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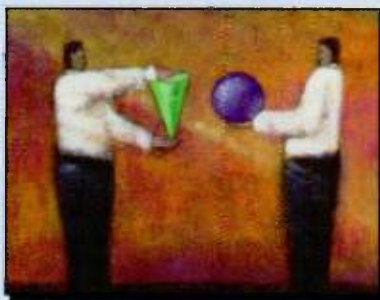


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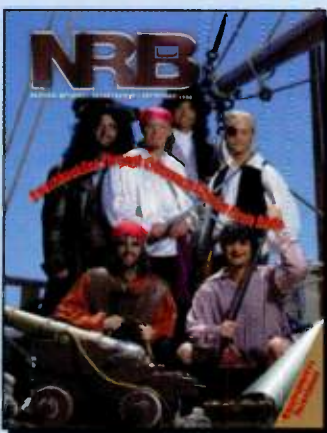


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Swashbuckling Through Cyberspace: Christian Pirate Radio

Cover photo taken aboard The Pilgrim, courtesy of the Orange County Marine Institute, Dana Point, Calif.

Photo by Scott Moore, Los Angeles.



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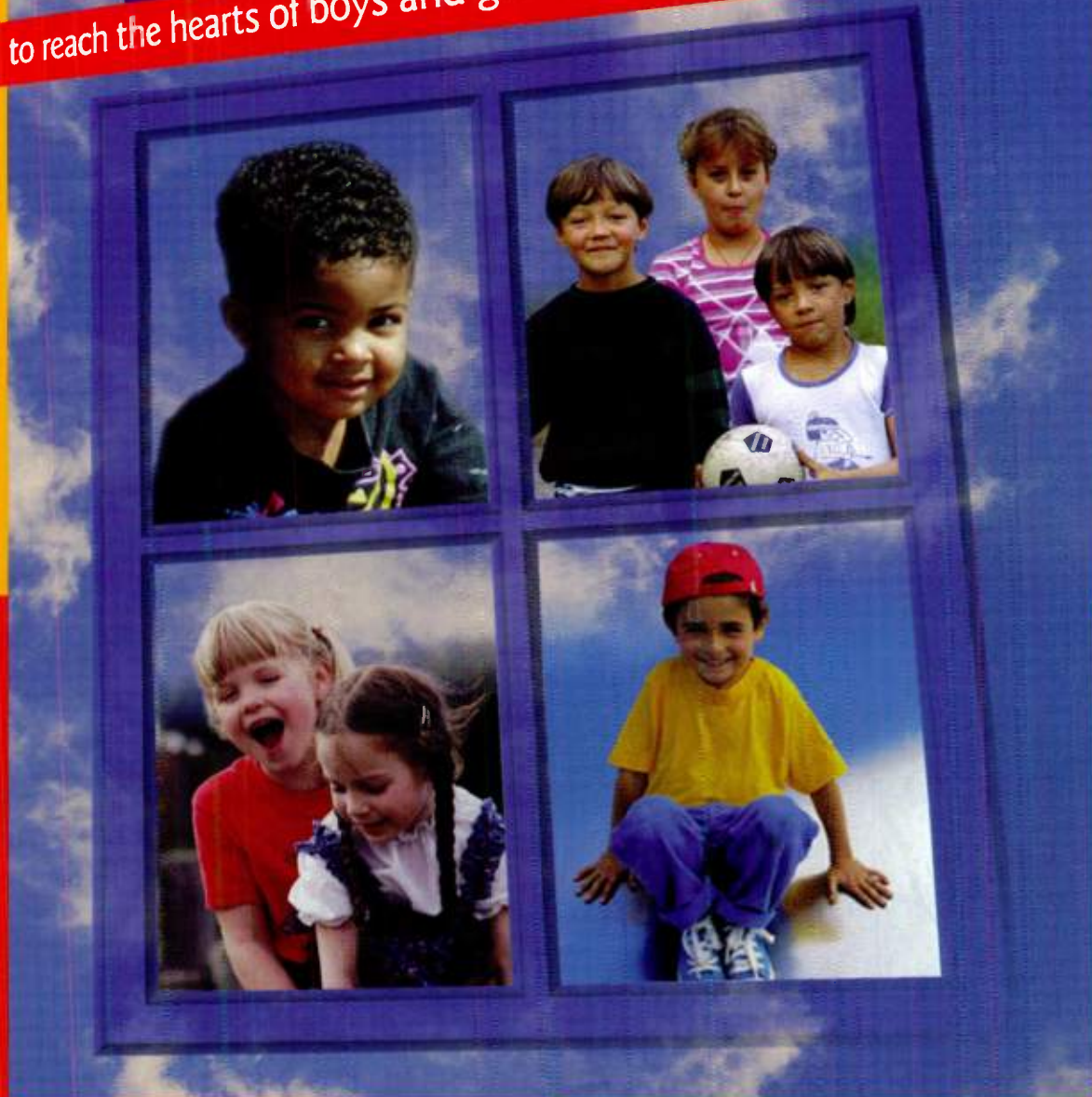
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E. Brandt Gustavson is president of National Religious Broadcasters and publisher of NRB. He can be reached at 703-330-7000, ext 507, or bgustavson@nrb.org

Sacrificial Servanthood

Recently, NRB board member Char Binkley of WBCL-FM/Fort Wayne, Ind., sent me *Wounded Workers* by Kirk and Farnsworth. Here are a couple of excellent thoughts from this book.

More than any other ingredient, sacrifice is the ingredient we add to the pot to attain the flavor of servanthood. The extent to which we can sacrifice for others is the extent to which we will be their servant.

Putting others first is not natural. We usually serve ourselves first and see to it that we get what we want. Then we tack on service to others, either out of our sense of Christian duty or to round out our resume. We rationalize: How can I possibly assist others if I am not first on top of things myself?

Whatever our reason for putting ourselves first so we can create the best possible situation for helping others, it will never match the instructions found in Scripture: "Let each of you look out not only for his own interests but also for the interests of others" [Philippians 2:4/NKJV].

Henri Nouwen uses Christ's temptations in the desert to infuse the concept of servanthood with three areas of self-sacrifice. The first temptation, to turn stones into bread, was really a temptation to be successful or relevant.

Christian leaders and workers want to fight the simplicity of offering one's self. Are we not called to change lives through

the power of the Holy Spirit and to show the world that our ministry makes a difference to God's glory? Aren't we trying to have an impact so we know that what we are doing is significant and worthwhile? How easily it shifts into the piling up of results to prove that we're doing a good job. And to whose power and glory is it now? We are not called to prove our prowess but to proclaim God's love — just as Jesus did.

Jesus' second and third temptations had to do with popularity and power. And again, in following Jesus, we do not need to elevate ourselves to the status of organization hero by doing something especially significant and worthwhile so we can become popular.

I think of the organizational hero as one whose grandiose dreams and spectacular schemes drain the organization's resources and demand that others pick up the pieces. I see a rather pathetic person, overreaching his own abilities and the abilities of others, trying desperately to be loved and to return love in some measure, but opting for power over love.

How we need to learn from our Savior in this matter of blessing and working with others. **NRB**



Wayne Pederson is secretary of NRB's executive committee and executive vice president of Northwestern Radio in St. Paul, Minn. He can be reached at 651-631-5000 or wap@nwc.edu.

Who Are We?

Having an identity crisis because of the changing landscape of broadcasting? Nearly everyone in telecommunications is asking questions: Are we broadcasters, communicators, or media specialists? Are we secular, religious, evangelical, or Christian? Are we metro, regional, national, or global?

Some of us struggle with what to call ourselves. A number of ministries have changed their corporate name from radio to communications or from broadcasting to media group.

Earlier this century, with the advent of automobiles and air travel, the railroad companies which stayed in business were ones that recognized they were not in the railroad but in the transportation business. If we as religious broadcasters confine ourselves to radio, television, or even broadcasting, we may find ourselves out of business in a few years.

The nature of communications is changing so rapidly that television or radio as we know it may no longer exist in 10 years. Network television — facing the rapid deterioration of its audience — is expanding to cable, the World Wide Web,

Direct TV, and other emerging technologies. Is Christian broadcasting strategically facing the changing industry and the changing media consumer?

We have gone from the broadcasting model of one-to-many to the emerging Internet model of many-to-many. With the proliferation of media choices, we are rapidly moving from broadcasting to niche-casting. Major TV stations are questioning using bandwidth for high definition television when that same bandwidth could be used for multiple formats, another indication of narrowcasting.

How does this affect NRB? We're not really national; we're international, forming alliances with broadcast ventures worldwide. We're not religious; we're distinctly Christian and biblical. And we're not just broadcasters; we're a coalition of radio, TV, film, cable, Internet, CD ROM — all using electronic media to communicate Christ to the man on the street and the person in the pew.

I don't know if someday NRB will become GCM (Global Christian Media). I do know that Christian media must think outside the box and not limit itself to the traditional models of electronic communications. And I know that NRB's tent must be large enough to include Christians worldwide using electronic media to win the lost and build up believers. **NRB**

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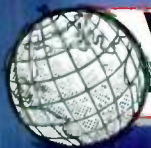


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Airwave Anniversaries

SEATTLE — KBLE-AM/Seattle is celebrating 50 years of inspirational programming this summer. The station's longest-running program debuted June 17, 1949. (George Boucher, 206-324-2000 or operations@kble.com)

OAKLAND, Calif. — The non-commercial Family Stations, Inc., have reached several milestones with station affiliates. Celebrating 30 years of broadcasting is WKDN-FM/Camden, N.J., and marking its silver anniversary is WYFR-SW/Okeechobee, Fla. Eight stations have completed their tenth year of broadcasting: WWFR-FM/Okeechobee; WOTL-FM/Toledo, Ohio; KEBR-AM/Sacramento; KHAP-FM/Chico; WFRW-FM/Webster, N.Y.; WFRS-FM/Smithtown, N.Y.; WFTI-FM/St. Petersburg, Fla.; and WBFR-FM/Birmingham, Ala. (Bruce Clark, 516-234-4151)

LAGUNA HILLS, Calif. — This month marks the 35th anniversary of *Guidelines For Living* by Dr. Harold Sala, which the ministry claims as the longest-running five minute radio commentary broadcast worldwide. The daily program, aired in more than 100 countries on 500-plus radio stations, is also available in transcript form in the same-titled monthly magazine or through its Web site at www.guidelines.org. (949-582-5001 or guidelines@guidelines.org)



CARY, N.C. — In June, Trans World Radio (TWR) commemorated 20 years of ministry to India. TWR broadcasts into the country via a 400,000-watt AM station on Sri Lanka. Mail response to TWR's programs amounts to more than 800,000 letters annually. (Richard Greene, 919-460-3760)

HOUSTON — KSBJ-FM/Houston celebrated its 16th anniversary with a concert at Cynthia Woods Mitchell Pavilion. More than 11,000 attended to hear 4HIM, Margaret Becker, Avalon, Erin O'Donnell, Michelle Tumes, and the worship team of Barry and Batia Segal. (Jason Ray, 281-446-5725)



Airwave News

HOUSTON — KKHT-FM/Houston commenced broadcasting from its new 100,000-watt transmitter and a 1928-foot broadcasting tower. Owned and operated by Salem Communications since 1995, the station airs Christian information, teaching, talk, and music. (Paul Baker, 713-260-3600)

ATLANTA — Genesis Communications has entered into an agreement to purchase WSGA-AM/Savannah, from Phoenix Broadcast Partners of Clearwater, Fla. "This purchase will fit well with our other AM stations in Atlanta, Tampa, Fla., and Miami," said Bruce Maduri of Genesis. (Maduri, 404-233-1400)

CHARLOTTE, N.C. — INSP-Digital has been launched on TCI systems in Ventura County, Calif.; Tucson, Ariz.; Hartford,

Conn.; Woodhaven and Royal Oak, Mich.; Thief River Falls, Minn.; and St. George, Utah. INSP-Digital is also broadcast by InterMedia in Nashville, Tenn., and Greenville/Spartanburg, S.C. INSP-Digital primarily programs ministry, life-enrichment, entertainment, children's shows, and Spanish.

INSP-The Inspirational Network has added five new teen programs to its program schedule: *Fish TV*, *Studio 828*, *On the Air*, *Light Force*, and *Light Music*. "Each of these programs gives us the opportunity to help fulfill our commitment to provide positive, uplifting entertainment," said vice president of marketing John Roos.

The network also debuts *Love Stories of the Holy Land* this month. This docudrama series will tell the stories of Abraham and Sarah, Samson and Delilah, David and Bathseba, and Mary and Joseph, among others. (Sara Lowe, 704-561-7728)

NASHVILLE, Tenn. — WOLR-FM/Lake City, Fla., is the newest affiliate of the Christian Hit Radio Satellite Network. WOLR joins the contemporary Christian network during various weekly dayparts. (Christopher Buchanan, 615-370-9296, ext. 16)

HOUSTON — Myrrh recording artist Jaci Velasquez joined with KSBJ-FM/Houston to help collect canned goods for the local Star of Hope ministry. Five hundred people donated more than 350 pounds of groceries and heard Velasquez sing her new single, "God So Loved." (Jason Ray, 218-446-5725)



Jaci Velasquez

SACRAMENTO — K-LOVE Radio Network recently added FM translators in Redmond, Ore.; Hilo, Hawaii; and Bakersfield. K-LOVE Radio airs contemporary Christian music in a non-commercial format. (Lloyd Parker, 916-928-1515)

CHAMPAIGN, Ill. — More than 250 listeners participated in the first WBGL-FM/Champaign "Summer of Love" work project in June. The listeners volunteered to paint and refurbish two old hotel buildings, which are being converted into housing for homeless families. "We really thought we'd have a few dozen people respond to the workday idea," related station manager Kurt Wallace. (102404.3275@compuserve.com)

WEST PALM BEACH, Fla. — WAY-FM/West Palm Beach kicked off its new morning show *Kevin and Taylor in the Morning*, with a contest called "Timmy Needs Tickets." Taylor joins program director Kevin Avery as co-host and promotions director. (Taylor, 561-881-1929 or waymytlr@aol.com)

SILVER SPRING, Md. — ADRA's *World*, the weekly television news magazine show of the Adventist Development and Relief Agency, has launched daily and weekly radio shows and added a new co-host and video segment for its current television season. "We want to take our message out to people driving home during rush-hour traffic and give them something substantial to listen to," said Tereza Byrne, producer/writer of ADRA's *World* and the ADRA Central Office director for development and marketing. (Beth Schaefer, 301-680-6355)

BEVERLY HILLS, Calif. — Los Angeles-based program producer David Sams Industries, Inc., and Clearwater, Fla.-based Christian Network, Inc., teamed up to deliver four original summer test series. Promoted under the banner "Entertainment That Counts!™," the series consists of *ETC! Entertainment That Counts!™*, *The Keep The Faith Top7 Music Countdown*, *Profiles in Praise*, and *The WoW Big Stage*. (David Sams, 310-772-0770)

CHICAGO — Christian Communications of Chicagoland, Inc., has begun broadcasting on its new station, KWOK-TV 68/San Francisco. Christian Communications is also marketing WCFC-TV/Chicago's premiere programming to cable outlets, Internet, interactive CDs, and other delivery systems. (Shirley Dougan, 312-433-3838 or TV38Mail@aol.com)

NASHVILLE, Tenn. — WAY-FM/Nashville and Operation Compassion teamed up to assist those devastated by the mid-July floods in Lawrenceberg. With the water treatment plant washed out, fresh drinking water became an immediate need and listeners donated more than 500 gallons of water in three days as well as cleaning supplies and other needed items. (Christopher Buchanan, 615-370-9296, ext. 16)

NASHVILLE, Tenn. — KKJM-FM/St. Cloud, Minn., is the newest affiliate of the Morningstar Radio Network. KKJM, owned by WJON Broadcasting, Inc., previously broadcast a hot AC format. (Michael Miller, 615-367-2210 or info@morningstarradio.com)

Awards



WILMORE, Ky. — William Coffman Jr. won the Andrew Heiskell Community Service Award from TimeWarner, which is given to employees of the media conglomerate. Coffman, who works for CNN, is a 1990 Asbury College media communications alumnus. (Brady Nasfett, 606-858-3511, ext. 2409)



William Coffman Jr. (left) and Time-Warner CEO Jerald Levin.

WOODSTOCK, Va. — The Virginia Broadcasters Association awarded WAZR-FM/Woodstock its highest award for station editorial writing during the association's recent convention. WAZT-TV/Woodstock also took home a first place award for Community Service Program in a Medium Market. (Art Stamler, 540-459-8810)

MIAMISBURG, Ohio — The SkyLight Satellite Network named WFCJ-FM/Miamisburg as its Station of the Year. An affiliate for 10 years, WFCJ airs the network's inspirational music overnight and on selected weekend dayparts. (Holly Garrett, 937-866-2471)



SPRINGFIELD, Mo. — KWFC-FM/Springfield received second place for Best Newscast given by the Missouri Associated Press (AP). KWFC is the only Christian radio station in the state working with and contributing to AP on a regular basis. KWFC news director Greg Brock was elected to the state AP for a fourth consecutive term. (Brock, 417-869-0891)

Greg Brock ORLANDO, Fla. — Pat Robertson of the Christian Broadcasting Network and Sheila Walsh, former co-host of *The 700 Club*, were both awarded the Humanitarian Award by House of Hope, a non-profit residential program and school for teenagers. They become the award's second recipients, after President Ronald Reagan. Walsh has also been named the organization's national spokesperson. (Jessica Atteberry, 615-777-2211 or atkinsmuse@aol.com)

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PLANO, Texas — The Total TV Network received a Silver Telly for its video "Dying To Know," part of its *The Big Picture* series, and a Bronze Telly for "The Gospel of Sex," part of its *On The Air* series. The network has received seven Telly awards for its video production and non-network TV programming. (972-423-3800 or www.total-tv.com)

NASHVILLE, Tenn. — Christian music pioneer Randy Stonehill received a commemorative plaque from *Sam's Place* host Gary Chapman in celebration of Stonehill's number one single, "Hand of God." (Rick Hoganson, 615-641-1052 or hoganson@mindspring.com)



Randy Stonehill (right) receives his plaque from Gary Chapman at the Ryman Auditorium.

