transcription rights, and what licensing is needed for use of music on the Internet. While I don't have the answers to those questions, here are some Web sites which can provide that information.

My first move was to enter www.ascap.com in my browser, and, sure enough, I had guessed ASCAP's URL correctly. Their site is attractive in a plain vanilla kind of way (not that I mind plain vanilla). When I'm on a quest for information, I find the bloated, glitzy graphics and whiz-bang, Java-scripted chasing marquees more of an annoyance than a blessing.

ASCAP's site guide page is very useful. (Site guides generally give you a map or all-encompassing overview of all the branches within a particular organization's site. If you are in a hurry, it's usually quicker to locate the information you need via this route. Search engines within a site are also useful, but more on that in a moment.)

ASCAP's site guide led me to its "guide to resources in the music business," which eventually led me off-site to the Harry Fox Agency (which itself is actually located on the domain of National Music Publisher's Association at www.nmpa.org/hfa). The Harry Fox Agency handles mechanical and synchronization licensing of copyrighted musical compositions and their site gave me my much-needed definitions of those terms.

Three clicks on the "back" button of my browser returns me to ASCAP's site guide where I can branch off to their search engine. This useful tool allows me to quiz their master database for any ASCAP-licensed song by title, writer, performer, or publisher.

My next visit was to BMI at bmi.com (no www, on this one). Their very attractive site has a 3D feel to their graphics. Two nice features are the "song-writer's toolbox" and "licensing toolbox," both of



which contain important basic information on the licensing process from viewpoints of those involved in these transactions. BMI also has a search engine to extract songs licensed by their agency. They call it their hyper-repertoire.

The SESAC site (www.sesac.com) was a kick.

It is a lesson in how a Web site's graphics can convey the "personality" of an organization. It did have a Java-script "news ticker" display at the top of their home page which slowed the loading slightly, but their off-beat (hmmm, is that good for a musical organization?) graphics and scribbled invitation conveyed a much different atmosphere than the ASCAP and BMI sites, although their missions are quite similar.

Incidentally, one of their top ten links points to the Bob Carlisle "Butterfly Kisses" site. They're obviously quite proud of that song and its writer.

These three sites in conjunction with their hyper-links to other sites can point you to the answers to just about all of your music licensing questions. ASCAP even provides what they call "RateCalc," which allows users of ASCAP-licensed music on their Web sites to calculate their user fee. Although we don't currently use music on our Web pages, I put in the appropriate figures and it calculated our annual fee at \$7.26. However, it proceeded to inform me that the minimum fee was \$250. Ouch!

Search Engines

Most Web surfers have used one of the search engines such as Alta Vista, Lycos, or Yahoo. Doug Peters of HCJB e-mailed me a link to a search engine called Inference (www.inference.com/iffind). The page says "Finally! An Internet search tool that calls out in parallel all the best search engines, merges the results, removes redundancies, clusters the hits into neat understandable groupings, and returns it all to you faster than you can say 'nothing but net.'"



In the spirit of this month's column, I entered the phrase "music licensing" and pressed search. A few seconds later, I was presented with a list of about 120 links, neatly nestled under headings such as "Music Licensing," "ASCAP Site," "BMI Site," "NMPA Site," "Misc. Commercial Sites," etc. Alta Vista has always been my personal favorite, but I'm certainly going to give Inference a good workout in the coming weeks.

Thanks to all who have submitted URLs for review. Keep the e-mail coming — it is the life-blood of this column. **NFB**



Stevan Spehager is director of Fresh Fire Television, a ministry of First Assembly of God in Lafayette, Ind. He can be reached at 765-772-2044 or stevan@freshfire.org.

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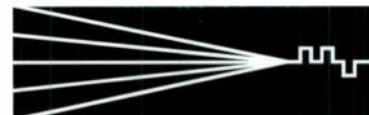
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Candy and Racism



A 22-year broadcast veteran and award-winning journalist, Felicia Middlebrooks anchors the morning drive for CBS News/WBBM-AM/Chicago. She's also a lay minister at the Midwest Christian Center in Tinley Park, Ill., and can be reached at 312-867-1424.

As an act of my will and with humility, I've made it a habit to seek God's face before I undertake any task. But this particular column required a good deal more time in my prayer closet because of its delicate subject matter — racism in the church.

Racism permeates every fiber of our nation's social, psychological, and economic canvas, from corporate America to the military. Although there are laws designed to dismantle the by-products of racism, politicians cannot legislate the intent of the heart.

Racism permeates the church as well. Sunday morning services herald the most racially segregated hour of the week. For the most part, blacks worship with blacks, whites with whites, Hispanics with Hispanics — each group sincere before the Lord Jesus, but sincerely wrong.

