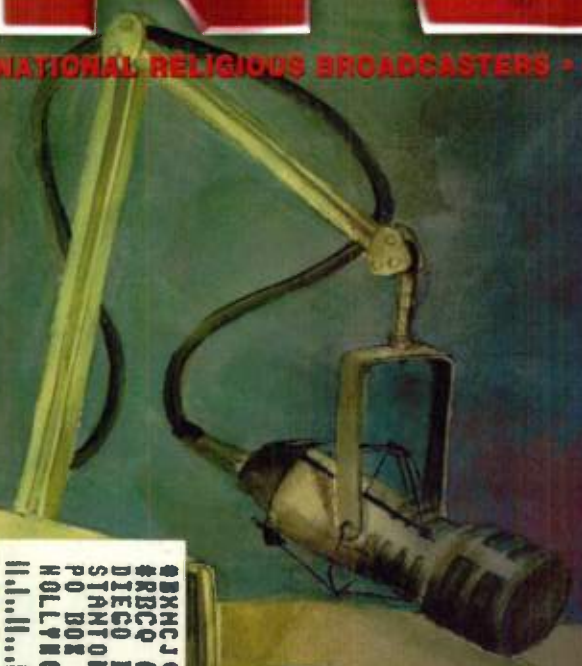


NRB

NATIONAL RELIGIOUS BROADCASTERS • NOVEMBER 1998



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 #RBCQ 008715 6# 9712 CONSULT 380
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 STATION ASSOCIATES PRODS
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Y2K AND YOW

Thinking

Outside

Dear NRB Member: ■ Twenty-seven years ago, when our non-profit ministry decided to purchase WCFC-TV/Chicago, broadcast was the only way to reach people using the medium of television. Today, that is no longer true. ■ We are in the midst of a revolution. Christian television in the future is going to be much different than the past. Broadcasting will be only one of several options. That is why our non-profit ministry decided to sell its broadcast station and reposition ourselves for the future. ■ Our Total Living Network — a program producer as well as provider — is determined not to miss a beat while we reposition ourselves to do more and better Christian television. We will explore all delivery systems available to present the Gospel, from broadcast and cable to emerging technologies. ■ As the Church prepares to enter a new Millennium, it is our duty to seize the new opportunities available to us to present the Gospel. Now is the time to move forward. Join us as, together, we think outside the box. ■ *JERRY ROSE, PRESIDENT*



the BOX

Total Living Network

38 South Peoria • Chicago, IL 60607-2628

Phone 312.433.3838 • Fax 312.433.3839





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cover story

The Time(bomb) Is Near

by Robert Allen

What exactly will happen at 00:00:01 on January 1, 2000?

While no one knows for certain, find out how you can prepare for the possibilities.



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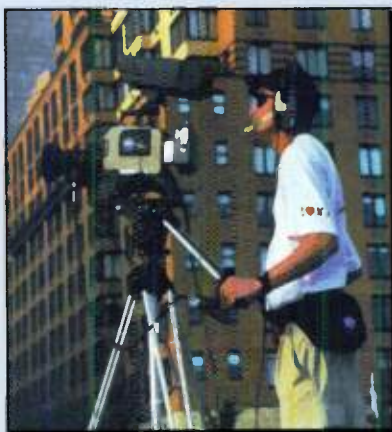
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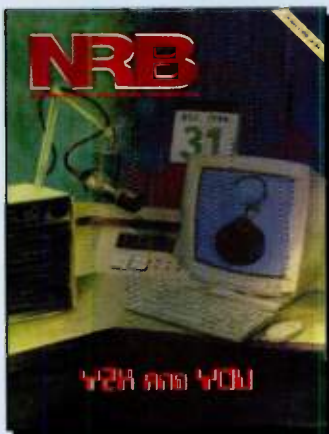
and Dorie Shelby

Today's Interecollegiate Religious Broadcasters chapter is educated, prepared and ready to meet you!



Cover:

Original illustration by
Sharon Schnell



Good Job, But ...