DALLAS — The Evangelical Christian Publishers Association (ECPA) presented its 21st Annual Gold Medallion Book Awards during the Christian Booksellers Association convention in Dallas. The Charles 'Kip' Jordon Christian Book of the Year Award went to *What's So Amazing About Grace?* by Philip Yancey. Previously known as the ECPA Gold Medallion Christian Book of the Year Award, the program was renamed in honor of Jordon, a highly respected industry leader who died a year ago October. (Doug Ross, 602-966-3998 or dross@ecpa.org)



Bob "Tex" Allen (left), Chuck Norris, and Ted Baehr

DALLAS — On July 14, Chuck Norris, star of the CBS series *Walker, Texas Ranger*, received Templeton's prestigious \$25,000 Epiphany Prize, which is presented annually by the Christian Film & Television Commission "to encourage the production of feature films and television programs that are uplifting, inspirational, and acknowledging of God, His love, mercy, and grace," according to commission head Ted Baehr. Bob "Tex" Allen, the original Texas Ranger of the 1930s silver screen and Baehr's father, presented Norris the award. (Baehr, 800-899-6684 or ted@tedbaehr.com)



International Airwaves

CARY, N.C. — Trans World Radio is bringing *Africa Challenge*, a message of prevention and hope to African individuals, families, and communities devastated by AIDS. The program reveals biblical admonition regarding marital-only sex and spiritual comfort to those suffering and dying from the disease. (Richard Greene, 919-460-3760)

KINGSTON, Jamaica — Run by Mustard Seed Communities (an outreach arm of the Catholic Church), Roots-FM began broadcasting as a new community radio station in late May. The station's programming is more community oriented than

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



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E-mail:
tradetalk@nrb.org

religious, with inner-city djs playing clean reggae. (Ramon Williams, rlgmedia@ozemail.com.au)

SYDNEY, Australia — Good News Broadcasting launched Good News Alive on Sydney Radio's 90.5 FM in early July. The station features Bible teaching, testimonies, Christian contemporary and praise music, and the new World Wide Christian News Service. (Wayne Phillips, 011-61-2-9804-8289 or jot@gnb.org)

PRINCE RUPERT, British Columbia — NRB member Prescott Sandhu is in the process of establishing a non-profit, non-commercial Christian radio station in Prince Rupert, 90 nautical miles south of Ketchikan, Alaska. Urgent needs include used/obsolete studio/radio equipment, transmitter, or tape-decks; also needed is music or teaching/preaching tapes or CDs. For more information, contact Sandhu at Box 1, Prince Rupert, B.C. V8J 3P4, Canada, 250-627-7305, fax 250-627-5447, or e-mail cfirm@citytel.net.

UNITED KINGDOM — UCB Cross Rhythms, a national, 24-hour, contemporary Christian music station, has been launched on the Astra Satellite, Sky Sports 1 Channel 7.38 mhz. UCB Cross Rhythms broadcast radical, cutting-edge radio with the best in rock and rap, pop and dance with challenging spiritual truths. (Chris Cole, 011-01-75222-5623 or crossrhy@cnrstone.avel.co.uk)



Internet Information

CHARLOTTE, N.C. — INSP-The Inspirational Network introduced a new service to increase synergy and promotion with programmers who appear on the network by providing program content, product information, and other related materials on its Web site (www.insp.com). The first programmer featured in this cross-promotion venture is *In Touch* with Charles Stanley. (Sara Lowe, 704-561-7728)

ROANOKE, Va. — Free advice from Christian leaders, such as Tony Evans, Henry Blackaby, Ron Blue, Grace Ketterman, and Stephen Olford, is now available via e-mail. Excerpted with permission from current books and periodicals, this service is offered by Media Management and is posted on its GOSHEN site at www.GOSHEN.net. Also available on the site and by e-mail is a daily report of religion news, called Religion Today (www.ReligionToday.com/CurrentNewsSummary). The religion report is also archived with a search engine. (Steve Wike, 540-989-1330 or stevemw@goshen.net)

ATLANTA — In Touch Ministries launched a new seeker Web

site called Simple Truth. The site (www.intouch.org) is designed for those who are seeking meaning and relevance in life. The ministry has also expanded its Web site, adding Russian and Spanish versions of the *In Touch* radio broadcasts. (Charles Powell, 770-936-6395 or chuck@intouch.org)



**James
Scudder**

CHICAGO — The Quentin Road Bible Baptist Church is broadcasting the *Quentin Road Bible Hour* live on the Internet (www.qrm.org). "In addition to our radio broadcast, *Victory In Grace*, it is exciting to think our Sunday morning worship services are also available on the Web," said speaker and pastor James Scudder. (Dan, qrsc@safeplace.net)

MIAMISBURG, Ohio — WFCJ-FM/Miamisburg is broadcasting via the Internet at www.wfcj.com. (Holly Garrett, 937-866-2471 or wfcj.donnet.com)

ZANESVILLE, Ohio — *Haverim* is on the Internet at www.radioh.net. The radio program features interviews with Christians and Jews. (Naney Montgomery, 740-452-5202 or Havradiio@cyberzane.net)

ORANGE COUNTY, Calif. — Traffic at gofishnet.com (www.gofishnet.com) for the first quarter of 1998 rose 844 percent, while sales surged 1576 percent from the same period last year. "The Christian music market is one of today's fastest growing music segments. Being the first on the Internet to offer a full-service Christian music Web site has given us a strong position in the marketplace," said president Robert Venneri. (Scott Shuford, 714-513-7799 or pika@gofishnet.com)

DALLAS — Parable Christian Stores, the Christian industry's largest association of independent retailers and the third largest retailer of books nationwide, launched an e-commerce Web site at www.parable.com. The site sells Christian books and music direct to consumers, as well as supports marketing and sales efforts for the 330 local independent Christian bookstores. (The Parable Group, 805-543-2644)

Music Notes

NASHVILLE, Tenn. — Word Entertainment created a new black music record division, merging Word Gospel with Myrrh Records to form Myrrh Records Black Music Division. This combination broadens the Christian contemporary music base for traditional black music and aggressively develop new areas of black music including rap, hip-hop, R&B, and gospel. (Marvie Wright, 615-457-1154)

NASHVILLE, Tenn. — The late Rev. Milton Brunson, founder of the Thompson Community Singers (Myrrh), was inducted into the Gospel Music Hall of Fame. Brunson was also honored (posthumously) when the U.S. House of Representatives named a Federal Post Office in Chicago after him. (Craig Melone, 213-467-6967)

NASHVILLE, Tenn. — Guitarist Phil Keaggy (Myrrh) offered a free master session on the art of playing jazz guitar to interested enthusiasts during Grammy Sessions at The Wildhorse Saloon. The session was part of the second annual international Chet Atkins' Musician Days, a weeklong festival. (Rick Hoganson, 615-641-1052 or hoganson@mindspring.com)



**Phil Keaggy (right)
performs at the
Wildhorse Saloon.**

ORANGE COUNTY, Calif. — Maranatha! Music is partnering with Promise Keepers (PK) to promote the 1998 PK "Live a Legacy" season. To join Maranatha and PK, contact Mike Jensen at 949-248-4045.

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PIGEON FORGE, Tenn. — The Dollywood entertainment park is the site for the new Southern Gospel Music Hall of Fame and Museum. Groundbreaking for the new facility took place this summer and the Hall of Fame will open April 1999 as part of Dollywood's grand opening weekend activities. (Southern Gospel Music Association, 423-908-4040)

LITTLE ROCK, Ark. — The Martins (Spring Hill) were honored with the 1998 Governor's Award of Excellence for their outstanding achievements in the field of gospel music by Arkansas Gov. Mike Huckabee and David Dowd, Arkansas Gospel Music Association executive director. In celebration, June 15 was declared "The Martins' Day" in Arkansas. (Jessica Atteberry, 615-777-2211)

SHERMAN OAKS, Calif. — Musician/composer John Tesh has recently signed a deal with Word Entertainment in which Word will distribute his music to Christian bookstores. His most recent album is *Grand Passion* on the GTSP Records label. (Scott Seomin, 818-385-3880)

DETROIT — The Gospel Music Hall of Fame will induct the following on November 14: The Rance Allen Group, Andrae Crouch, Edwin Hawkins, Dr. Bobby Jones, James Moore, Richard Smallwood, The Canton Spirituals, The Dixie Hummingbirds, The Thompson Community Singers, and The Mighty Clouds of Joy. (Phyllis Siders, 313-592-0017)

NASHVILLE, Tenn. — Age of Faith (gray dot) is partnering with radio ministry ZIAM for "Rock Your World" youth rallies nationwide. "Age of Faith is the perfect band for the rallies because they know how to interact with kids," says ZIAM host Bill Scott. "They bring together both praise and worship and rock and roll." (Rock Your World, 888-273-2477)

SEVIERVILLE, Tenn. — James Blackwood, the only living member of the original Blackwood Brothers Quartet, passed the Blackwood family mantle to his nephew, Ron. Ron and his group, The Blackwood Quartet, perform nightly at the Tennessee Music Theatre in Pigeon Forge. (Shelley Layne, 423-429-1941)



News Bites

ROSWELL, Ga. — The *Christian Research Report* announces its fourth annual programming conference, the 1998 AC Radio Seminar, to be held September 18-20 at the Atlanta Airport Hilton and Towers. This year's theme is "Radio 2000: The Future Is Now," which will explore the future of radio programming and the radio audience. (770-518-8807)

NEW YORK — The nation's religious broadcasters and the two largest performance rights organizations — American Society of Composers, Authors, and Publishers (ASCAP) and Broadcast Music, Inc. (BMI) — passed the final hurdle in their accords, which were reached in principle late last year. In the ASCAP matter, Judge William Conner, who presided over the 1996 Rate Court case, signed Final Orders on June

10 approving new licenses, fees, and settlement terms. A comparable BMI order was signed on June 17 by BMI Rate Court Judge Louis Stanton. For more information about these accords, contact NRB's Music License Committee executive director Russell Hauth at 805-987-0400, ext. 112.



NASHVILLE, Tenn. — CCM magazine celebrated its 20th anniversary with a special July issue. The editors honored the anniversary by looking back at the history of Christian music. "Christian music has somehow managed to remain below the radar of most of the general media, even though millions of people regularly enjoy some type of Christian music," noted publisher John Styll.

The magazine also began publishing a Brazilian version late this summer. *CCM Brasil* looks like CCM and carries the same features but in Portuguese with coverage of Brazilian artists added. (Jessica Atteberry, 615-777-2211)

ST. PAUL, Minn. — More than 100 delegates attending Inspo 98 focused on integrity in Christian broadcasting and broadcaster's personal lives. Held June 28-30, the three day conference for inspirational formatted radio stations featured as speakers CEO Lauren Libby of the Navigators, president Paul Nelson of the Evangelical Council for Financial Accountability, singer/songwriter Michael Card, and president Dr. Welsey Willis of Northwestern College. (Steve Krumlauf, 612-631-5075 or slk@nwc.edu)

HAVANA, Cuba — The Central Committee of the World Association for Christian Communication (WACC) held its first meeting in Cuba June 25-30 to prepare for the next WACC World Congress, scheduled for 2000. The proposed theme for the world conference is "Communication as a means for Reconciliation." (Ramon Williams, rlgmedia@oze mail.com.au)

WEST PALM BEACH, Fla. — WAY-FM/West Palm Beach hosted a mission trip to Otavalo, Ecuador, to help construct a Christian school building. Station manager Dusty Rhodes teamed up with World Servants, recording artist Erin O'Donnell and her husband, Brad, and more than 40 listeners to accomplish that goal. (Taylor, 561-881-1929 or waymytlr@aol.com)



WAY-FM station manager Dusty Rhodes (left) and Erin and Brad O'Donnell build a church school in Otavalo, Ecuador.

VIRGINIA BEACH, Va. — The American Center for Law and Justice has expanded its international work on religious freedom and human rights by adding staff and resources to its newly created international arm, the European Center for Law and Justice (ECLJ). With

headquarters in Strasbourg, France, the ECLJ increases its visibility in Europe by working closely with leaders in government, politics, and business. (Gene Kapp, 770-831-1114)

METTER, Ga. — Georgia's Department of Transportation named the Highway 121 bridge over I-16 for Michael Guido of Guido Evangelistic Association, Inc. At the unveiling, which Guido attended not realizing it was for him, Rep. Jack Kingston (R-Ga.) said, "Someone said it would have to be a bridge for Dr. Guido, because this is a man who has bridged the gap to lead people to Jesus Christ." (912-685-2222 or thesower@pineland.net)

Obituaries



Elmer J.C. Knoernschild

ST. LOUIS — The Rev. Elmer J.C. Knoernschild, 82, a veteran of more than 50 years of religious broadcasting, died June 4 of cancer. Until his retirement in 1981, Knoernschild spent 27 years of his career serving as director of programming for International Lutheran Laymen's League, the parent organization of Lutheran Hour Ministries. Best known for his 30-year tenure as announcer for *The Lutheran Hour*, he also worked as program director for the English version of the show. Knoernschild originated the weekday devotional radio program, *Day by Day with Jesus*,

wrote the monthly column *40 Years behind the Mike*, authored the monthly editorial *Mulling It Over*, and developed a series of religious features in the form of radio spot announcements, carried by more than 1500 stations worldwide. (Susane Jenkins, 800-944-3450)



People

VIRGINIA BEACH, Va. — Baxter Ennis has been named director of public relations for Regent University. He comes to Regent from the Office of the Special Assistant to the Secretary of Defense for Gulf War Illnesses in Washington. "He is exactly what we need as we embark on an ambitious growth program," said Regent president Paul Cerjan. (Ennis, 757-226-4093)

TOCCOA FALLS, Ga. — In June, after more than 50 years in Christian radio, Frank Nagle signed off *The Night Watchman* program on WRAF-FM/Toccoa Falls. In 1940, he began his broadcasting career with a program on a station in Poughkeepsie, N.Y., where he pastored a church and expanded to other programs and outreaches, including *The Night Watchman* show begun in 1981. He still plans to produce programs from the TFC Radio Network studios in Toccoa Falls for HOPE Radio in Chile, which he founded in 1983. (Nathan Clay, 706-886-6831)



Frank Nagle

COLUMBUS, Ohio — WRFD-AM/Columbus marketing consultant Marti Smith has been elected president of the Ohio Chapter of the National AgriMarketing Association for the 1998-99 year. (Anne Rea, 614-885-0880)



Paul Benson

ANAHEIM, Calif. — Paul Benson has been appointed vice president of human resources for Insight for Living. Most recently, Benson has been an HR executive in the healthcare industry. (Melinda Lankford, 714-575-5443)

COVINGTON, Ky. — Victoria Mabry has been promoted to director of research and development at Morning Star Communications. Mabry has been with the company four years, starting as a sales rep.

David Listermann has also been promoted from local sales director to vice president-director of new business development.

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Listermann has 30 years' experience in sales and management.

Jim Sage joins Morning Star as director of national sales. Sage has more than 30 years' experience in business systems administration and organization building. (Sage, 606-291-1112)

ARLINGTON, Texas — Dennis Page has been promoted to music director at KCBI-FM/Arlington. Page previously worked as announcer, news assistant, news anchor, talk-show producer, and spot traffic coordinator. (Page, dpage@kebi.org)



Renee Trudell

ST. LOUIS — Renee Trudell has been appointed producer of radio and Internet programming for Lutheran Hour Ministries. Prior to this position, she worked as a copywriter and promotion coordinator for *Editor and Publisher* magazine in New York. (Susane Jenkins, 800-944-3450, ext. 269)

ATLANTA — Debra McElroy and Mark Collins have joined Genesis Communications' regional sales team. McElroy comes to radio after 10 years in the computer industry. Collins previously worked in the construction industry. (404-233-1400)

COLUMBIA, S.C. — Jim Marshall, general manager of WMHK-FM/Columbia, has been promoted to the newly created position of director of broadcasting for Columbia International University, which owns and operates WRCM-FM/Charlotte. He retains his responsibilities with WMHK. (Marshall, 803-754-5400 or wnhk@ciu.edu)



Jim Marshall

FORT WORTH, Texas — NRB chairman David Clark has been appointed vice president of broadcast communications for the Southern Baptist Convention's North American Mission Board. Clark previously served as executive director of the agency's Media Technology Center.