We've managed to bury our prejudices with an "amen" and a "hallelujah," but we all want to be comfortably seated next to someone who looks like us. God is less concerned about our comfort and more concerned with growth and obedience.

Consider this simple analogy: American consumers have been sweet on M&M's™ candies for decades. No matter color the candy coating, we all know what to expect inside: chocolate. We love the greens, reds, yellows, and browns. Major ad campaigns have promoted the new bright blues. Upscale candy shops like FAO Schwartz have broadened the spectrum of color with everything from chartreuse to lavender M&M's.

But the color of the candy coating never changes the content. It's still chocolate. We appreciate the diversity in color, but it's just that — color. That's a powerful lesson we could all apply to our relationships with other races, whether in church, on the job, or in our communities.

Unless you're living in the United States of Amnesia, you have some knowledge of racism. Satan's tool of strife and division. Churches in America need to wake up. God is trying to tell us something. We serve a purposeful and just God who doesn't make errors. Isn't it obvious something is inherently wrong with preachers posturing about the love of a God whom they've never seen, when the congregations they pastor shun exposure to races outside their own because it makes them uncomfortable? Are we naive enough to think God is pleased with that?

The problems regarding racism and the church are painfully transparent. Solving them is not a matter of intellectual or verbal fencing; it's a matter of obedience before God. The church should be setting the standard for the world by taking the lead in combating racial prejudice.

But it seems, we — like the secular world — have become

desensitized by the '90s catch phrase "racial intolerance." I hate that term. Tolerance means "to put up with." Does God want us to merely "put up with each other?" His Word teaches us to love one another.

As a journalist living in Chicago, one of America's most racially polarized cities, not a week passes without a report of a hate crime or some other act of racial prejudice like swastikas painted on a suburban garage door or drive-by shootings replete with racial epithets. Those incidents are just a snapshot of America at-large. You see it on the evening news but unless it knocks on your front door, you're likely to dismiss its seriousness and ramifications for our society.

It is time for racial reconciliation in the church. We are accountable to God as members of "one household of faith" [Ephesians 2:19]. Let us come together in our congregations and on our religious broadcasts, asking God to forgive us for allowing hatred and lack of understanding to prevent us from fully loving one another.

By the way, M&M's 1998 advertising campaign proclaims itself as the "candy of the new millennium." That says plenty.



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Majesty Music		11
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"...and please let Ross and Rachel get back together this season. Amen."

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Quality Christian Programming



Investing in Teens

In relation to student ministry and programming, an important issue has come to the forefront and I feel compelled to talk about it, especially since it hits home with me on our radio show. I was reminded recently that those of us who choose to minister to students with our radio and television programs pay quite a price. I'm not talking about the research we must do to make sure our shows target teens. Nor am I talking about the time it takes to plan and produce these programs.

The cost I am referring to is financial.

Programs which target teens are needed and are important — and we must continue to make them available. But nonetheless, they are costly because we are targeting a demographic that typically does not spend money supporting programming. And if we are expecting students to pay for the ministry we provide to them, our ministries will be short-lived. To expect teens to pay for listening



or watching your program would be similar to expecting your local church youth group to pay the youth pastor's salary, equipment and supply costs, and maintenance upkeep — in short, to be the sole support of that ministry.

Thriving ministries to students succeed because someone invested not only time and energy, but money as well. I know of many radio and television ministries to students which were short-lived because of finances. But what words of encouragement can I offer those

of you who wish to enter this sometimes thankless, always expense-filled ministry?

Just Do It

Every radio station should have a "youth room." I am thankful that our radio show fills a need for many stations out there in this regard. But just because your target demographic doesn't include teens, doesn't mean you can ignore this area, especially if your station is the only Christian one in town. If you have no youth programming, who is ministering to the area teens when it comes to their number one influence of music? You may be missing the opportunity of a lifetime.

Prayer

Sounds obvious, but I am afraid too many of us make plans concerning what we want to do and tell God this is what we are going to do for Him. I have fallen to this before, and quite honestly, have had to examine our current radio show to assure myself that what we are doing is a God-thing. If it's not, you're doomed already.

Seek Like-Minded Individuals

Find others who share your vision of a radio or television ministry to students. Ask them to brainstorm ideas with you. Remember Proverbs: "As iron sharpens iron, so a man sharpens the countenance of his friend" [17:28/NKJV].

Investigate Underwriters

Contact corporate sponsors or other underwriters who can help carry the weight of the show financially. It can be done but it takes time.

Roll with the Punches

You will hear some of your listeners object to your reaching out to teens by saying things like, "I want to hear the same type of music all the time." And you may agree with them.