The September issue of *NRB* was so interesting. I could hardly set the magazine down! However, the article on WCRS-FM/Washington, DC, (p. 21, September 1998) needs some explanation. From what I gather, this Korean gospel station is not a real radio station, but a creature existing on a subcarrier. There is a real WCRS-FM: it is in Greenwood, SC.



Had the author checked a directory like *M Street* or *Broadcasting Yearbook* or had done a call letters' search on the FCC Web site, she would have learned about the existence of the real WCRS-FM.

My *FM Atlas* indicates that WBIG-FM (100.3)/Washington, DC, has a Korean subcarrier at 67 kHz. This is the station affiliated with the WCRS mentioned in the article.

Most interesting to your readers might be how WCRS gets the radios out. Are they purchased by the listeners, rented or given away? Is there advertising? I also dabble in FM/SCS, offering adapter kits and modified radios. My text-only Web page (<http://home.aol.com/FmAtlas>) includes links to other sources of FM/SCS information and equipment.

Keep up the great work in publicizing the activities of Christian radio/TV and other media!

Bruce F. Elving
Esko, MN
FmAtlas@aol.com

God for Sale?

Enjoyed articles on recent sales of stations. One aspect I didn't see more fully commented on was the ethical issue of conversion, by sale, of the Lord's money, given by His people, into personal fortunes of tens of millions of dollars.



To me, that is the most pertinent issue regarding a station that was started/purchased by contributions. I'm not a broadcaster, but my wife and I are long-time listeners and supporters of Christian radio and some of its programmers. We have been deeply blessed and strengthened by radio ministry.

We found your site because we were listening to WRAF-FM/Toccoa Falls, GA, a station we support, on the Internet. We

used to live in the WRAF broadcast area, but moved away; we liked their programming so well that we looked for them on the Web. Now we can still enjoy their ministry though we're far from their over-the-air signal! Two other stations we support are also on the Web; what tremendous potential this has. The smallest station can reach around the world with a Web site.

I don't think we would have sought you out if WRAF hadn't (linked to your site). I'm thankful we did. Keep up your propensity for Christian radio — I'm sure it helps us all in ways we don't realize.

Skip & Charlotte Trease
Palmetto, GA
ctreasejr@juno.com

Editor's Note: Keep your audience informed by linking to NRB's Web site. If you're involved in the religious broadcasting industry, you may qualify for a free link on NRB's site by filling out the form at <http://www.nrb.org/sites.htm>.

Praying for Artists

A singer-songwriter recently "fasted for three weeks and prayed often" while writing for her new album. This is quite a statement! We should be proud of someone willing to pay such a price just to make a good album.



This, however, should not be the exception. In modern America, these recordings have a powerful impact on listeners. I encourage all Christian songwriters and artists to ... fervently seek God until He gives His message. Think of the powerful new songs that would be born out of the labor.

I pray many times for the songwriters, that God will give them great songs to be a blessing to His people. Artists ... please seek God earnestly for your material. Follow the example of this songwriter who invested so much into her album. By the way, (she) is not even a gospel singer!

Oh! What God could do through us if we were as sold out to Him as the world is to its gods!

Doug Apple
General Manager
WXAN-FM/Ava, IL and KMHM-FM/Marble Hill, MO

Tell us what's on your mind!

Write, fax or e-mail Letters to the Editor:



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



Fax: 703-330-6996

E-mail: cporyor@nrb.org



	<p>NRB '99 Jan. 30 - Feb. 2</p>
	<p>Opryland Hotel Convention Center Nashville, TN</p>
<p>BRIDGING <i>the</i> CENTURIES</p>	<p>Information: 703-330-7000, ext. 503 www.nrb.org</p>

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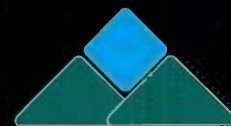
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Thanksgivings



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.

This season of reflecting and giving thanks brings to mind several things for which I am grateful. Allow me to share a few items from my list of thanksgivings.