Sandy McQuarter

MOBILE, Ala. — Sandy McQuarter has been promoted from administrative assistant to program director of WBHY-FM/Mobile. McQuarter joined the station last summer. (Wilbur Goforth, 888-473-8488 or wgoforth@goforth.org)

FEDERAL WAY, Wash. — Richard Edmund Stearns now heads the U.S. operations of World Vision, succeeding Robert Seiple, who retired after 11 years of leading the largest privately funded Christian relief-and-development organization. Previously, Stearns was president of Lenox, Inc. (253-815-2177)

SAN ANGELO, Texas — Mark Mohr and Don Burns have joined KCRN-AM-FM/San Angelo as station manager and program director, respectively. Mohr previously held management posi-



Mark Mohr

tions with CHRISTA Broadcasting, The Raymond Group, and Children's Bible Hour. Burns served as music director for Morningstar Radio Network and KLTU-FM/Dallas. (Mike Middleton, 817-792-3800)

HOUSTON — Jon Hull has been promoted to the newly created position of operations manager at KSBJ-FM/Houston. Hull retains his program director responsibilities and continues as the afternoon drive personality. (Jason Ray, 281-446-5725)

INDIANAPOLIS — Layne Maloney has been appointed director of operations of WORDQUE, a newly formed post-production division of Steward-Richardson & Associates. WORDQUE provides closed captioning of videotapes and transcription services. Maloney most recently headed the captioning department at Purdue University. (888-828-3770 or lmaloney@in.net)



Layne Maloney

CAMARILLO, Calif. — Roger Kemp has replaced Don Cartmell as vice president of national program development and ministry relations for Salem Communications Corp. Cartmell continues as vice president for ministry development on a part-time basis. Kemp previously served as senior vice president of broadcasting for Insight for Living. (Eric Halvorson, 805-987-0400, ext. 108)

CHICAGO — H. David Scott is the new vice president of KWOK-TV 68/San Francisco, owned by Christian Communications of Chicagoland. Scott has been on the organization's management team since 1990. (Shirley Dougan, 312-433-3838 or TV3SMail@aol.com)



Publishing News

PORTLAND, Ore. — Oregon Catholic Press (OCP) reached an agreement with Trinity Music of Laurel, Md., to acquire all the products and resources of its book publishing division, The Pastoral Press. (David Island, 800-548-8749, ext. 5304)

NEW YORK — Doubleday Religious Publishing has relaunched Galilee, the paperback imprint which presents the finest in current Christian reading. The first two releases were *Yes, Lord, I'm Comin' Home!* by Lesley Sussman and *God Is Relevant* by Luis Palau. (Sheila O'Shea, 212-782-9390)



Sharathon Reports

HOUSTON — KSBJ-FM/Houston concluded its 16th annual sharathon in July with \$161,155 in one-time contributions and \$94,548 in monthly pledges, surpassing its goals. At the beginning of its 10-hour praisathon held after the sharathon, KSBJ announced its five-year vision, which includes plans to establish an alternative Christian music radio station aimed at youth. Financial pledges for this new station totaled an additional \$148,646. (Jason Ray, 281-446-5725)

SACRAMENTO, Calif. — K-LOVE Radio Network recently completed its annual sharathon with pledges totaling more than \$7 million, a 13 percent increase from 1997. This amount includes \$255,000 of monthly pledges and one-time gifts. (Lloyd Parker, 916-928-1515)

NRB Regional Conventions

Midwestern NRB Convention

MUSKEGON, Mich. — The 1998 Midwestern NRB Convention (MWNRB) will feature keynote speakers Larry Burkett of Christian Financial Concepts, Alistair Begg of Parkside Church in Chagrin Falls, Ohio, and Dr. Alice Matthews, who will address "The Challenge of Ministering in a Post-Modern World." WNRB is scheduled September 16-19 at the Maranatha Bible & Missionary Conference.

The convention kicks off with a get-acquainted ice cream reception and highlights include volleyball and a cookout. Workshop topics include "Building Teams in the Midst of Change" and "How Women Listen." Two open forums are also scheduled for radio stations and program producers. For registration information, call 616-772-7300 or 312-329-2073.

Caribbean NRB Convention

SAN JUAN, Puerto Rico — The 1998 Caribbean NRB Convention is scheduled to be held September 18-19 in San Juan. For more information, call William Lebron at 787-769-1400. (Editor's note: No other information was provided.)

Eastern NRB Convention

NORTH EAST, Md. — Steve Brown of *Key Life* and John MacArthur of *Grace to You* headline the 1998 Eastern NRB Convention (ENRB), to be held September 27-29 at the Sandy Cove Conference Center. Brown is the convention's awards banquet speaker and MacArthur is scheduled for a morning talk and question-and-answer session. Evidence of Mercy, affiliated with RBC Ministries, will perform an evening concert.

Convention highlights include an ice cream social and late afternoon boat cruise on Chesapeake Bay. Workshop topics include "Infomercials: Does Anyone Really Want Them to Go Away?," "The Creative-led Sell: One Way to Break the Non-Affinity Barrier!," "Sharing Ideas about Sharathons," "Webcasting: Should We or Must We?," "'Pirate Radio' on the Internet," and "Internet Issues and Answers." For registration information, call Ward Childerston at 301-582-0285.

FYI: Catholic Radio Network

(Editor's note: Inclusion in FYI does not imply NRB endorsement.)

SAN DIEGO — The Catholic Radio Network (CRN) debuts its 24-hour, all-talk commercial format this month. With its early summer purchase of 10 AM stations from the Children's Broadcasting Corporation (for \$57 million), CRN has the outlets — in major markets, such as New York, Chicago, Dallas, and Los Angeles — for reaching many of America's 70 million Catholics.

CEO John Lynch, a veteran radio executive, said in an interview with the *National Catholic Reporter* that "I firmly believe we can be a major presence in the country," mentioning his hope for the network to grow to 50 stations.

Tentative programming for CRN mixes commentary with lighter material, talk shows, and potentially a live call-in program featuring one of the U.S. cardinals.

"The general idea is to appeal to a broad spectrum of people, and not hit them over the head," Lynch revealed.

Next month: Hispanic programming.

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Artist Spotlight: Room Full of Walters

Room Full of Walters — newcomer Kyle Hupp on drums/vocals, Mark Scheltgen on guitar/vocals, Kurt Starks on bass, and Jamie Woodson on guitar/lead vocals — herald from Kansas, where the group played the Midwest college circuit. Since starting in 1991, Room Full of Walters have released three independent albums on the Mery Record label: *Wonderful* (1991), *Swivel* (1993), and *Room Full of Walters* (1995). Two years after their self-titled recording, the group signed with Word Records and produced *Sleepy-head*. Starks recently spoke with *NRB* magazine about the group's ambitions and mission.

NRB: How would you classify your music?

Starks: We are a college/modern rock band.

NRB: What is the central message to your music?

Starks: Our mission is to encourage people to judge Christianity by the Word, which is Jesus Christ, and nothing else. By that statement, we mean we shouldn't judge Christianity by the actions of other Christians, the media, etc., but just by Christ.

Jesus Christ is the only one we can look to for a perfect example. The rest of us are just humans trying to get it right — and most of the time we fall way short. We believe that the reason many people are leery of Christianity or making a serious commitment to Christ is because they have been "turned off" by the actions or words of people.

I have never met anyone who has read what Jesus said or did and been "turned off" by that. His message, and only His, is the message people want to hear.

We feel that a lot of people want to come to Christ but they feel that they need to get their life together first and stop



Room Full of Walters: (from left) Kyle Hupp, Jamie Woodson, Kurt Starks, and Mark Scheltgen

sinning. Soon they figure out that they are not going to be able to live a perfect life. In their mind, they feel that they can't make that commitment because they will only fail. God wants us to come to Him and He'll take care of the rest, and that is the central message of Room Full of Walters.

NRB: What is your involvement with religious broadcasting?

Starks: We very much support religious broadcasters. One of the best ways to get our message across is through radio stations playing our music, as well as through radio and television interviews. This airplay is important not only to sell albums, but also to give students who can't afford CDs the opportunity to hear the message.

NRB: How do you view religious broadcasters?

Starks: We also know that, like a lot of Christian bands, Christian broadcasters aren't making a lot of money (if any). They're doing it because they want to make a difference, which is akin to our hope as well. We are a band today because we want to make a difference.



Country Profile: Sweden

With 174,000 square miles and 100,000 lakes, Sweden is the largest of the Scandinavian countries — about the same size as California. Half the country is covered with forest but less than 10 percent is farmed.

Like its western neighbor Norway, Sweden is a constitutional monarchy, with a single-house parliamentary government. King Carl Gustaf XVI has only ceremonial functions as head of state.

The country's population is 8.8 million, with 90 percent claiming nominal adherence to the Lutheran State Church — but only 5 percent of Sweden's people attend any church.

Until the huge costs of its welfare state brought the economy to its knees in 1990, Sweden was probably the most pragmatically socialist of any European country. Now a member of the European Union, the Swedes are struggling out of their deep recession and growing into a competitive, service-based economy.

Lutheran missionaries from Sweden have served in virtually every country in the world over the last century, but today more than half of all overseas missionaries are from the Pentecostal movement. Along with Denmark, Sweden is the

most secularized country in Europe and in tremendous need of evangelization.

Radio and television are privatized and there are 160 neighborhood radio stations, which broadcast church services and some Christian programs. Another note of encouragement is TV Inter, a private Christian television company which now has broadcasting time regularly on a national channel. IBRA Radio beams a wide variety of Christian programs to more than a hundred countries around the world and also produces a daily Christian newspaper in Sweden.

The pattern in Sweden is similar to other nominally Protestant European countries: serious decline in the state church, but a corresponding rise in the ministry of independent churches, particularly the Pentecostals.

— Information provided by the Fellowship of European Broadcasters.



Working with the Media, Part 1

The phone rings. A reporter wants to do an interview with you — now. Your heart pounds. Your breathing quickens. Your mind races.

You are faced with either an opportunity or a problem. If you are prepared and confident in your ability to communicate in a clear and direct manner, the interview will be an important opportunity. However, if you aren't sure what to say or how to say it, your comments are likely to be either miscommunicated or misunderstood.

Clear, effective communication does not happen by accident. It takes a lot of hard work. Here are some key do's to remember when working with the media.

1. Ask questions. Find out as much information about the story as possible. Ask the reporter probing questions, such as "What is the angle of your story?" "Who else are you interviewing?" "In what context will my comments be used?" and "What specific questions do you want to ask me?"

You need this information to make an educated decision about participating in the interview. Find out what you're getting into before the interview begins.

2. Develop message points. Focus on exactly what you want to communicate. Concentrate on just one or two key points. Keep them simple and concise. The quotes and soundbites used in stories are short. Work at communicating your message points in 30 seconds or less. Practice before the interview.

3. Take control of the interview. Guide the interview to your key message points. Don't let the reporter wander aimlessly through the interview. Take the lead. Be aggressive in your responses. You can answer any question the way you want to.

4. State and re-state your message points. To ensure that your comments receive fair and accurate treatment, state and re-state your message points. Work them into every answer. You never know which quote or soundbite the reporter will use.

No matter what kind of question comes your way, be prepared to shift the conversation to your message points. Stay on track. That also means taking negative or hostile questions and responding positively — using your message points.

5. Be aware of facial expressions and body language. Actions can speak louder than words. Strive to keep facial expressions pleasant and natural. Be aware of the "nervous smile" that can appear on your face during tough questioning. The "smile" may not be appropriate, especially if the topic is sensitive or serious.

Sit or stand still during an interview. And maintain eye contact with the reporter — it enhances your credibility.

Next month: Gene Kapp will explore five don'ts in working with the media.



A veteran broadcast journalist and public relations professional with nearly 25 years of experience in news and public relations, Gene Kapp is president of Kapp Communications, Inc., a media and public relations company in Atlanta. He can be reached at 770-831-1114 or kappeom@mindspring.com.

NRB Annual Awards Changes

For many years, NRB has invited readers of *NRB* magazine to nominate and vote on the NRB Annual Awards. However, for the 1999 NRB Annual Awards, only NRB members will be involved in the nomination and voting process. Nomination forms will be mailed to NRB members early this month and ballots will be sent in November.



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Opinion: Christian Competition?

In 1995, our small Christian radio station worked hard to apply for a new frequency and ten-fold power increase. Today we are still waiting because another Christian broadcaster filed on top of us. We learned of it a year later by an FCC notification of conflicting signals in two points.

Five months after we learned of the problem, we sat down with the other management and came to fair terms, but only after we found them an alternate frequency in one town and split the difference in the other. Although it worked out, the solution could have come one year earlier. The FCC has had the file for nearly two years.

The broadcaster was not mean-spirited, but it sure frustrated us. They were broadcasting the same Gospel with the same quality to the same towns for the same purpose.

The other station has good people; they love the Lord, preach the Gospel, show sincere concern for the lost world, and are making a real difference for Christ. God bless them abundantly.

A fellow broadcaster was attacked harshly by a different group whose leader personally came to the studios and acted less than Christian. Sadly, I've heard of other similar situations. It is a great disservice to Christian broadcasting.

I want to be careful here. We do not want to disrupt Christian competition, but we do want to compete as followers of Christ. Let's not broadcast at another's expense. While the FCC non-commercial procedure is stifled, conflicting applications by Christians — resolved ahead of time by the parties involved — will breeze through to CPs.

Let's use NRB to call a truce, regroup, and moderate reconciliation — or it will come back to haunt us. Let's do this like the procedures for financial accountability and set self-imposed guidelines insuring constructive resolutions, not destructive stalemates. Let those who hurt and those who were hurt forget the past and press on.

To ensure we show secular broadcasters how Christians broadcast, ask yourself these questions:

1. Are our internal policies driven by the same ethic preached on our station?
2. Are our motives heavenward?
3. If the public knew of our procedures, would they contribute?
4. Are riches, influence, and power used correctly?
5. Do we work with or against fellow broadcasters?

If Christ did not regard His deity a thing to be grasped and humbled Himself to achieve our salvation, then we should strive to be like Him. That goes double for the boardroom. A Christless world needs us badly.

God bless broadcasters big and small who are as consistent in the conference room as in the studio.



Richard Wheeler is general manager of member station **WJLY-FM/Ramsey, III**. He may be reached by telephone **618-423-2082**, via fax **618-423-2394**, or e-mail wjly@juno.com.



Top 10 Christian Clothbound Non-Fiction (August)

1. *The Weigh Down Diet* by Gwen Shamblin, Doubleday
2. *What's So Amazing About Grace?* by Philip Yancey, Zondervan
3. *The Bible Cure* by Reginald Cherry, Creation House
4. *Prayers That Avail Much*, commemorative gift edition, Word Ministries
5. *Final Dawn Over Jerusalem* by John Hagee, Thomas Nelson
6. *Streams in the Desert*, Updated Edition, by L.B. Cowman, Zondervan
7. *My Utmost for His Highest*, Updated Edition, by Oswald Chambers, Discovery House
8. *In the Grip of Grace* by Max Lucado, Word
9. *Lay Aside the Weight* by T.D. Jakes, Albury Publishing
10. *The Great House of God* by Max Lucado, Word

Top 10 Christian Albums (August)



1. *Jaci Velasquez* by Jaci Velasquez, Myrrh
2. *Live the Life* by Michael W. Smith, Reunion
3. *Exodus*, Rocketown
4. *Pages of Life* by Fred Hammond & Radical for Christ,

Verity

5. *Veggie Tunes*, Everland
6. *WoW 1998*, Sparrow
7. *A Maze of Grace* by Avalon, Sparrow
8. *Obvious* by 4HIM, Benson
9. *Perennial* by Twila Paris, Sparrow
10. *King of Fools* by Delirious?, Sparrow



Top 10 Christian Videos (August)

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

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

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Kay Arthur
Precept



John MacArthur
Grace to You



Dennis Rainey
Family Life Today



Woodrow Kroll
Back to the Bible



Steve Brown
Key Life



Beverly LaHaye
Beverly LaHaye Live



RBC Ministries
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Billy Graham
How of Decision



Dave Breese
Dave Breese Reports



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Adrian Rogers
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R.C. Sproul
Renewing Your Mind



Michael Youssef
Leading The Way



Gary Bauer
Washington Watch



J. Vernon McGee
Thru The Bible



Dawson McAllister
McAllister Live



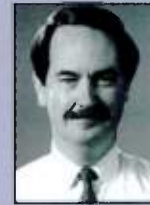
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Jay Sekulow Live



Greg Laurie
A New Beginning



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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Recent and Upcoming Releases