But if your pastor always preached to the senior adults, used illustrations that only they could relate to, and ignored every other age group, how long would you continue attending that church? We listen to those who speak to us. Teenagers will tune somewhere else if we don't speak to them. We may have to spend some money and adjust our thinking to make a difference, but spiritually, we can't afford not to. **MB**



Jack Eason is founder and executive director of Crossover Ministries, a nationwide youth missions organization. He is also executive producer of The Sound of Light, a live nationally syndicated youth music show. Eason can be reached at 864-585-4994 or jacke@soundoflight.com.

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TELEVISION

Philip Yancey on Grace



Jonathan Petersen 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 editor, he is a requested speaker on media practices and can be reached at jonathan.petersen@zph.com.

Billy Graham says of Philip Yancey, "There is no writer in the evangelical world that I admire and appreciate more." His insightful book, *The Jesus I Never Knew*, is a national bestseller and winner of the Gold Medallion Book of the Year Award. He's also written six other Gold Medallion Award-winning books. His new book, *What's So Amazing About Grace?* (Zondervan), is currently a finalist in the 1998 Gold Medallion Award competition. This latest book offers a powerful message your listeners and viewers need to hear.

NRB: You begin by describing a true story of a prostitute who wouldn't ask a church for assistance for her young daughter because she already felt terrible about herself and "they'd just make me feel worse." What struck you about that story?

Yancey: Women much like this prostitute fled toward Jesus, not away from Him. The worse a person felt about herself, the more likely she saw Jesus as a refuge. Has the church lost that gift? Evidently the down-and-out, who flocked to Jesus when He lived on earth, no longer feel welcome among His followers. What's happened? The more I pondered this

question, the more I felt drawn to one word as the key: grace.

NRB: Why do you call grace "truly our last best word"?

Yancey: It contains the essence of the Gospel as a drop of water can contain the image of the sun. The world thirsts for grace in ways it doesn't even recognize. Gordon MacDonald says, "You need not be a Christian to build houses, feed the hungry, or heal the sick. There is only one thing the world cannot do. It cannot offer grace." He's put his finger on the church's

single most important contribution.

Where else can the world go to find grace? Grace is Christianity's best gift to the world, a spiritual nova in our midst exerting a force stronger than vengeance.

NRB: You also coin the word "ungrace," meaning action that shows disfavor, harshness, and discourtesy.

Yancey: I've been asking a question of strangers — for example, seatmates on an airplane — when I strike up a conversation. "When I say the words 'evangelical Christian,' what comes to mind?" In reply, mostly I hear political descriptions: of strident pro-life activists or gay-rights opponents. Not once have I heard a description redolent of grace.

I fight the tentacular grip of ungrace in my own life, battling daily against pride, judgmentalism, and a feeling that I must somehow earn God's approval. We live in an atmosphere choked with the fumes of ungrace. Grace comes from outside, as a gift and not an achievement. I yearn for the church to become a nourishing culture of that grace.

NRB: The other striking phrase in the book is "scandal of grace," where grace doesn't excuse sin but it treasures the sinner. It insists on getting close to sinners and touching them with mercy and hope. Explain what you mean.

Yancey: You don't have to read far in the Bible to detect an underlying tension in how God feels about humanity. On the one hand, God loves us; on the other hand, our behavior repulses Him. He'll forgive, no matter what obstacles His prodigal children put in the way.

Grace baffles us because it goes against the intuition everyone has that, in the face of injustice, some price must be paid. God gave up His own Son rather than give up on humanity. Grace sounds a startling note of contradiction, of liberation, and every day I must pray anew for the ability to hear its message.

NRB: How can we break the cycle of ungrace?

Yancey: The gospel of grace begins and ends with forgiveness. Grace alone melts ungrace. In the final analysis, forgiveness is an act of faith. By forgiving another, I'm trusting that God is a better justice-maker than I am. I leave in God's hands the scales that must balance justice and mercy. Only by living in the stream of God's grace will I find the strength to respond with grace toward others. **NRB**



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talent with a bachelor's degree and at least 10 years' experience in radio news reporting and production. Fax or e-mail resume to: Greg Pepe, Human Resources Department, 719-531-3359 or hrmail@FOTF.org.

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May 16-19

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.



June 12-14

Variety's ShowBiz Expo Los Angeles: Los Angeles Convention Center. Information 800-840-5688 or showbiz.redexpo.com.

June 24-27

16th Annual National Association of Hispanic Journalists Convention: Miami. Information: 202-662-7145.

June 28-30

Inspo 98 (SkyLight Satellite Network): Northwestern College, St. Paul, Minn. Information: 612-631-5000 or e-mail ddd@nwc.edu.

July 11-16

Christian Booksellers Association International Convention & Exposition: Dallas. Information: Judy Kohles 719-576-7880.

July 16-19

The Conclave Radio Seminar: Marriott City Center/Minneapolis, Minneapolis. Information: 612-927-4487.