Regional Conventions

The NRB regional conventions are absolutely captivating. The officers and board members from the groups planned all year to have outstanding programs, and they've succeeded. I personally have been blessed beyond belief by the challenges, music and warmhearted camaraderie in the conventions. Where could you hear such people as Dan Betzer, John MacArthur, Dave Boyer, Steve Brown, Alistair Begg, Steve Boalt, Janet Parshall, Haddon Robinson, Bill McCartney, James Dobson, Alicia Williamson and Claudina Brinn? If you didn't attend your regional, you missed a whole lot.

Responses

Your comments on the new *NRB* magazine design and thrust are deeply appreciated. We're trying to meet your needs and many of you say we're doing well. But we're not finished and any comments or suggestions should be addressed to Karl Stoll, the new director of communications, or managing editor Christy Pryor.



Jon Campbell is president of Ambassador Advertising Agency and a member of NRB's executive committee. He may be reached at 714-738-1501.

As this issue of the magazine directs its focus to education about Y2K and our collegiate program, may those of us who have been in life's process a little longer remind ourselves of some foundational issues to apply in whatever phase of life we're experiencing and to encourage the next generation.

Yearn to learn. Question, seek counsel and listen well. Assimilate information before imparting perspective.

Consider others more important than self. Many of us can remember a sweet song of our childhood, "Joy." It sets forth

Victories

I thank God for legal and music licensing victories. And I thank you for all your help.

NRB '99

It appears that NRB '99 at the Opryland Hotel Convention Center in Nashville, TN, will be our biggest ever. Let's pray it will also be our best ever in blessings, help and contacts. Registrations are pouring in, a sure sign that you should register now — and don't forget to book your hotel room early.

International Friends

I am always excited to see international friends attending our annual convention. Please make them feel welcome and needed. Offer to mentor them — or at least direct these people who have traveled so far to meet us to events they'll be interested in. A friendly handshake and a few words of encouragement will go a long way ... and you might be making a new lifetime friend.

The Lord bless you during this time of bounty and returning thanks. Happy holidays — I'll see you in Nashville! **NRB**

Thinking Young

It seems like only the other day I attended my first NRB convention in Washington, DC. "The other day" turns out to be 25 years ago — 1973, when I was a grown-up kid of 24.

Of course, that's the time of life you think you've really got it together, only to discover in the ensuing years what little you really did know. The maturing process — developing our God-given talents and exercising our giftedness in an environment of Kingdom contribution — is built in those significant years of our youth.

the simple principle of Jesus, others and you.

Maintain a positive perspective on serving others and proclaiming the Gospel, for it gives energy to the soul. Just a month shy of my 50th birthday, I vividly recall the undiminished enthusiasm of youth. Whatever your age, stay positive.

Seek truth. And speak the truth in love. Let's not posture and position ourselves, as we've observed from our nation's capital this year, but be accurate in our communication.

Hunger for God and His principles. Psalm 119:9-12 states it well: "How can a young man keep his way pure? By living according to Your word. I seek You with all my heart; do not let me stray from Your commands. I have hidden Your word in my heart that I might not sin against You. Praise be to You, O Lord; teach me Your decrees."

One last thought for those of us who have had a decade or two of God's classroom experience. Let's mentor the generation to follow — we should seize the opportunity as afforded us. May we never forget the impact of godly role models.

I am grateful that in 1973, Bob Ball was willing to professionally and spiritually mentor me. May we do likewise for those who will name 1998 (or beyond) as their first year in Christian broadcasting. **NRB**

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Chuck Swindoll
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Hope in the Night*



David Jeremiah
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Bill Bright
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D. James Kennedy
Truths That Transform



Kay Arthur
Precept



John MacArthur
Grace to You



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Family Life Today



Woodrow Kroll
Back to the Bible



Steve Brown
Key Life



Beverly LaHaye
Beverly LaHaye Live



RBC Ministries
Discover The Word



Billy Graham
Hour of Decision



Dave Breese
Dave Breese Reports



Hank Hanegraaff
Bible Answer Man



Elisabeth Elliot
Gateway to Joy



Adrian Rogers
Love Worth Finding



Tony Evans
The Alternative



Ed Young
Winning Walk



Marlin Maddoux
Point of View



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



Jay Sekulow
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!