Books

- The 21 Irrefutable Laws of Leadership* by John Maxwell. Thomas Nelson (Jennifer Willingham, 615-902-1227)
- Alien Obsession* by Ron Rhodes. Harvest House (Trina Marshall, 888-501-8208)
- All You Need To Believe* by C. Donald Cole. Crossway (Kathy Jacobs, 630-682-4300)
- Assurance When You Suffer* (audio) by R. Eugene Sterner. Jordan Publishing (Judy Lane, 616-457-3330)
- Enter His Gates* by Charles Stanley. Thomas Nelson (Jennifer Willingham, 615-902-1227)
- The Face that Reveals the Face of Evolution* by Hank Hanegraaff. Word (Jana Ford Muntsinger, 615-902-3174)
- Gold* by Crystal Lewis. Thomas Nelson (Jennifer Willingham, 615-902-1227)
- Hand Me Another Brick* by Charles Swindoll. Word (Janet Rowland, 615-902-3172)
- Healthy Expectations* by Pamela Smith. Creation House (Denise Haverkos, 407-333-0600, ext. 5401)
- If God is in Control. Why is My Life Such a Mess?* by Michael Youssef. Thomas Nelson (Jennifer Willingham, 615-902-1227)
- In the Footsteps of Faith* by John MacArthur. Crossway (Kathy Jacobs, 630-682-4300)
- Just Like Jesus* by Max Lucado. Word (Janet Rowland, 615-902-3172)
- The Lady, The Melody and The Word* by Shirley Caesar. Thomas Nelson (Gina Adams, 615-331-3314)
- The Last Days According to Jesus* by R.C. Sproul. Baker Book House (Dan Baker, 616-676-9185)
- Little People Big God* by Dr. Woodrow Kroll. Back to the Bible (Matthew Poe, 402-464-7200, ext. 4713)
- Living Beyond the Limits* by Franklin Graham. Thomas Nelson (Melissa Morgan, 770-813-0000)
- Mending Fences* by Dan Coats. Baker Book House (Dan Baker, 616-676-9185)
- The Only Way To Happiness* by John MacArthur Jr.. Crossway (Kathy Jacobs, 630-682-4300)
- The Power of the Cross* by Charles Stanley. Thomas Nelson (Jennifer Willingham, 615-902-1227)
- Reasonably Thin* by Jesse Dillinger. Thomas Nelson (Jennifer Willingham, 615-902-1227)
- Soul2Soul* by Christopher Coppennoll. Word (Janet Rowland, 615-902-3172)
- Steady On. Secured by Love* by Point of Grace. Howard Publishing (Gary Myers, 800-858-4109)
- Strengthening Your Grip* by Charles Swindoll. Word (Janet Rowland, 615-902-3172)
- Truth Under Fire* by John Whitehead. Crossway (Kathy Jacobs, 630-682-4300)
- TV The World's Greatest Mind-Bender. Morality in Media. Inc.* (Robert Peters, 212-870-3222)



CD ROMs

- Charles Stanley's Electronic Study Bible Library.* Thomas Nelson (Blythe McIntosh, 615-902-1233)

- W 3 Word Witness Worship.* Concordia Publishing House (Doris Engstrom, 800-774-0274)



Music

- Acoustic Worship.* Brentwood (Keri Gustafson, 615-373-3950)
- After the Rapture* by Rev. Carl Williams Jr. and the Institutional C.O.G.I.C. Radio Choir. CGI Records (770-664-9262)
- Alone with God: I Will Be With You.* Maramatha! Music (Peggy Ruppe, 303-471-6103)
- Always By My Side* by Ric Blair. KMG Records (Missy Baker, 615-269-7000)
- Artist Acappella — The Signature Songs.* Here To Him Music (Brian Smith, 615-329-1007)
- Celtic Christmas and Celtic Praise* by Eden's Bridge. Straightway (615-371-4300)
- Child of Mine* by Wendy Manley. White Water Records (John Nelson, 888-632-6166)
- Comfort.* Vineyard Music (Carla Turner, 714-777-7733)
- The Cup of Life.* Renewal Music (Shannon Stanley, 334-633-9000, ext. 3522)
- Doing This for You* by Brian Free & Assurance. Daywind (Celeste Winstead, 615-822-4524)
- Down Goes the Day* by Chris Taylor. Rhythm House (800-766-4364)
- Dream Big* by The Martins. Spring Hill (Amy Templeton, 615-383-5535, ext. 121)
- Drum and Bass for the Masses* by Faith Massive. N•Soul (818-773-0336)
- Epic Tales of Whoa* by Tony Palacios. Cadence (Randy Spencer, 615-646-7527)
- Father.* Vineyard Music (Carla Turner, 714-777-7733)
- Father, Son and Holy Spirit Songs.* Heaven's Sake Kids. Pamplin Music (Beth Blinn/Stachia Graham, 615-361-4237)
- First Love.* NewPort (800-766-4364)
- First Love* by Paul Baloche. Hosanna! Music (Shannon Stanley, 334-633-9000, ext. 3522)
- Flute & Vibes.* Pamplin Music (Beth Blinn/Stachia Graham, 615-361-4237)
- Glorysound* by Mark Hayes. Shawnee Press (717-476-0550)
- God For Us.* Hosanna! Music (Shannon Stanley, 334-633-9000, ext. 3522)
- Grace Alone.* Maramatha! Music (Holland Davis, 714-248-4017)
- Hide 'Em In Your Heart Worship* by Frank & Betsy Hernandez with Steve Green. Sparrow (615-371-4300)
- Hooray For Nox* by Viva voce. Cadence (Randy Spencer, 615-646-7527)
- I Believe The Promise* by Darlene Zschech. Integrity (Shannon Stanley, 334-633-9000, ext. 3522)
- Inspiration Lifestyles.* CGI Records (Darryl Lassiter, 770-664-9262, ext. 2223)
- International Songs.* Heaven's Sake Kids. Pamplin Music (Beth Blinn/Stachia Graham, 615-361-4237)
- Irish Hymns.* Pamplin Music (Beth Blinn/Stachia Graham, 615-361-4237)



NRB Member Profile: WCRS-FM/Washington

MANASSAS, Va. — WCRS-FM/Washington has recently joined NRB. The station, which began in 1993, broadcasts Korean news, gospel music, and teaching programs to reach Koreans with the Gospel. Young Ho Kim, president and founder of the station, began his broadcasting ministry 45 years ago in Korea with the Korean Broadcasting System. In 1961, he became the first television announcer in Korea.

Kim came to America on a UNESCO fellowship and attended the University of California-Los Angeles. He then returned to Korea and Japan where he taught pioneer broadcasters TV and radio program production. In 1966, Kim returned to the United States with his wife and four children to present the "Yankee Doodle" propaganda message to Communist countries via Voice of America (VOA).

Kim eventually left VOA to open a coffee shop in Washington and used his profits to start the Korean-language station. A large percentage of the Korean population in the DC area tunes in to hear news from home. To capitalize on this large audience, Kim airs Gospel programs immediately following each newscast. From phone calls received, Kim reports many are reached for Christ using this broadcast schedule.

Financial support for the station comes from churches, therefore funds are not solicited on the air. More than 30 Korean churches in America and 15 churches in his home-

land financially support WCRS.

Two distinct programs reveal the depth and character of WCRS. The daily program, *Let's Pray for This to My Lord*, takes live prayer requests and receives many follow-up calls of answered prayer. The second program is a live sunrise service initiated at a Korean Church in the DC area. Both programs have brought many Koreans to Christ, while enhancing the faith of mature Christians.

Kim has also established the World Korean Christian Broadcasters Association. Last month, NRB president Brandt Gustavson and I attended a prayer breakfast for this association and experienced first-hand the vision, dedication, and love of these broadcasters. Kim said he hopes that each of the broadcasters will join NRB and take advantage of the wonderful training and fellowship the association offers.

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



Young Ho Kim (far right) and his radio staff broadcast an Easter service.

NRB Membership Services Directory

Publications

- *NRB Magazine*
- *INSIDE NRB, For Members Only* NewsFax
- *Directory of Religious Media* (discount)
- *Daily Convention News*
- Electronic Directory (discount)

Education

- Regional Chapter Conferences
- Educational Sessions at Annual National Convention
- Resource Materials

Member Benefits

- Airborne Express Delivery
- SureFax
- PennyWise Office Products
- MemberCom Plus
- * Health, Business & Life Insurance
- Alamo Car Rental

In-House Benefits

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- Advertising Discounts
- Free Internet Classifieds

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- * Music License
- * King's Garden Petition

NRB Membership Dept.
703-330-7000 x511
azdobysz@nrb.org
www.nrb.org/member.htm

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- I Will Walk By Faith*. Maranatha! Music (Holland Davis, 714-248-4017)
- I Wonder If...* by Rhonda Gunn, Damascus Road (615-292-2122)
- Jaci Velasquez* by Jaci Velasquez, Myrrh (Pamela Muse, 615-777-2211)
- The Jesus Record* by Rich Mullins and a Ragamuffin Band, Myrrh (Pamela Muse, 615-777-2211)
- Joy For The Journey* by The Happy Goodmans, Spring Hill (Amy Templeton, 615-383-5535, ext. 121)
- Keep Your Mind on Jesus* by the Chicago Mass Choir, CGI Records (770-664-9262)
- Legacy* by Dick & Mel Tunney, Ministry Music (800-766-4364)
- Listen To Our Hearts*, Sparrow (615-371-4300)
- Live From New York* by James Hall & Worship and Praise, CGI Records (Darryl Lassiter, 800-945-3059, ext. 2223)
- Lost On You* by Honey, Sub•Lime (Rob Poznanski, 615-373-3950)
- Love Heals* by Terry Clark, NewPort (800-766-4364)
- Love Is An Action Word* by Witness, CGI Records (770-664-9262)
- Love Supreme* by Sonik Boom of Love, N•Soul (818-773-0336)
- More Like You* by Scott Wesley Brown, Ministry Music (800-766-4364)
- More Love, More Power*, Vineyard Music (Carla Turner, 714-777-7733)
- Nature Songs*, Heaven's Sake Kids, Pamplin Music (Beth Blinn/Stachia Graham, 615-361-4237)
- A New Beginning* by Allen & Allen, CGI Records (770-664-9262)
- Opening Windows* by Max Lucado, Jeff Nelson, and Covenant, Here To Him Music (Brian Smith, 615-329-1007)
- Paradise* by Tim Bowman, Insync (800-766-4364)
- Passion-Live Worship From The 268 Generation*, Star Song (615-317-4300)
- Piano & Organ*, Pamplin Music (Beth Blinn/Stachia Graham, 615-361-4237)
- Propska One*, Essential (Nina Williams, 615-373-3950, ext. 525)
- Redline* by Redline, Freedom Records (Ginny McCabe, 513-542-5229)
- Remember Me* by Michael Combs, New Haven (800-766-4364)
- Revival Fire*, Hosanna! Music (Shannon Stanley, 334-633-9000, ext. 3522)
- Revival Generation*, Worship Together (615-317-4300)
- Scott Faircloff* by Scott Faircloff, Pamplin Music (Beth Blinn/Stachia Graham, 615-361-4237)
- Scratching The Surface* by Erin O'Donnell, Cadence (Randy Spencer, 615-646-7527)
- Seasons* by Jamie Owens Collins, NewPort (800-766-4364)
- Seltzer 2*, Forefront (615-771-2900, ext. 246 or 223)
- Silly Songs*, Heaven's Sake Kids, Pamplin Music (Beth Blinn/Stachia Graham, 615-361-4237)
- Skimpy* by Steve Hindalong, Cadence (Randy Spencer, 615-646-7527)
- Skimpy Flowers* by Three Crosses, Benson (Rachel Murphy, 615-742-6856)
- Songs of Revival*, Maranatha! Music (Peggy Ruppe, 303-471-6103)
- Sparkler Vol. 1*, Electica Music (Phillip Kim, 818-773-0336)
- A Special Time* by The Greenes, New Haven (800-766-4364)
- Static* by Bleach, Forefront (615-771-2900, ext. 246 or 223)
- Stay Right Here* by Steve Archer, Kle-Toi (Brian Smith, 615-329-1007)
- Steady On* by Point of Grace, Word (Lesley Burbridge, 615-457-1405)
- Step Up To The Microphone* by Newsboys, Star Song (615-371-4300)
- Stream in the Desert* by Mary Kathryn, Rhythm House (800-766-4364)
- Surfonic Water Revival*, KMG Records (Missy Baker, 615-269-7000)
- Take Me As I Am* by Far From Home, Essential (Nina Williams, 615-373-3950, ext. 525)
- Terri Carroll* by Terri Carroll, CGI Records (770-664-9262)
- To Heaven and Back* by The Call, Cadence (Randy Spencer, 615-646-7527)
- Trumpet & Saxophone*, Pamplin Music (Beth Blinn/Stachia Graham, 615-361-4237)
- Under Roxer* by Michelangelo and the Difference, Cadence (Randy Spencer, 615-646-7527)
- The Ultimate Lounge Christmas* by John Jonethis, Essential (Nina Williams, 615-373-3950, ext. 525)
- You Are In Control*, Vineyard Music (Carla Turner, 714-777-7733)
- You Made The Difference In Me* by Glenn Kaiser, Grrr records (Caryl Montroy, 773-561-2450)
- You Shelter Me*, Vineyard Music (Carla Turner, 714-777-7733)
- Walking On the Water* by Two or More, Pamplin Music (Beth Blinn/Stachia Graham, 615-361-4237)
- What Kind Of Love* by Chris Eaton, Cadence (Randy Spencer, 615-646-7527)
- Wide Eyed* by Nichole Nordeman, Star Song (615-371-4300)
- Within the Rock* by Gold City, Daywind (Celeste Winstead, 615-822-4524)
- Word to the World* by Sara Paulson, Pamplin Music (Beth Blinn/Stachia Graham, 615-361-4237)
- Worship Together-Live From Stoneleigh, England*, Worship Together (615-317-4300)



Videos

- Big Picture*, Total TV Network (Helen Hare, 972-423-3800)
- The CUP-Saga of Champions*, EBI Video (Mark Rempel/Mike Davis, 319-391-0619)
- Defeating the Shadow of Doubt*, Bibleman Adventure series, Pamplin Music (Beth Blinn/Stachia Graham, 615-361-4237)
- Homeless Man: The Restless Heart of Rich Mullins*, Myrrh (Pamela Muse, 615-777-2211)
- Lamar Campbell and Spirit of Praise* by Lamar Campbell, EMI Gospel (615-371-4300)
- My Utmost For His Highest: The Concert*, Myrrh (Karin Hogrefe, 615-457-1208)
- Seltzer 2-The Long Form Video*, Forefront (615-771-2900, ext. 223)
- Time To Pray*, Prayer Bear III, Sparrow (615-371-4300)
- WJJD*, ForeFront (David Schrader, 615-771-2900, ext. 223)

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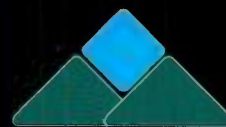
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the Pirates

Christian Pirate Radio unfurls its flag in cyberspace

by Tom Larson, Trevor Kientz, and Jim Tinker

Recent performances at the NRB convention by Rebecca St. James, Michael W. Smith, Amy Grant, Cindy Morgan, and Carman show how far Christian music has traveled in the past two decades. But along with the evolution in the styles of Christian music, the audience has also expanded, transcending age and racial barriers.

With increasing demand for contemporary Christian music, it's interesting that so many places do not have a local station with that format. Even the nation's second largest radio market, Los Angeles, possesses no 24-hour contemporary Christian music station. How many smaller markets and rural areas go without this format in the United States? Globally?



"One-Eyed Tom" aka Tom Larson

After spending much of his youth as an MK in Costa Rica, Tom returned to the U.S., where he received a communications degree from Biola University and toured with Triumph, its popular singing group. Upon graduation, he landed the lead vocalist position with the Christian singing group BASIX. When he's not singing, he coordinates the Web and e-mail communications for KKLA Communications Group.



"Sir James the Welshman" aka Jim Tinker

As the only pirate over 30, Sir James has worked in Los Angeles radio for 14 years. The vice president of operations for KKLA, he oversees KKLA-AM-FM, K-LIGHT-AM, KIEV-AM, and CPR. He attended the University of La Verne, earning a degree in radio communications with a minor in television broadcasting. He is heard live on CPR every Monday through Friday from 6 a.m. to 12 p.m. EST. Descended from Welsh roots, a prize possession is his grandfather's first Welsh Bible, printed in 1908.



"Dread Pirate Trevor" aka Trevor Kientz

Trevor attended Biola University and sang with Larson in Triumph. He is continuing his studies in graphic design and public relations at Cal State Fullerton and recently was promoted to Web and graphics services coordinator for KKLA.

Launching the Vessel

A year ago we three radio enthusiasts — Tom Larson, Trevor Kientz, and Jim Tinker — decided we were tired of waiting for someone else to start a local Christian music station that would play music from artists we wanted to hear.

The proliferation of the Internet into every corner of the world, coupled with technological advances in digital audio streaming, made it possible for us to create Christian Pirate Radio (CPR). CPR (www.christianpirateradio.com) began broadcasting the best Christian music via the Internet in November 1997, with a potential audience of hundreds of thousands of people with access to a Web connection, sound card, and speakers.

Larson, Kientz, and Tinker each provide a unique blend of talents and abilities to CPR. Larson (promotionally known as One-Eyed Tom) is a vocalist in BASIX, a popular contemporary Christian group that performs at churches and concert events throughout the United States and Europe. He also serves as CPR's music director and communications coordinator, answering every e-mail the Pirates receive.

Kientz (Dread Pirate Trevor) is a computer graphics design artist who also performed as a vocalist with a Christian choir while in college. He coordinates the look and feel of CPR's Web site, working countless hours perfecting graphics and photos for presentation.

Tinker's (Sir James the Welshman) radio experience spans more than 14 years, providing the knowledge of broadcast operations and programming. He also maintains the extensive computer infrastructure of CPR including Web servers, encoders, LAN, and digital playback system.

All three contribute to the on-air sound as well, with Larson and Kientz voicing liners and promos, while Tinker and three additional staff members (Josh the Cabin Boy, Erik the Red, and Jason the Hook) provide the daily on-air personality.

Capturing the Audience

In an effort to reach the greatest number of Internet listeners with state-of-the-art sound, CPR invested heavily in professional broadcast equipment and joined Lightsource on broadcast.com (www.broadcast.com/lightsource), a ministry of KMA Media Group.