July 17-18

2nd Annual Christian Radio News Directors Conference: Cedarville College, Cedarville, Ohio. Information: Gordon Govier, 608-271-1025 or scribe@xc.org.

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

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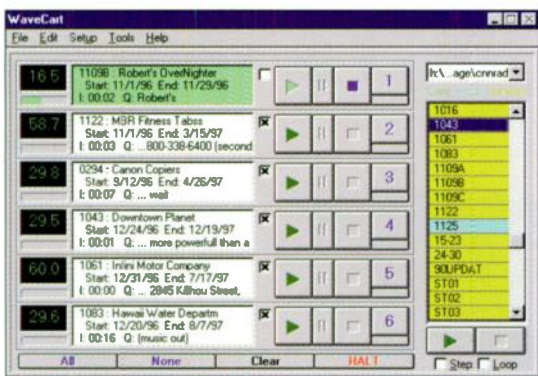


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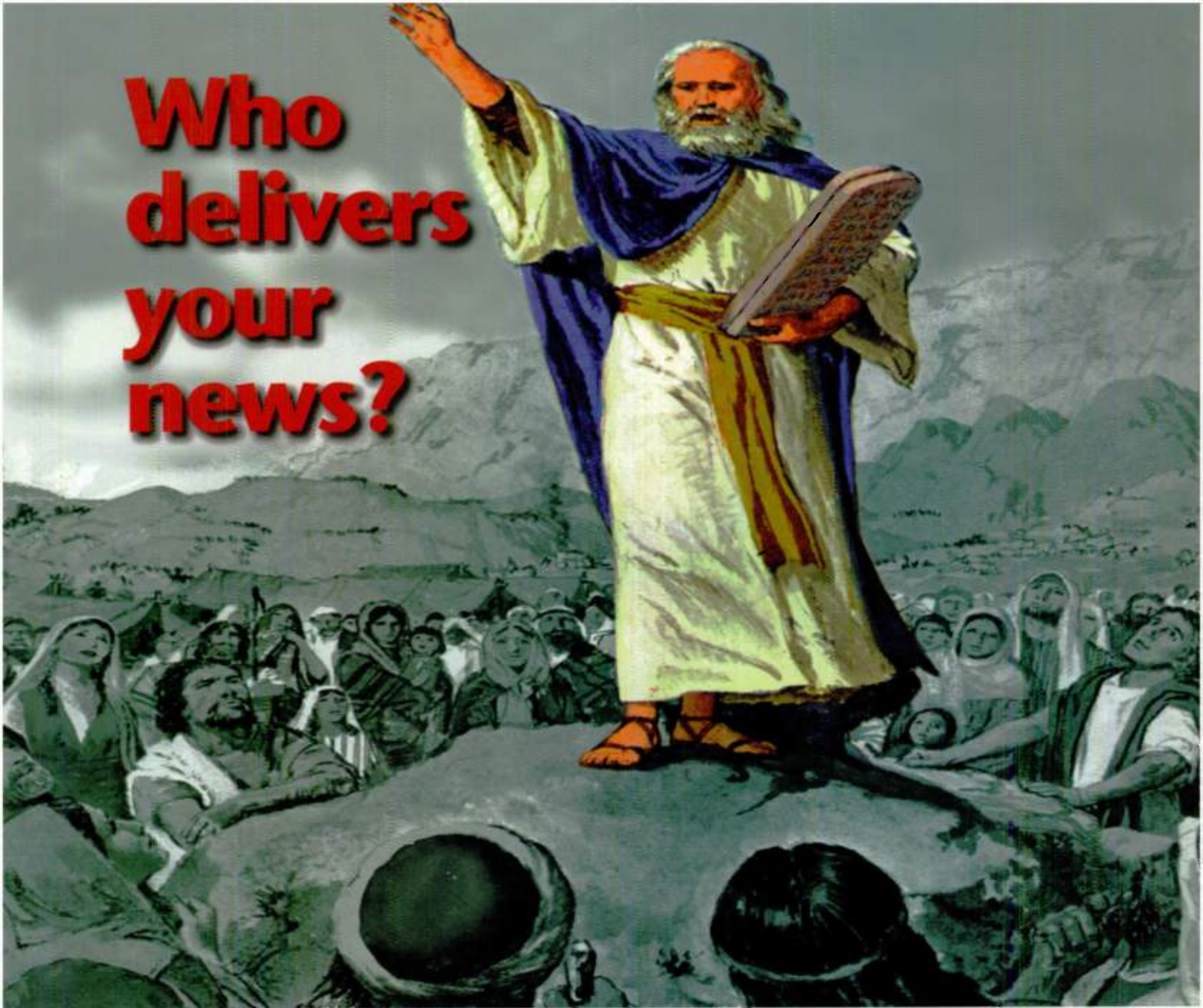
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