Thankfully, that is a conviction and a commitment that we share with the many programs that we have been privileged to partner with during these past 36 years.

**Be assured, if your program is on
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You're In Good Company!**



Rich Bott, II
Vice-President



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Airwave Anniversaries

DALLAS, TX — KPBC-AM/Dallas-Ft. Worth celebrated its 25th anniversary in September. An affiliate of Crawford Broadcasting Company, the station's call letters honor the company's founder, Percy B. Crawford, an evangelist and broadcasting pioneer. (Bill MacCormick, 972-445-1700 or cbe-stand@aol.com)

WEST PALM BEACH, FL — WAY-FM/West Palm Beach is celebrating its fifth anniversary in South Florida with Boonadducious, a music festival charity event on November 6. Proceeds from the festival will benefit Inner City Impact Ministry's Educational Scholarship Fund. (Taylor, 561-881-1929 or WAYMTyler@aol.com)

CARY, NC — Trans World Radio (TWR) celebrated 40 years of outreach to Russia with a ceremony at a Baptist church in Brest, Belarus, on September 13. TWR transmits nearly 40 hours of programming each week to the Commonwealth of Independent States. (Richard Greene, 919-460-3760)

SAN JUAN, PR — August marked the 45th anniversary of San Juan-based Calvary Evangelistic Mission, Inc. Co-founder and president Ruth Luttrell said, "[We are praying for] God to empower us to help reach the 600 million Iberoamericans (Spanish and Portuguese people) of 300 cities in 26 countries ... as we move into the Third Millennium." (787-724-2727 or cem@cem-wbmj.org)



Airwave News

WEST PALM BEACH, FL — WAY-FM/West Palm Beach was ranked 10th in the nation in contemporary Christian/CHR format in *Religion & Media Monthly* and marks the second consecutive year the station has been named in the top ten. The ranking, based on audience size, ranks radio stations with religious formats by Average Quarter Hour Persons using information collected by The Arbitron Company during quarterly surveys. (Taylor, 561-881-1929 or WAYMTyler@aol.com)

PIEDMONT, AL — WJCK-FM/Cedartown, GA, plans to relocate to Piedmont, AL by the end of the year. A member of Georgia-based Immanuel Broadcasting Network, the station must raise \$150,000 before it hits the airwaves. "We plan to use Piedmont as our hub. State-wide coverage is our goal," said assistant general manager Billy Williams. (Elizabeth Bluemink, *The Anniston Star*, www.annistonstar.com)

NEW YORK, NY — *The First Christmas*, a new holiday clay-animated program, is available free to stations on a market-exclusive basis from The Christophers. The 28-minute program, featuring the voice of award-winning actor Christopher Plummer, is available after December 1. (Jacque Jehle, 212-759-4050, ext. 16)

ST. PAUL, MN — Northwestern College Radio announced the creation of a broadcast service which will specialize in gathering and distributing Christian news. (Janell Wojtowicz, 651-628-3387)

CHICAGO, IL — On August 31, Christian Communications of Chicagoland turned over its license and programming of flagship property WCFC-TV38/Chicago to Paxson Communications of West Palm Beach, FL. The station will continue broadcasting as part of the new PAX TV, the nation's seventh largest network. (A. Larry Ross, 972-267-1111)



CHICAGO, IL — Total Living Network (TLN) launched August 31 with innovative ministry that interweaves good news for the body, mind and spirit. TLN is carried on cable in Chicago and broadcast via KWOK-TV68/San Francisco, CA. The values-based lineup consists of programs presently airing on WCFC-TV38/Chicago (PAX TV). (Shirley Dougan, 312-433-3838)

SOUTH BEND, IN — LeSEA Broadcasting made history by broadcasting the first Christian music festival live around the world. On August 29, more than 9400 people gathered for the first World Pulse Festival. Festival emcee and veteran Christian artist Dana Key greeted listeners in China, Africa, Europe and South America. (Lord & Michaels Entertainment, 615-373-8000)