Broadcast.com is the largest supplier of Internet audio and video services and channels and one of the most visited Web sites in the world with millions of visitors each month. Lightsource is quickly becoming the Internet's source for live Christian talk, music, archives, and audio-on-demand Christian programs.

A Shipspace Operation

CPR offers three stereo listening channels, including a RealAudio 28.8K feed, a Microsoft NetShow 28.8K feed, and a high quality NetShow 56.6K feed. Prophet System's Audio Wizard for Windows digital hard disk storage and playback system produces the audio for each feed.

CPR's operating costs are underwritten through a variety of paid commercial and Web site banner and button advertising packages. A full-time account manager helps design and implement Internet and broadcast advertising campaigns, with CPR represented nationally by Salem Radio Reps.

CPR also entered into a strategic relationship with Salem Communications Corporation to help cross-promote CPR on Salem's talk stations through on-air promotion and using the CPR logo and links on their Web sites.

The stations are enthusiastic about partnering with CPR. Mark Larson, general manager of KPRZ-FM/San Diego, says, "We're going beyond conventional FM broadcasting to offer this revolutionary service in cyberspace. Today's technology makes it possible to reach many new listeners in Southern California and around the world. KPRZ is excited to make this happen!"

Flying the CPR Flag

Earlier this year, the Pirates stormed into Gospel Music Association's (GMA) annual convention in Nashville, Tenn., purchasing expo booth space and giving away Pirate T-shirts, mouse pads, water bottles, and chocolate coins.

The Pirates interviewed dozens of Christian artists at GMA, including Big Tent Revival, FFH (Far From Home), Seven Day Jesus, Between Thieves, Eric Champion, Smalltown Poets, Satellite Soul, and Wilshire. Of particular excitement

was the opportunity to be one of the few stations to interview Michael English so soon after his announcement to return to Christian music.

CPR also carried Salem Radio Network's live coverage of the Dove Awards. Partnering with Salem's Los Angeles affiliate (KKLA-AM-FM) and GMA, the Pirates gave away a trip for two to the Dove Awards. We were surprised at the overwhelming support we received from artists and record labels, as well as representatives of other radio stations.

As a promotional tie-in to GMA Week, CPR created a listener-supported artist award: "The Hook Award." CPR listeners nominated their favorite artists in six categories, and then voted for the winners. The trophies, a 12-inch engraved pirate hook mounted on a walnut base, were presented to the winners during GMA Week. Photos of the artists with their awards are displayed on the CPR Web site.

Sailing the High Seas

In the first month of operation — and without any promotion — more than 5000 Internet users logged on to CPR. Today tens of thousands of listeners visit each month to hear their favorite artists. Many listen at work where high speed connections and local area networks make listening to CPR's high-quality feed more feasible.

More than 500 e-mails are received each week from countries

1998 Hook Awards

Christian Pirate Radio awarded the following listener-supported awards during GMA Week:

- **Male Artist of the Year: Steven Curtis Chapman**
- **Female Artist of the Year: Rebecca St. James**
- **New Artist of the Year: Fear of Isaac***
- **Group of the Year: Jars of Clay**
- **Song of the Year: "Crazy Times" by Jars of Clay**
- **Album of the Year: *Much Afraid* by Jars of Clay**

*Fear of Isaac is an independent band played exclusively on Christian Pirate Radio.

such as Switzerland, South Korea, China, Canada, Mexico, Bosnia, Germany, and the United States. CPR's audience is evenly divided between teens and adults, a testimony to CPR's attraction to Christians of all ages.

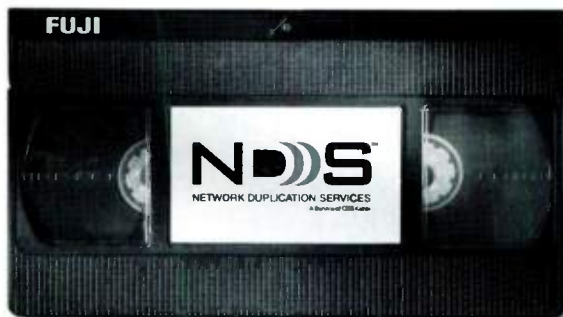
Christian Pirates?

CPR's voyage has not been free from controversy. Many in the Christian community have questioned the "pirate" nomenclature, fearing CPR is a pirate broadcaster engaging in illegal and unethical behavior.

When answering critics, we note that we broadcast only on the Internet and are exempt from the restrictions of traditional radio broadcasting, such as those imposed by the FCC.

CPR's "pirate" reference relates more to the radically different delivery method via the Internet and the programming philosophy of playing independent artists, new artists, alternative, modern rock, and contemporary Christian music.

Sir James the Welshman also likes to add a spiritual dimension to the pirate discussion, noting that pirates were originally privateers commissioned by certain governments with letters of authorization to raid other government's vessels for the purpose of adding to their kingdoms. Since God's Word commissions believers to go into the world for the purpose of adding to God's kingdom, he analogizes that Christians are essentially good pirates, fighting daily against the ruler



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"Erik the Red" aka Eric Bird

With substantial radio experience in the Los Angeles market, Eric brings a wealth of talent to CPR in production, editing, and interviewing. During GMA Week he captured interviews with 18 bands in two days.



"Jason the Hook" aka Jason Jeffries

The only pirate from another country (Canada), Jason became fascinated with music at age 4, after receiving a tape recorder from his father. Since relocating to Southern California, he has worked in the Los Angeles radio market for six years. In addition to working an air shift on CPR, he serves as program director for KKLA-AM-FM and K-LIGHT-AM, hosts a weekend gospel music program on K-LIGHT, and was recently promoted to operations director for KIEV-AM.



"Josh the Cabin Boy" aka Josh Jacobs

Every pirate crew needs a cabin boy. Josh is pursuing a master's degree in communications at Cal State LA and serves as a weekend/overnight personality for KKLA.

How CPR Works

What happens when an audio enthusiast wants to listen to Christian Pirate Radio live over the Internet?

After accessing the Internet through an ISP or online service, the first step for the listener is to visit CPR's home page (www.christianpirateradio.com).

The listener selects the "Hear CPR Live" graphic on the home page and is linked to CPR's Lightsource on broadcast.com digital audio stream site (www.broadcast.com/lightsource/radio/pirate).

CPR uses a separate audio distribution location due to the bandwidth required for thousands of simultaneous users. Broadcast.com is the largest audio/video distributor on the Internet, with the ability to serve hundreds of thousands of online users.

The listener can select from three stereo listening options, including 28.8K RealAudio and Microsoft NetShow feeds and a high-quality 56.6K NetShow feed. To access the 56.6K feed, the user must have an ISDN, cable modem, T-1, or high-speed LAN connection. A minimum of 28.8K dial-up modem is required to hear the RealAudio and NetShow 28.8K feeds.

The appropriate player software also must be installed on the user's computer, such as RealAudio Real Player 5 or G2, Microsoft NetShow Player, or Media Player. After selecting the listening option, CPR's audio server at Lightsource requests a digital audio stream from the corresponding digital audio encoder at CPR's broadcast center.

CPR uses the Audio Wizard for Windows CFS digital playback system from Prophet Systems, Inc., and Telos System's Audioactive multi-DSP encoder to produce a professional digital audio stream. The digital audio stream is comprised of individual digital packets that are sent to the user's computer. These packets travel to the user through the Internet's maze of routers, cables, and servers.

The user's player software reassembles the continuous digital stream in the proper order and converts it into an analog file the computer plays through the sound card and speakers. While listening, the user can continue to browse the Internet and open other software programs.

CPR is currently developing a 128K stereo option for high-end users and plans to implement video content such as music videos in the near future.

of this world to help build God's kingdom. Furthermore, since Christianity is outlawed or restricted by some governments, CPR's Christian message could be considered an illegal pirate broadcast.

Treasure Maps

This fall, CPR will debut a program syndicated through the Salem Radio Network and hosted by Scott Wilder, on-air personality for KWRD-FM/Dallas. The weekly two-hour *Christian Pirate Radio Top 20 Countdown* features interviews with well-known and up-and-coming artists in Christian music, continuing CPR's tradition of supporting new and independent artists. The program will be available on a barter basis beginning next month.

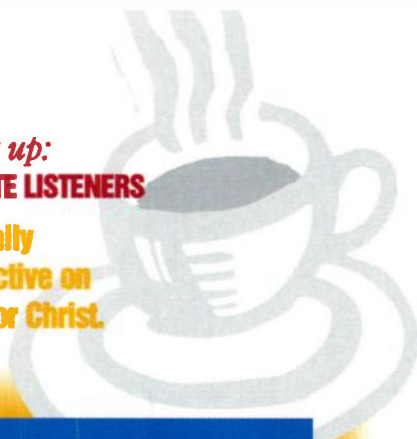
The Pirates also are planning to expand CPR's Internet presentation by adding live and archived video, on-demand artist interviews, album demos, and live interactive chat. The site, which links to artist sites and other Christian resources, will include shopping options, entertainment-oriented content, and album, concert, and movie reviews.

What advances and changes will take place in the next 20 years when NRB approaches its 75th anniversary? One thing seems clear: the Internet will be of paramount importance to the broadcasting industry, continuing to impact lives and shape a future where music, news, entertainment, and information are only a click away.

"One-Eyed Tom" Larson is the music director and communications coordinator pirate, "Sir James the Welshman" Tinker is the program director pirate, and "Dread Pirate Trevor" Kientz is Web designer and coordinator on the high seas. Phone them at 818-956-5552 or e-mail tlarson@kkla.com, jtinker@kkla.com, or tkientz@kkla.com.

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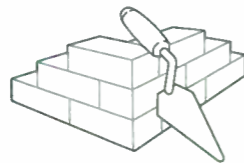
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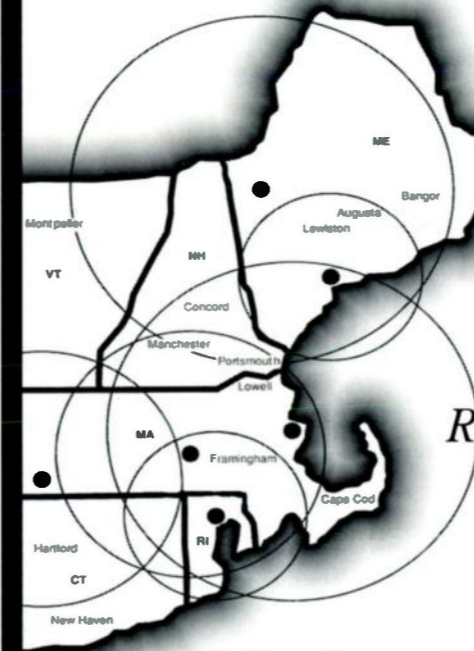
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12-2-97 Smitty,
You're right about our name, Gospel Films no longer representing all the ministries we're involved in. Let's get the team's suggestions for a new name.
- Z

12-5-97 J.R.,
Thanks, J.R. The word "communication" covers everything we do, communicating the Gospel in any medium available.
- Smitty

12-10-97 Robby,
Yes, but we need to make sure people still know it's us, Gospel Films, it's just that we're heading into a new century with new technologies.
- Dale Mason

12-18-97 Z,
Tell the staff good work on the name thing. Glad we all approved it. I think it's the right move for the future of this ministry.
- Rich DeVos

12-29-97 Warren,
Agreed. But that's not enough. We still need the "21st Century Gospel Films" tagline designed into it.
- Z

12-3-97 - Z
You want to change our name? CHANGE? In the 40 years I've been here, our name has served us just fine.
- Don Craymer

12-8-97 Smitty/Robby,
And it ties in with the name of our Web site, Gospel Communications Network. Any thoughts, Robby?
- J.R. Whitby

12-11-97 J.R./Robby/Dale/Jack/Don,
I think it's obvious then. Gospel Communications International, Inc. The 21st Century Gospel Films. Let's propose it to Z.
- Smitty

12-19-97 Warren,
The board has approved the name change. See the memo from our Chairman. Show me some options for the new logo.
- Z

1-5-98 Z,
OK, then, how about this...
→

12-4-97 - Smitty
How much will this name change cost? Is the cost worth the benefit?
- Jack Kelly

12-9-97 J.R.,
We also need to emphasize the fact that we minister to all nations, that we're an international ministry, don't you think, Dale?
- Robby Richardson

12-12-97 Guys,
I like it! We'll propose it to Rich and the rest of board at the upcoming board meeting.
- Z

12-23-97 Z,
OK, we need to retain the look of both the Gospel Films and the Gospel Communications Network logos so people still recognize us.
- Warren Kramer

Richard M. DeVos
Chairman of the Board
(Hey, he's the boss, we can't caricature him can we?)



Billy Zeoli ("Z")
President
(and he thinks he's the boss)



Don Craymer
Director of Personnel



Jack Kelly
Director of Finance



J R Whitby
Director of Ministries



Duane "Smitty" Smith
Director of Marketing



Robby Richardson
Director Gospel Communications Network



Dale Mason
Assistant to the President



Warren Kramer
Sr. Manager Creative Services



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BILLY ZEOLI, President
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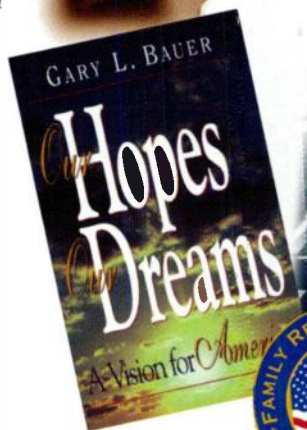
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— **Renee Larson**
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— **Chris Ward**
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Gary Bauer is the author of several books on the family, including his latest Our Hopes, Our Dreams. He is also relied upon as a credible spokesperson for family issues by every major broadcast and cable news network.

Abundantly

Radio networks and write a wish list for

by Steve Krumlauf

According to NRB's 1998 *Directory of Religious Media*, 1588 Christian format radio stations exist in this nation. It seems safe to assume that a majority of those stations obtain at least some, if not all, of their daily programming from a satellite network or syndicated program producer.

This is a very short course in how Christian broadcasters can improve their relationships with those broadcast networks and producers who regularly supply programs to them. I believe abundant affiliate relations can be summed up in three words: cooperate, communicate, and coordinate. Several industry players share their ideas on each theme.

Cooperate

John Fuller, Briargate Media senior representative: "See us as partners, not merely as providers. Never assume we know what's happening in your market. Economics, competing stations, disasters, etc., all impact the market and we probably don't know about these factors. Tell us!"

Rich Knox, Domain Communications: "[Let syndicators know] what kind of programs and program lengths you are interested in. If stations only carry paid programs, that's good to know."

Judy Hannestad, Family Life Communications syndication, marketing, and affiliate relations manager: "Complete affiliate paperwork when required." She also encourages affiliates to keep the network or syndicator informed if your station increases its outreach, as stations can increase their revenue share potential for programs released on a revenue share basis.

Steve Krumlauf, SkyLight Satellite Network director of marketing and affiliate relations: "Before you affiliate with a satellite network or program syndicator, read the entire contract and the fine print to know exactly what you are committing to. After you've followed the requested affiliation procedures and filled out the forms, don't make your network or syndicator wait any longer than necessary to complete the process. (As of this writing, one network has been waiting 11 years for one affiliate's subscription documents to arrive.)"

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"It costs hundreds of thousands of dollars each year to provide syndicated and network programming to your listeners. Syndicators have bills to pay just like you do, so please pay your service fees within the allotted time. Don't make your network come after you seeking payment."

Communicate

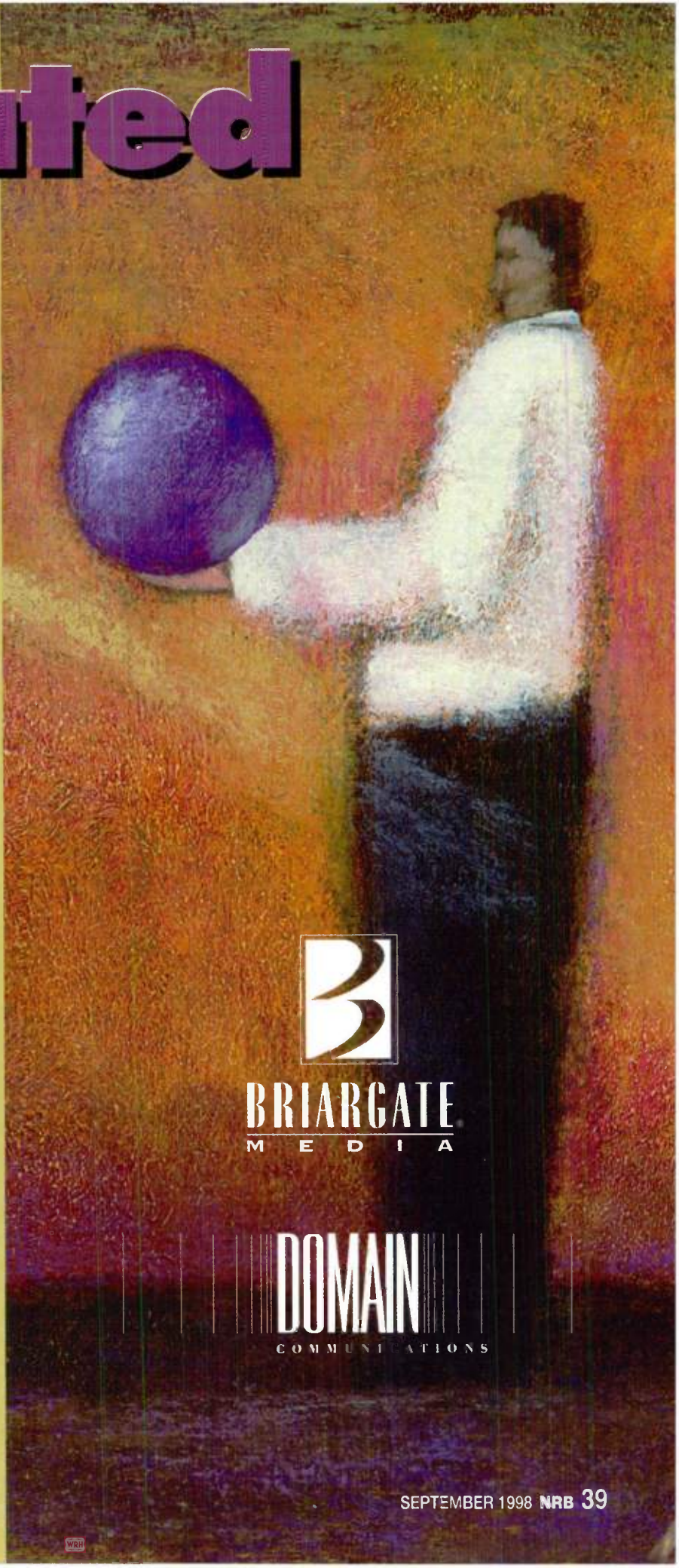
Fuller: "Overall, Briargate Media enjoys a good degree of communication with our affiliates. It does seem that our best partners communicate well with us. The development of the relationship is a two-way process. Call or write before making any programming changes with our broadcasts. Let's discuss changes before they happen."

Knox: "[Program producers and syndicators] enjoy being on station mailing lists and receiving station newsletters. We also love to hear how listeners are responding to our programs. We depend on [professional] feedback from program affiliates to tell us if they have dropped or moved a program in their schedule. It's also helpful to know when a station adds one of Domain's programs from a satellite feed."

Hannestad: "[Feedback] helps us produce products that meet listener needs and station standards. Feedback allows stations to influence the development of products they don't have time, personnel, or resources to launch. Additionally, changes in airtimes and even station placement often are not communicated until well after the fact. This sometimes affects fees for services, resulting in back charges or credits."

Krumlauf: "When you add, move, or delete programming supplied by a network or syndicated programmer, let your network or supplier know before those changes are made, in accordance with your program contract. In this technologically rich final decade of the 20th century, with mail, voice mail, faxes, and e-mail at our disposal, nobody in the broadcasting industry should have an excuse for not communicating."

"Changes are not only news to your listeners, they also are news to your network and/or syndicated program producers. Tell your network when your sta-



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tion changes anything: mailing address, area code, ZIP code, phone numbers, fax numbers, e-mail addresses, owners, managers, engineers, program directors, or any personnel who interact with program suppliers.

"When your station streams its audio on a Web site, is added to a DBS or cable system, or adds power, auxiliary stations, translators, or satellators, tell the syndicator. And please, if it becomes necessary to end your relationship with a network or program syndicator, honor the terms of your agreement as it relates to prior written notification, length of advance notice, separation dates, etc."



Coordinate

Hannestad: "[Networks and syndicated program producers] can be a great resource to stations for local events and promotions. Schedule interviews with (network) program hosts to connect (syndicated) programming with your own. Also, coordinating business or family trips to include a stop at (network syndicator) headquarters is a wonderful way to meet staff, see the operation first hand, and tape record some interaction with program hosts on site."

Fuller: "Call us with a creative idea. And tell us when you've found an area we need to improve in or one in which we excel."

Jim Rassbach, national broadcast director of The Jubilee Network: "Affiliates need to promote programs heard in one daypart during the remaining dayparts in order to help networks find their audience. Promo spots help affiliates as the spot associates them with the prestige of a network series, just as the local loyalties boost a network series. Tasteful and frequent promo spots, including print promos in affiliate newsletters and other mailings, are mutually beneficial."

Krumlauf: "When was the last time you solicited an article from your provider's personnel for your station newsletter? Invited the programmers to a local event? Asked the provider for specific promos relating to your fund raiser, holiday,

etc.? They're waiting to hear from you. Keep up a steady stream of coordination with your network/syndicator and take advantage of the valuable asset a good relationship can be."

Putting it Together

An association between the local station and a national network or program producer should be a vibrant, open, growing relationship. As such, it cannot be a one-way street. Sadly and typically, as long as the satellite signal comes into the studio loud and clear, as long as the mailman keeps delivering programs on tape, cassette, or CD, networks and syndicators rarely hear from their affiliates.

Program suppliers must know what they are doing right, what they are doing wrong, or what they could do better. When you receive positive or negative correspondence from a listener in response to a network or syndicated program, please forward that to the appropriate program supplier.

Truthful and effective communication can only take place when the listener responds to the message. Then and only then can the speaker respond to the listener. That's basic

communication, our industry's business. Give your network feedback and tell them how they can better serve you, your staff, and your audience.

The above principles of cooperation, communication, and coordination are common sense. For too long



these simplistic principles have been largely ignored by many affiliates. If the 1588 radio stations follow these suggestions for better cooperation, better communication, and better coordination, our relationships would thrive, our industry would benefit, and the audience would be well served.

Steve Krumlauf is director of marketing and affiliate relations for SkyLight Satellite Network, based in St. Paul, Minn. He may be reached via e-mail SLK@nwe.edu.

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Dollar Signs or Change of Times?

*To sell or not to sell?
A question for Christian TV*

(Ed. note: This three-part discourse opens the controversy surrounding the sale of Christian TV stations. The opinions expressed are the opinions of the writers. NRB does not endorse any specific view and welcomes reader responses, to be published in a future issue.)

Selling Out

by Stuart Epperson

This article aims to begin a discussion about the sale of Christian TV stations. It is certainly not to condemn all sales of Christian stations as wrong.

A young man receives what he believes to be a vision from God: "Build a Christian broadcast station." After prayer, he sets out with zeal, vision, minimal support from other Christians, and little or no money.

He receives financial and prayer support from Christians, mostly blue-collar workers and a lot of widows. The people finally have a broadcast station of their own, one they can listen to and watch with total assurance that they will be taught godly family values. Souls are saved, Christians are fed and encouraged, and money is raised — usually not enough, but adequate when mixed with prayer and faith.

And the one who had the big vision from God does quite well as operator of the station. He receives some regional and possibly national recognition and lives an affluent lifestyle — not bad for an itinerant preacher.

Then something unexpected but totally predictable happens. The operator gets a huge offer to sell the station to secular owners. When a Christian becomes effective, there will be enormous pressure to sell out. What does the operator do? He takes the money.

Epidemic?

This is happening all over the country: San Francisco; Chicago; Decatur, Ill.; Roanoke, Norfolk, and Manassas, Va.; Minneapolis/St. Paul, Minn.; Lexington, N.C.; Dallas; Atlanta; and Boston.



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Why would someone sell a Christian broadcast station? The reasons are as varied as the number of people involved, but it is usually stated as being for the greater good by using the money to do more and better things for God.

Good Questions

But what about the original commitment? Do we have the right to break a public commitment such as that?

It raises many questions: Is it wrong? How much money makes it right? Are Christians influenced more by money than ministry? Is it our goal to be obedient or successful, and is there a difference? Has God prospered us beyond our ability to keep things in perspective?

Must Carry Fallout

Remember the 1992 Cable Act with a "must carry" section requiring cable systems to carry all local TV signals, including the Christian stations? Christian TV station owners were so concerned that if must carry did not become law, their stations would suffer severe financial problems and be diminished in viewership and influence.

For this cause, the leadership of NRB and many members mounted a successful massive effort in Congress. Christian TV was saved. Or was it?

Christian TV stations at least doubled and sometimes tripled in value and many have since sold to secular interests. In one city, people prayed that must carry would pass and save the local Christian station. A few months and a few million dollars later the station is owned by secular interests and many supporters feel betrayed.

For years people watched national ministries every Sunday evening on The Family Channel. They have been replaced reportedly because of a need to increase ratings and maximize returns. In other words, money determined programming. Is money what this is all about? Does God need us to replace Christian programming in order to make more money to use for His glory?

Epperson's Plea

I plead with network and station owners to solemnly think through a potential sale. When considering these offers, please remember we are debtors, to proclaim the Gospel by the electronic media, as trustees of our stations. God has given us influence beyond anything our natural abilities or personal goals would suggest.

If you must sell your station, please consider these points: 1) try to find a Christian buyer who will keep the programming Christian, or take steps to replace any lost service in the community with another Christian station; 2) seek Christian counsel; 3) search the Scriptures; and 4) pray long before you sell.

Stuart Epperson is chairman of Salem Communications Corporation and may be reached by telephone 910-765-7438 or fax 910-768-4147.

Moving On

by Jerry Rose

In 1962 I was called into TV as a ministry. Broadcasting had not yet been elevated to a level of sacredness. In some of the Pentecostal circles it was still a devil's box — a sin to have one in the home. Using it for the Gospel was over the edge.

It wasn't easy trying to explain that TV was my specific ministry calling. My pastor at the time refused to believe it could be a ministry and my wife and I had to find another church. As a licensed minister, I was always introduced at my denominational minister meetings as a visitor. It was a new idea and it took a while to catch on. But it did.

Today, some people believe that broadcast channels are a sacred trust that we must never relinquish. More specifically, that Christian TV stations are a sacred trust, since there doesn't seem to be much of a stir about the sale of Christian radio stations.

Technological Dependence?

That kind of emphasis on technology is unscriptural and spiritually dangerous. Technology is simply a delivery system. It cannot possess sacred attributes. It is only when we use it to present the Gospel that it has its closest brush with sacredness.

Moses made a similar mistake with his dependence on the rod. The only significance the rod gave him was the power of God working through it. God made it clear in His severe chastisement of Moses that He didn't intend for him to get overly dependent on the tool He provided.

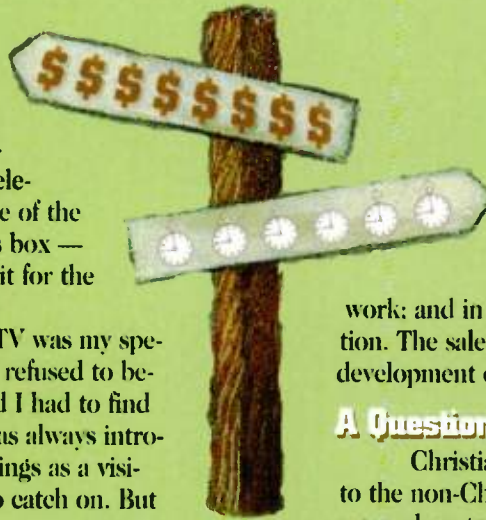
Broadcasting — or any other technology — is a means to an end. As long as it is effective, use it for the Gospel. When something more effective comes along, do not hesitate to move to it.

Delivery Options

Twenty-seven years ago, when a decision was made to purchase WCFC-TV/Chicago, broadcast was the only way to reach a city with TV. But we are in the midst of a revolution. The future is going to be much different than the past. Broadcasting in the future will be one option.

The decision to sell channel 38 means only that we are repositioning ourselves for the future to do more and better Christian TV. Broadcasting will be one of our delivery systems, but we intend to explore emerging technologies as well.

The suggestion that we are selling out is shortsighted and offensive. Our non-profit ministry should not be confused with a for-profit one in which the proceeds become the personal wealth of its owners.



The proceeds of our sale will go into the growth and development of Christian TV: in San Francisco, a full-power broadcast station; in Chicago, a strong cable network; and in Rockford, Ill., a low-power broadcast station. The sale means a strong commitment to the development of innovative Christian programming.

A Question of Programming

Christian TV needs programming more relevant to the non-Christian audience. There has been little research as to who makes up that audience, what they are interested in, and how we can show them the Gospel is relevant to their needs.

We tend to place much more emphasis on the technology than what we put on it. Marshall McLuhan said of TV a generation ago, "The medium is the message." For the Church, that is not true.

It is our message that is at the core of who we are and what we do. We must present that message in a way that a seeking generation understands; relevant, interesting, entertaining, and challenging, with a high level of production standards and creativity.

Enormous changes are coming in the way we perceive and use TV in the future. We must change with it.

Rose's Challenge

Change doesn't come easy in the Church. Our methods get so intricately woven into our theology that it is difficult to separate them. Our response to change is cyclical: we reject change, resist it, debate it, reluctantly accept it, embrace it, and finally make it sacred. Unfortunately, the process is generally so lengthy that opportunity is lost.

Some of us have decided to move on — knowing the process, knowing there will be resistance and debate — but unapologetically determined to move according to what we believe to be the will of God in order to seize the opportunities He presents us.

Jerry Rose is president/chairman of the board of Christian Communications of Chicagoland, Inc., and may be reached by telephone 312-433-3838, fax 312-433-3839, or email TV38Mail@aol.com.



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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

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(202) 626-8817

A Cornerstone View

by Russ Bixler

Although I agree with much of what Stu and Jerry write, I must add several points on the sovereignty of God.

Cornerstone TeleVision, Inc., exists because He spoke Superstation WPCB-TV/Pittsburgh into existence. As far as I am able to control the situation, the station will continue as a Christian one until God clearly tells me He's finished with it.

Must Carry's Fear

A few years ago, I was troubled when it appeared the Supreme Court would reverse the must carry legislation. Many cable systems were hostile to Christian TV. But I sensed the Spirit of God assuring me as I prayed. During the tense waiting time I threw a number of offers-to-buy into the wastebasket. Must carry was upheld by one vote.

On rare occasions, a station must be sold. In 1991, Cornerstone purchased WOCD-TV/Albany, N.Y. A number of cable systems in that area refused to obey the must carry law. We filed suit and the FCC took 18 months to render judgment. Even then, the cable system refused to put us on its full system.

We put the station up for sale, fearing it would drag the entire ministry down. Turning down a profit of several million dollars, we opted for Paxson Communications, which allowed us to program the station six evenings per week from 9 p.m. to midnight. We recouped our investment and still had some prime time to minister to the viewers.

DTV Money

Now digital TV (DTV) looms, a technology that will demand nearly \$20 million to rebuild our stations. That's enough to make a sensible person start looking for a buyer — especially when our annual budget is less than \$7 million. We could not possibly afford it, yet we must have DTV in place by November 1999.

God has remained faithful. In 1995, He told me to offer to purchase WQEX-TV/Pittsburgh, which was more than \$13 million in debt. Then we sold our commercial license for channel 40 (WPCB), netting about \$17 million, almost enough to rebuild all our stations for DTV — two full-power and four low-power.

If the FCC has approved the sale by the publication of this article, we will be in full-blown reconstruction, nearly paid for even as we begin.

Bider's Encouragement

Financing the switch-over to DTV may be a reason owners might consider selling, but I am convinced that if God truly spoke your station to life, then it's His responsibility to sustain it. The supernatural must be an integral quality of Christian TV.

My counsel: Do what the Lord has directed and don't vary from it until He tells you to do so.

Russ Bixler is president of Cornerstone TeleVision, Inc. and may be reached by telephone 412-824-3930 or fax 412-824-5442.

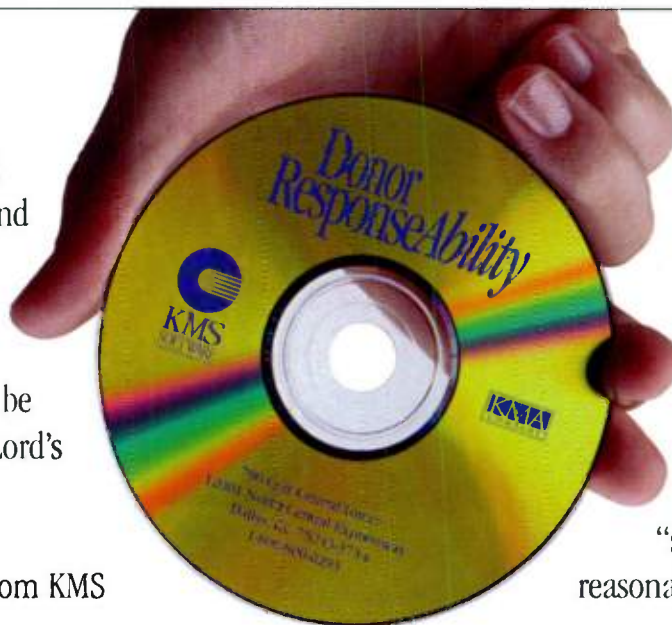


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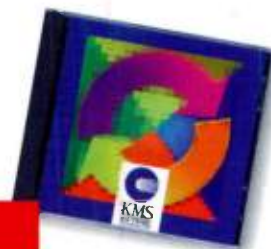
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FCC Opens Digital Must Carry Proceeding



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.

The debate is officially open on what promises to be one of the most contentious issues involving digital television (DTV) broadcasting: rules governing mandatory cable carriage of the new signals. The FCC has launched its long-awaited proceeding to determine what — if any — rules should apply.

The commission's wide-ranging approach to the rulemaking reflects deep divisions over how the so-called "must carry" obligations should apply during the transition to DTV. Under current law, cable operators generally are required to carry local full-power television stations on their cable systems (subject to certain capacity-based limitations).

However, when Congress enacted the law in 1992, the FCC had not yet adopted its DTV rules. As a result, lawmakers did not impose any immediate digital must carry obligations but simply ordered the agency to consider the matter. The new proceeding responds to that mandate.