FULLERTON, CA — Ambassador Advertising Agency announces a new daily 1:00 CD feature for immediate availability. *Good News Doctor* features Dr. Jeff Bradstreet and gives biblically based insights for attaining a healthier lifestyle. Bradstreet received a medical degree from the University of South Florida and was awarded numerous research grants. (Ellen Gale, 714-738-1501, ext. 229)

MIDLAND, MI — WUGN-FM/Midland connected with 116 churches and reached 7750 children in its VBS Express summer promotion. (Perry LaHaie, 800-776-1030)

SAGINAW, MI — More than 1000 attended the VeggieTales party August 1 at the Family Christian Store in Saginaw, co-sponsored by WUGN-FM/Midland, MI, and Family Christian Store. (Perry LaHaie, 800-776-1030)

MARION, IL — WGGH-AM/Marion sponsored Jubilee '98 August 31 at the DuQuoin State Fair. Approximately 2500 people attended the concert which featured The Martins, J.D. Sumner & The Stamps, Gold City and Johnny & Elaine. (Shannon Taylor, 618-993-8102)



SUNNYVALE, CA — Highway Productions, a new media production studio in Sunnyvale is producing a series of *Video Illustration Files* for pastors and small group leaders. Each video contains 10 documentaries; a video of 10 comedies is

also scheduled for release. (Richard Greenwood, 408-736-2510)

CHARLOTTE, NC – Bible Broadcasting Network announced the addition of satellators in Johnstown, PA. and Bismarek, ND. (BBNCounsel@aol.com)

SACRAMENTO, CA – K-LOVE Radio Network is in the process of purchasing KOCC-FM/Oklahoma City, OK. The network also added new FM translators in Idaho Falls and Poatello, ID, and Laramie, WY. (Lloyd Parker, 916-928-1515)

BEAUMONT, TX – KTFA-FM/Beaumont sponsored a Z-JAM "Rock Your World" youth rally featuring gray dot recording artist Age of Faith. Approximately 1500 people attended the concert. (Brian Smith, 615-329-1007)



(L to R) Z-JAM host Bill Scott, Age of Faith members Zack Plemmons and Jimi Ray, KTFA's Ralph McBride and Jeff Roberts and Age of Faith's Steve Blair and Dave Buchanan.

ATLANTA, GA – WATC-TV57/Atlanta recently began *Friends & Neighbors*, a weekly half-hour daytime program focusing on issues of interest to women. The program is hosted by actress Sherry Tatum, singer Donna Ritchie and former Miss Georgia and musician Kim Hardee. (Greg West 770-300-9828)

NASHVILLE, TN – GSF & Associates announced a new advocate agency relationship with *Truth for Life*, the radio ministry of Alistair Begg. The program is a contemporary teaching program which promotes holy living and contends for the truth. Begg is senior pastor of Parkside Church in Cleveland, OH. (GSF & Associates, 615-361-1810)

CINCINNATI, OH – WAKW-FM/Cincinnati's second annual Family Festival welcomed more than 20,000 people to Parky's Farm on September 5. Music was provided by Chicago-based Celtic band The Crossing, Carolyn Arends and Aaron-Jeffrey and band. Family Christian Stores repeated as WAKW's major partner for the event. (WAKW, 513-542-9393)

DOTHAN, AL – Host Bill Stephenson of *On the Rock With Bill Stephenson* announced the addition of six full-power station affiliates on the All American TV Network. (Stephenson, 334-792-1431)



Bill Stephenson

FORT WORTH, TX – *Life Today With James Robison* aired a special 10-day series of TV programs in September on Life Net affiliate stations, including INSP, TBN, FamilyNet and Vision (Canada). *Kids in Crisis* is a joint effort between *Life Today* and Dove Award-winning artist Al Denson, co-host of the series with James and Betty Robison. (Leslie Tayman, 615-742-6968 or Ltayman@providentmusicgroup.com)