The DTV transition creates particular complications. As most broadcasters know, the commission has established a multi-year phase-in schedule for the conversion from analog to DTV broadcasting. During the transition, broadcasters will transmit programming over two channels, one for each technical mode. When the transition ends, TV licensees must return their analog channels to the government. The conversion period currently is slated to end in 2006, but most industry observers expect the process to last much longer.

Because the transition period raises the possibility of server constraints on cable system capacity, broadcasters and cable operators have been at loggerheads over how to cope with it. The FCC — in contrast to its typical approach to rulemaking — has offered no tentative conclusions. Instead, it has called for comment on seven options ranging from an immediate digital carriage requirement (the broadcasters' choice) to no requirement at all (the cable industry's choice). The options are briefly summarized below:

Immediate Carriage Proposal: All cable systems, regardless of channel capacity constraints, would carry all commercial digital and analog stations using up to one-third of their total channels. The requirement would become effective upon a certain triggering event, such as the date when the first DTV station begins broadcasting in a given market.

System Upgrade Proposal: Only "high capacity" cable systems would be required to add new DTV stations as they commence operations. The agency proposes 750 MHz (or approximately 120 analog channels) as the benchmark for defining a high capacity system.

Phase-In Proposal: All cable systems would begin some carriage of DTV stations as they come on the air, but the rules would set some limits to avoid substantial channel line-up disruptions. The commission suggests that three to five channels might be added each year until all DTV stations are carried.

Either-Or Proposal: Broadcasters would be given the right to choose which one of their two signals — analog or digital — would be carried during the early years of the transition period. In the year 2005, when broadcasters must simulcast 100 percent of their current analog programming on their digital channels, the mandatory carriage option would default to that channel.

Equipment Penetration Proposal: Mandatory carriage obligations would not begin until a certain percentage of viewers — perhaps 5 or 10 percent — acquire DTV sets or set-top converter boxes that enable them to view digital transmissions on analog receivers.

Deferral Proposal: This option would defer the implementation of digital must carry rules until a certain date, such as May 1, 2002, the day by which most stations in markets 1-212 are required to initiate digital service.

No Must Carry Proposal: Cable operators would not be required to carry broadcasters' digital channels during the transition period.

In addition to these proposals, the FCC has invited comment on many related issues — the most important of which is how to ensure that cable system technology is compatible with DTV broadcasts and DTV receivers. The DTV broadcasting standard was selected in part because of its adaptability to cable technology, but not all cable operators agree on what constitutes the best digital standard for their medium.

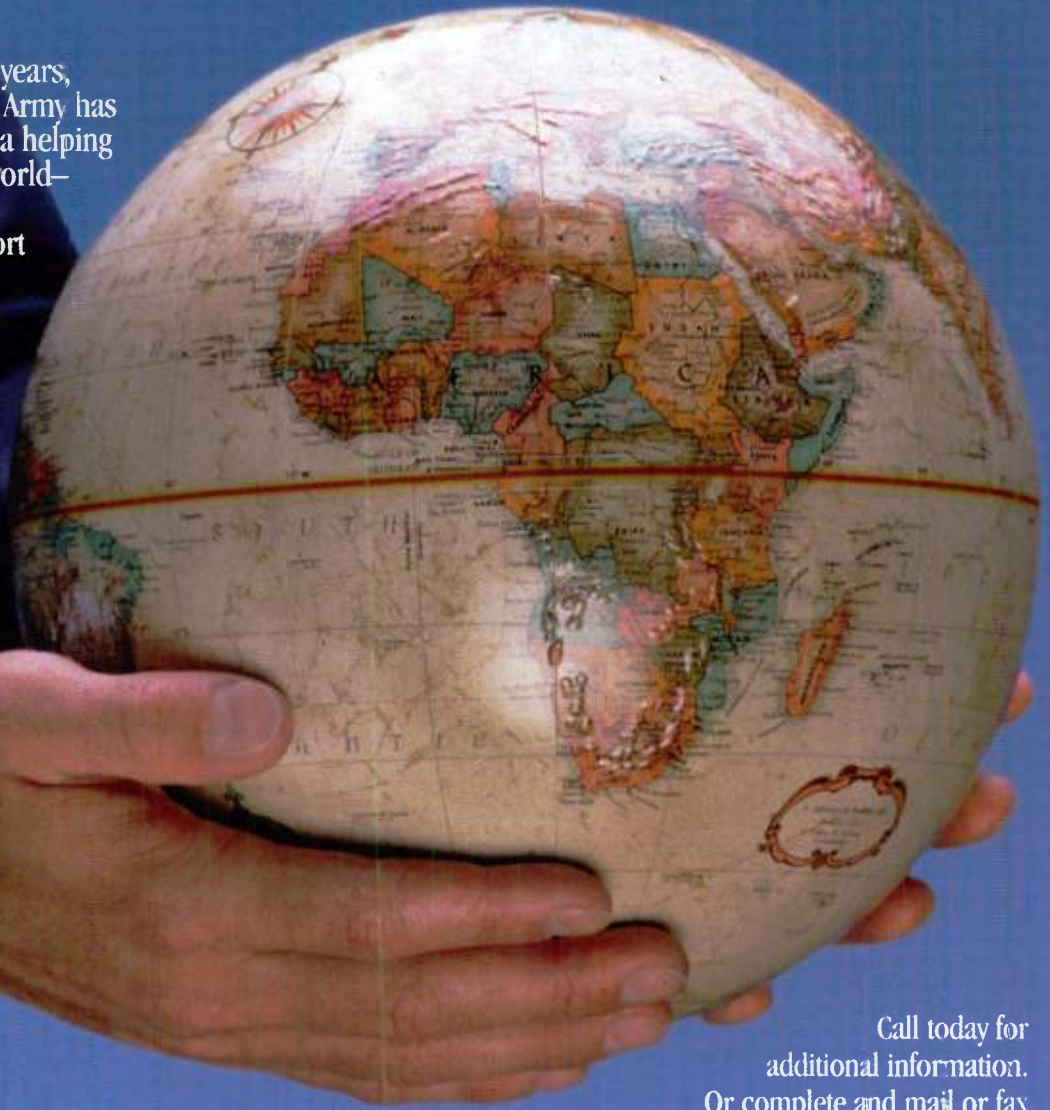
The cable industry also prefers to work out technical issues in private forums and, therefore, opposes any proposal for agency adoption of an official digital cable standard. Broadcasters, on the other hand, argue that digital cable rules are necessary to ensure that DTV signals suffer no degradation when delivered via cable.

Given the long history of legal battles over the analog must carry rules, the commission has urged commenters to discuss how any new rules should be crafted to withstand a constitutional challenge. In 1997, the U.S. Supreme Court upheld the current must carry law, finding that the mandate promoted an important governmental interest — preserving free, over-the-air local broadcast television and healthy competition in the video marketplace — without significantly affecting cable operators. The FCC seeks comment on how that reasoning would apply to the digital context.

The agency will accept comments on digital must carry issues through October 30 and final action on the proposals is unlikely to occur until next year. Future columns will provide updates on the rulemaking as developments occur. **NRB**

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Translators



John Green is general manager of Mars Hill Network in Syracuse, N.Y. He can be reached at 315-469-5051 or marshillnetwork@juno.com.

The topic of translators and satellites evokes mixed reactions. To some, it has become a thorn in the flesh, a way for a competitor to infiltrate the marketplace and steal the limited available revenue without incurring any overhead or commitment to the community. To others, it is an inexpensive way of "filling in the gaps" by reaching territory not yet served by a Christian radio signal.

When our flagship station WMHR-FM/Syracuse, N.Y., signed on the air nearly three decades ago, the FM band was not as crowded as it is today. Our signal covered the region from beyond the border of Ontario, Canada, to well south of Ithaca. Years later, stations began crowding out that signal and consequently Mars Hill



Network searched for a method to re-establish a local Christian radio presence.

The method selected consisted of the establishment of translators but unfortunately, we were a for-profit, commercial corporation at the time. For this reason, it would have been illegal for WMHR to become involved in the establishment of translators. In a number of areas, local groups organized and even incorporated, with the goal of establishing translators in their communities. In spite of these efforts and the positive results attained, the need for further translators had to be rethought. Would it be wise to invest in such a large number of low-power, unprotected outlets such as translators, when a full-power station in an adjacent community might be far better?

After careful consideration, we agreed that this was not an adequate reason to dismiss the low-power translator approach completely. Furthermore, resources, originally hard to come by, were now more readily available and the status of the station had been changed to non-profit/non-commercial, thus allowing for more direct involvement in translator formation and operation. Finally, the availability of satellite transmission made it possible to deliver a strong, clear signal to translators throughout this region.

New York is a large agricultural region

and consists of hills and valleys, which greatly reduces the effectiveness of full-power stations. In these situations, a small translator station can often be located to blanket almost all of a community with a clear signal. In addition, it costs much less to operate a 25-watt translator system than a full-power station of 1000 watts or more. In some applications, using a translator is also the most economical choice because of its size and space-saving capabilities. Why would a community of less than a thousand be served with anything more than a low-power outlet? (Undoubtedly, these facts regarding the subject of low-power station protection presently being reviewed by the FCC are some of the most compelling arguments for a future change in policy.)

With the expansion and development of satellite delivery, there is virtually no limit to where translators can be established. This brings in the satellator, a satellite-fed translator. Nevertheless, the same care should be applied to these outlets as is put in the establishment of full-power stations. Furthermore, careful research should be conducted before proceeding to areas where similarly formatted full-power stations are present.

Within the contemporary technological climate, the use of translators can also be seen as a stepping stone toward establishing a full-power station. We have seen this successfully happen in our present operations, as have other networks.

Unfortunately, many communities are unable to house more than a low-power outlet because of the crowded band. Recently, I returned from an area in New Hampshire, which is considering the option of carrying our network using a low-power translator setup. This mechanism would effectively provide a sufficient outreach throughout that region, without interfering with the many full-power sta-

continued on page 58

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TELEVISION

The Real Digital Deal



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 501-315-8282 or VznMedia@aol.com.

For most producers, non-linear editing has been a Godsend. But with the emergence of this technology, it's easy to forget many of us still operate in a semi-analog world, even if we are using nonlinear.

If you aren't shooting on a digital format, digitizing into your system digitally, and outputting digitally, your existence remains somewhat analog. Beginning with this issue, we will investigate the real digital deal in a non-linear editing world. The systems to be reviewed include Avid, Dvision, Media 100, Panasonic, and Seitex. This week, our probe focuses on Avid and Panasonic.

Let's begin with a few basics. Yes, non-linear editing does allow us to work in a digital realm. That's great unless you aren't shooting on a digital format. Any format from Beta on down is analog.

If you are acquiring on analog and editing on a non-linear system, this means that your images are converted from analog to digital. In the output stage, unless you are sending straight to a digital format, it happens again. The quality loss on this conversion of signals could be as great as two generations. What can we do about it?

Avid

Taking into consideration that you are acquiring on some type of digital format, Avid has a pretty simple plug-in solution. Therefore, it's just a matter of being able to afford it. Avid offers what they call an SDI top plug-in which allows serial digital input and output of audio and video signals. The price for this plug-in runs about \$5000. This is available to work with any Avid system from Xpress to any composer unit on the market.

The drawback to going SDI on Avid is once

you do, you are locked into SDI in and out. This could be a challenge if you have to input or output any other types for formats. If this is the case, Truevision makes a card called Madras which acts like a transcoder, converting any type of signal. The Madras card runs around \$7000 and is optimized to operate with Avid systems.

Panasonic

Regarding digital developments at Panasonic, there is good news and bad news. Postbox, which is Panasonic's higher end non-linear system, won't offer any digital I/O until late 1998 or early 1999. According to Panasonic, Postbox will be moving from a 166 MHz to a 200 MHz platform and introducing 4.0 software this fall, but no SDI until later.

On a brighter note, DVEdit began shipping in June and is available in digital or analog. DVEdit uses a Gateway 2000 300 MHz computer with 128 MEGS of RAM and two 9-GIG barracuda video drives. The digital, which costs \$39,995, offers SDI in and out along with composite and Y/C out. The analog model carries a price tag of \$29,995 and comes with component, composite, and Y/C in and out. DVEdit used the Postbox interface and stores 75 minutes of video at 5:1 compression.

Also needed is a digital I/O on your VTR going into the non-linear editing system. Most manufacturers make these as plug-in additions. DVCPPro (D7), which continues to gain popularity worldwide as the digital format of choice, offers an SDI plug-in for \$2500 (video) and an additional \$510 for audio.

The next major question is "Does going true digital from start to finish really enhance the video quality of the final product?" Yes and no.

First, you have to consider the price of upgrading compared to what the final outcome will be. Are you currently happy with your quality? If the answer is yes, sit back, wait, and watch a few more of the digital war episodes.

If you need to upgrade, then the tools are there. Go for it! I will say that going from converting analog to digital and back compared to straight digital is amazing. A pure digital signal, if extremely clean and crisp, is noticeable to the human eye.

Whatever you do, have a good reason for doing it and a gameplan to follow. Moving into the pure digital world just to be there is poor judgment and a waste of valuable resources. Plan your work and work your plan!

In November, we peek into the digital development of Seitex and Media 100. Your questions and comments are welcome — and could be included in upcoming issues! E-mail me your technology questions to VznMedia@aol.com. **NFB**



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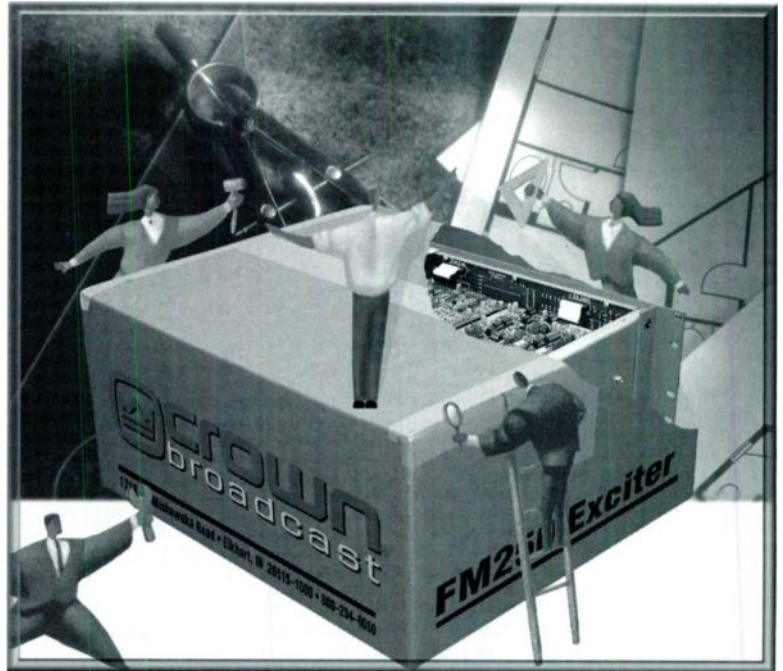
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Customer Corner

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—Glenn Finney, Chief Engineer, Macon, Georgia



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

Marketing Principles, Part 2

It's not working too well. In fact, I've only gotten one call so far." Most of us in radio advertising sales hear this kind of feedback from new advertisers who have been advertising on our station for only a week or two. The key to keeping long-term advertisers is in our ability to manage the expectations of our clients. The management of their expectations begins with our understanding of marketing.

In my June column, we talked about the importance of Christian radio sales people understanding and educating our prospects and clients on marketing, not just presenting "spot advertising" schedules. This month we continue with three additional marketing principles to help us and our clients' long-term successes.

The Law of Leadership

History textbooks generally only teach us about who did something first. This is true in marketing as well. What was the first overnight shipping company? FedEx. Who had the first broadly marketed soda? Coca-Cola. Who debuted cavity fighting toothpaste? Crest.

In most cases, the first company to market a product also becomes the market leader for sales of that product. Here's

how we convert this law of leadership principle to our radio stations. Who was the first mortgage company to advertise on your station?

Furniture store? Grocery chain?

At WAVA-FM/Arlington, Va., and WAVA-AM/Baltimore, we continually target our prospects by looking at categories of business in which we have no advertisers. We'll show the prospect the opportunity to target our audience through a long-term marketing campaign on the station — and how their company can get a huge market

share by being the "first." We'll often say "There is no one fishing in this pond."

Now some prospects turn this into a negative, not wanting to "test" the market, but if you teach them about the law of leadership before they give objections, you can create the excitement of being the first long-term leader of their business category.

A WAVA example is J&P, the first heating and air conditioning company to advertise with us four years ago. About 25 percent of their calls come from WAVA listeners. When others in the same category want to advertise, we position their companies with different dayparts and copy.

Market Penetration

We encourage prospects to consider the competition in each market and media outlet under consideration. If they can't afford to have a strong presence in that market or media outlet, they should not enter it unless they can compete in it.

We had a grocery store prospect considering other radio stations already airing six other chains. We told the prospect, "You can be a small fish in a big pond or a big fish in a smaller pond." We need to teach our prospects to begin marketing in places where there is not a lot of competition. The advertiser will benefit by being the first or second on our station in a given product or geographic area of our city. They may not be one of the top five companies for product sales in their business, but they could be number one with your audience.

Focus



Our prospects and advertisers need to focus their product line or services with our audience. There is a constant temptation to diversify their products when they are beginning to advertise with us or after they have been successful in one area of business with us.

For example, "J&P Heating and Air Conditioning has been fixing and replacing your home air units for years, but now they can also fix the brakes on your car." Sounds silly, and yet almost daily advertisers present copy ideas to us that take the focus off of their main business or service. What they should advertise is whatever brings them the most success.

Educate your prospects and clients to focus their radio copy and target a specific group of people. Focused copy works very well. Diversity in product lines within copy confuses listeners and builds distrust.

We are looking for committed marketers, but our ability to find them for our radio stations depends on our commitment to educate our prospects before we even present an advertising schedule to them. Become marketers and watch your long-term business grow. **NFB**

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

 **FamilyNet**
Quality Christian Programming





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 864-585-4894 or jacke@soundoflight.com.

Let Them Know

I know at the outset this article may sound like a broken record but I can't help it. After two previous articles, I am afraid I may be getting a bit repetitive.

Recently, I spent six weeks on the road in cities across America leading praise and worship and talking about radio with 2000-plus students, many of whom listen to our radio broadcast. And I've observed the same two things.

1. Students, even Christian students, are unaware to a large degree of what is available in Christian broadcasting.

2. Christian radio and television stations, programs, and shows are making little if any attempt to make students aware of their programming — and consequently make little impact among them.



These statements may sound like generalizations and perhaps in your area of the country they may be. Nonetheless, they hopefully will serve as a catalyst for some deep-rooted

thinking when it comes to what you and I do and how it affects students.

First, let's look at my first statement. Students in America today, for the most part, know little about Christian programming. And the sad part to me is that even some Christian students are unaware that Christian programming exists.

In light of recent studies by ministries like Josh McDowell's and others, we are finding that the behavior between Christian students and secular

students is very similar in behavior and ethics. Why? I believe it is because of my second statement.

You may not have gotten into Christian broadcasting to make a difference in the lives of students per se. However, I have to believe that you did get into Christian broadcasting to make a difference. And perhaps, though you want to make a difference, you may not feel like it is your job to educate Christian students or Christians at all for that matter. You may say, "Leave that to the church."

My dear friend, if that is your sentiment, I can only reply by sharing with you that you are part of the church. While it is not your job to take the place of the local body, it is your responsibility to partner with the local body and minister as a believer. Now to what degree and how you go about doing that is between you and God.

In comparison to the degree that secular media targets teens, Christian media barely registers. If we want to make a difference in any age group, we must let them know we are here. I have seen numbers of stations (many of them our affiliates) who let their audience know they have youth programming, utilize that programming, and as a result see students make commitments to Christ.

In a six-week span, we have had two students accept Christ by listening to our show — an indirect result of stations' letting their audience know about their programming. You may not have a direct way to let students know about your youth show but you can let those who impact students know. Churches, youth hang-outs, youth pastors, Christian school teachers, Christian clubs: all these are good places to target to let students know about your show.

Remember, if we are going to make a difference in the world and let the world know about Jesus, we've got to let them know we are here. **NFB**

Radio continued from page 50

tions that are present. To accomplish this, however, the translator must be placed at a lower elevation, to keep from interfering with other, full-power signals.

Translators and translator/satellite combinations have a vital future in the coming years. We expect them to be very useful tools in reaching many areas for Christ. **NFB**

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 **FamilyNet**
Quality Christian Programming





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

Station Personality

Preparatory to writing this column, I scanned the radio dial in Springfield, Mo., listening to snippets of all 20-plus signals on the dial. As I listened, I thought about what kind of personality, attitude, or character each station portrayed and how I felt listening to it.

Did you know nearly everything has some kind of "character" about it? Cats, dogs, horses, pigs, boys, girls, shopping malls, retail stores, places, things, and even churches generate some kind of emotional reaction.

How many times have you heard "I don't like that church because the people are not friendly?" Or "That store gave me the creeps" and "That place looks like fun."

Take a look at shopping malls compared to funeral homes. Whether they shop or not, people like to hang out at the mall because there's life and action. On the other hand, funeral homes don't seem to attract happy, full-of-life people.

New and shiny attracts while old and drab does not. Loud and proud gets attention but quiet and insecure does not.

Now take all of these comparisons and apply them to your radio station. What kind of "personality" does your station have? What kind of emotion does it create in the people who listen to your station? What kind of emotion does it create in the people who don't listen to your station?

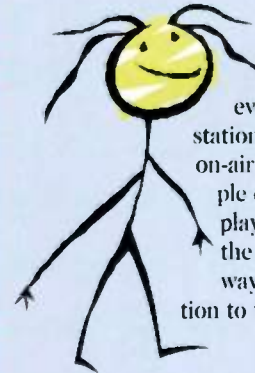
all had specific feelings about the station.

How do people perceive your station? What do you want them to feel? Do you need to change their feelings? I think serious broadcasters should ask themselves these questions every day.

Who do you want your station to be? Consider these things: target audience, overall format, and position in the market.

Who do you want listening to your station? Find out and develop a station persona that caters to your target. If it's steadily conveyed and honest in its assertion, a station's personality will eventually become part of the listener's feeling about the station. To help in all of this, all staff — from the receptionist to sales to DJs — should have a working understanding of the station's personality.

Use jingles, liners, image promos, and positioning statements to provide constant reinforcement as to who your station is. Examine



everything on the air to see if it fits the station's personality — from how you play on-air contests to the way your on-air people do the weather. Sales and marketing play a role in all of this, demonstrating the station's personality in a variety of ways, from materials representing the station to the sales promotions and station logo design.

Finally, keep in mind that things are going to change. Meaning your listeners: as they get older their tastes and attitudes are going to change. If your target is 18 to 49, then you will need to change some things to appeal to that demo and not the demo who listened to you when they were that age because they are now 49 to 65-plus. Stay consistent with the station's personality but gear it toward the new generation.

Remember, people like to hang out where there's life and action. Funeral homes attract the dead with no feeling at all. **NFB**

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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.

Let Them Know

I know at the outset this article may sound like a broken record but I can't help it. After two previous articles, I am afraid I may be getting a bit repetitive.

Recently, I spent six weeks on the road in cities across America leading praise and worship and talking about radio with 2000-plus students, many of whom listen to our radio broadcast. And I've observed the same two things.

1. Students, even Christian students, are unaware to a large degree of what is available in Christian broadcasting.

2. Christian radio and television stations, programs, and shows are making little if any attempt to make students aware of their programming — and consequently make little impact among them.



These statements may sound like generalizations and perhaps in your area of the country they may be. Nonetheless, they hopefully will serve as a catalyst for some deep-rooted

thinking when it comes to what you and I do and how it affects students.

First, let's look at my first statement. Students in America today, for the most part, know little about Christian programming. And the sad part to me is that even some Christian students are unaware that Christian programming exists.

In light of recent studies by ministries like Josh McDowell's and others, we are finding that the behavior between Christian students and secular

students is very similar in behavior and ethics. Why? I believe it is because of my second statement.

You may not have gotten into Christian broadcasting to make a difference in the lives of students per se. However, I have to believe that you did get into Christian broadcasting to make a difference. And perhaps, though you want to make a difference, you may not feel like it is your job to educate Christian students or Christians at all for that matter. You may say, "Leave that to the church."

My dear friend, if that is your sentiment, I can only reply by sharing with you that you are part of the church. While it is not your job to take the place of the local body, it is your responsibility to partner with the local body and minister as a believer. Now to what degree and how you go about doing that is between you and God.

In comparison to the degree that secular media targets teens, Christian media barely registers. If we want to make a difference in any age group, we must let them know we are here. I have seen numbers of stations (many of them our affiliates) who let their audience know they have youth programming, utilize that programming, and as a result see students make commitments to Christ.

In a six-week span, we have had two students accept Christ by listening to our show — an indirect result of stations' letting their audience know about their programming. You may not have a direct way to let students know about your youth show but you can let those who impact students know. Churches, youth hang-outs, youth pastors, Christian school teachers, Christian clubs: all these are good places to target to let students know about your show.

Remember, if we are going to make a difference in the world and let the world know about Jesus, we've got to let them know we are here. **NFB**

Radio continued from page 50

tions that are present. To accomplish this, however, the translator must be placed at a lower elevation, to keep from interfering with other, full-power signals.

Translators and translator/satellator combinations have a vital future in the coming years. We expect them to be very useful tools in reaching many areas for Christ. **NFB**

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Getting to Know Our Neighbors



Jonathan Petersen is director of corporate affairs for Zondervan Publishing House in Grand Rapids, Mich. A former UPI Radio Network religion editor, he is a requested speaker on media practices and can be reached at jonathan.petersen@zpi.com.

Why is the second-largest country in the world — a direct neighbor of America — relegated to minimal news coverage by U.S. media? You'd think a \$585 billion economy would warrant reporting. Likewise for our neighbor to the south, a country about three times the size of Texas. American news media report more about the state of affairs in countries thousands of miles away than they do the two countries which immediately border us.



According to the U.S. State Department, "The bilateral relationship between the United States and Canada is perhaps the closest and most extensive in the world. It is reflected in the staggering volume of trade — more than \$1 billion a day — and in the nearly 100 million people a year crossing the U.S.-Canadian border.

"Although Canada views its relationship with the United States as crucial to a wide range of interests, it also occasionally pursues policies at odds with the United States. This is particularly true of Cuba, where the United States and Canada have pursued divergent policies for nearly 40 years, even while sharing the common goal of a peaceful democratic transition.

"U.S. defense arrangements with Canada are more extensive than with any other country. The United States and Canada share NATO mutual security commitments. In addition, U.S. and Canadian military forces have cooperated since 1958 on continental air defense.

"Canada and the United States serve as the largest market for each other's goods. Canada is the largest energy supplier to the United States. America is Canada's largest foreign investor, while Canada's investment in the United States is

substantial, estimated at \$60 billion."

Similarly, Mexico's ties with America are diverse. According to the State Department, "Mexico's level of economic prosperity has a direct bearing on the United States as it affects trade and migration. In recent years, Mexico has sought economic prosperity through liberalization of its trade regime. In January 1994, Mexico joined Canada and the United States in the North American Free Trade Agreement (NAFTA), forming the largest trading area in the world.

"In 1996, Mexico's economy grew over 5 percent, recovering from its recession more briskly than anticipated. Inflation and unemployment fell, and the *peso* stabilized.

"Mexico was the United States' third-ranked trading partner in 1997, accounting for 10 percent of U.S. trade. In 1997, \$71.4 billion in merchandise exports to Mexico surpassed our exports to Japan, making Mexico our second-most important export market, even though the Mexican economy is just one-seventh the size of Japan's."

With this much at stake, how well are you keeping your listeners and viewers informed?

According to *Operation World* by Patriek Johnstone (Zondervan), the Christian church in Canadian society "has been marginalized, with denominations declining in membership. The evangelical witness also has declined steadily through this century. The Evangelical Fellowship of Canada (www.efc-canada.com) has launched Vision 2000, a national evangelism campaign. And Canadian Indians are largely Christian in name, but active evangelistic churches among them are relatively few."

Of Mexico, Johnstone says, "Persecution of evangelicals has been sporadic but real. Even under pressure, there is evangelical growth. Missions vision in the Mexican church has begun to increase over the last decade."

I challenge you to include ample coverage of Canada and Mexico in your newscasts, not only if your station is near the U.S. borders. Offer your listeners and viewers a complete context of their North American continent and present them with a renewed understanding of how to pray for their neighbors.

ChristianWeek (www.christianweek.org/) is a Canadian news source. This newspaper "publishes news and comment about Christian faith and life in Canada, serves Christians across Canada with vigorous religious journalism, is committed to historic Christianity, and aims to nurture a clearer idea of what it means for Christians to be the people of God in Canada, and to build among them a stronger sense of common cause."

Religion News Links (www.zondervan.com/newslink.htm) is a good site to complete your religion news coverage. **NFB**

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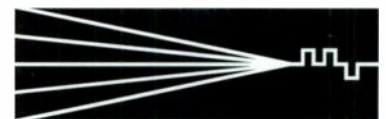
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National Religious Broadcasters Midwestern Regional Convention: Maranatha Bible and Missionary Conference. Muskegon, Mich. Information: Scott Keegan, 616-772-7300.

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International Conference & Exposition (Radio-Television News Directors Association): San Antonio. Information: 202-659-6510.

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105th AES Convention: Moscone Convention Center, San Francisco. Information: 212-661-8528 or cwp@aes.org.

September 27-29

National Religious Broadcasters Eastern Regional Convention: Sandy Cove Bible Conference Center, North East, Md. Information: Bill Blount, 410-737-0700.

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National Religious Broadcasters Southeastern Regional Convention: Stone Mountain Park Inn, Stone Mountain, Ga. Information: Dianne Williams, 423-892-6814, ext. 200.

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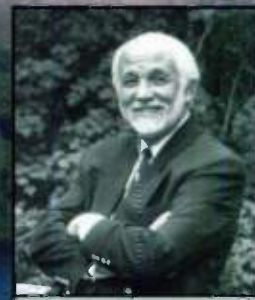
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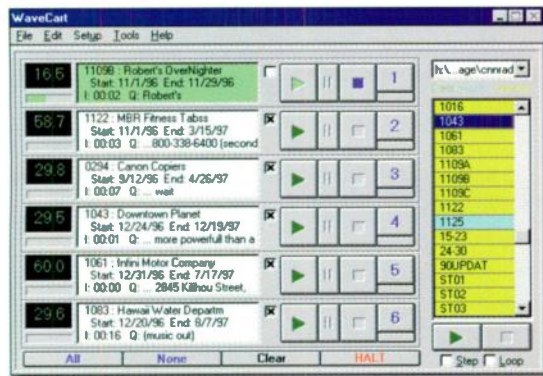
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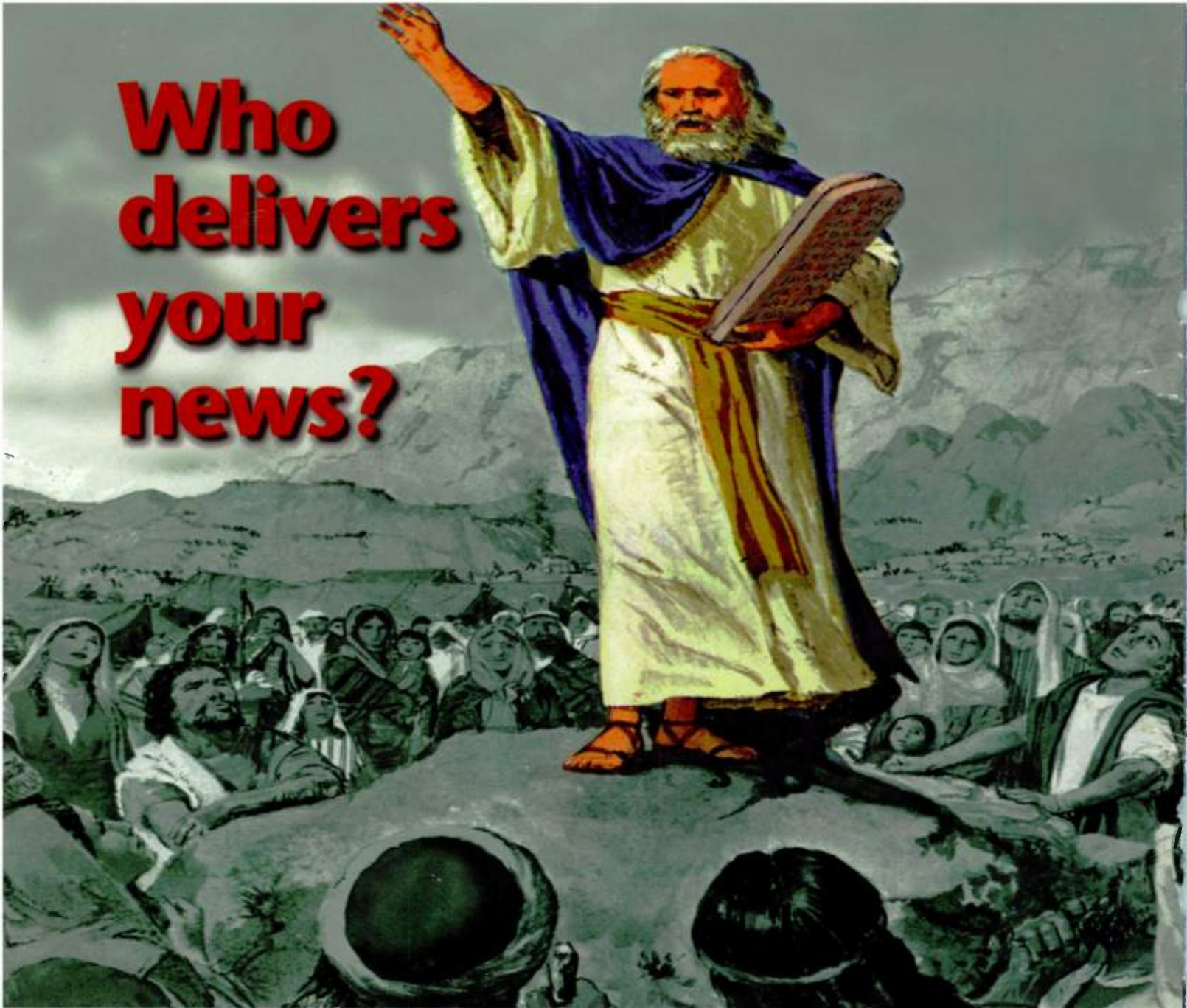
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