WASHINGTON, DC – WAVA-FM/Arlington, VA, was a primary sponsor of Jammin' Against the Darkness on September 12. The event drew thousands of people who watched hundreds of basketball players compete in a three-on-three tournament held on more than 60 courts erected on Constitution Avenue in Washington. The evening activities included appearances by NBA players A.C. Green, David Wood, Hubert Davis, Andrew Land and Calbert Cheaney and a presentation by evangelist Steve Jamison. (Rebecca Eddy, 703-807-2266)



Jammin' Against the Darkness

HOUSTON, TX – KSBI-FM/Houston welcomed more than 7200 people at a concert by Michael W. Smith, Chris Rice and Wishire at The Woodlands Pavilion on September 22. Attendees filled a 24-foot Penske moving truck with food, clothing and household goods to help Galveston victims of tropical storm Frances. The donated items will be distributed through the Salvation Army. (Jason Ray, 281-446-5725)

SAN DIEGO, CA – Morris Cerullo announced *Manifestation of God's Glory*, the 28th Annual World Conference, to be held January 2-6 at the Anaheim (CA) Convention Center, featuring special guest Benny Hinn. (619-277-2200)



Morris Cerullo

BURBANK, CA – Phil Cooke Pictures, Inc., announced the release of *Run, Baby, Run*, an hour-long video on the life story of legendary gang leader Nicky Cruz. The video is available through Nicky Cruz Outreach. (800-748-3466)

ST. PAUL, MN – SkyLight Satellite Network announced the addition of 16 affiliates: KUDU-FM/Tok, AK; WHMX-FM/Lincoln, ME; WDNX-FM/Olive Hill, TN; KTLW-FM/Juneau, AK; WWWW-FM/Winslow, ME; WYCS-FM/Yorktown, VA; KOZO-FM/Branson, MO; KDKR-FM/Decatur, TX; KTLW-FM/Lancaster, CA; WHVP-FM/Hudson, NY; WFGW-AM and WMIT-FM/Black Mountain, NC; WARV-AM/Warwick, RI; KLAR-AM/Laredo, TX; KCVQ-FM/Knob Noster, MO; and KSBC-FM/Hot Springs, AR. (Dale Davis, 612-631-5000)

CARLINVILLE, IL – WIBI-FM/Carlinville co-sponsored a VeggieTales Block Party on September 26 with The Lion and The Lamb Christian bookstore in Edwardsville, IL (metro St. Louis area). Nearly 700 attended the event. (Colleen Weir, 217-854-4800)

COLORADO SPRINGS, CO – KBIQ-FM/Colorado Springs sponsored Phil Keaggy's appearance at the city's ProSound Music Center. Keaggy gave an impromptu concert from his new self-titled recording. (Rick Hoganson, 615-641-1052)



Phil Keaggy performs at ProSound Music Center in Colorado Springs, CO.



SPRINGFIELD, MO – *From This Day Forward* is a new radio program co-produced by the Media Ministries of the Assemblies of God (AG) and Emerge Ministries. Co-hosted by Richard Dobbins and Jerry Qualls, the 15-minute weekday program features concise analyses of key issues in moral living. Dobbins, AG minister and internationally known counselor, is founder and president of Emerge Ministries; Qualls is pastor of Glad Tidings Church in Norfolk, VA. A 1999 release date is planned. (Office of Public Relations, 417-862-2781)



International Airwaves

MINNEAPOLIS, MN – Evangelist Billy Graham announced plans for *Amsterdam 2000*, a conference of preaching evangelists to be held in Amsterdam, The Netherlands, on July 29-August 6, 2000. General director of the conference is John Corts, president and COO of Billy Graham Evangelistic Association. (A. Larry Ross, 972-267-1111)

AUSTRALIA – The Australian Broadcasting Authority allocated two new community radio licenses for Dubbo, New South Wales, and Townsville, Queensland, bringing to 11 the number of permanently licensed Christian community stations in Australia. (Ramon Williams, rlgmedia@ozemail.com.au)



HAVANA, CUBA – For the first time in 39 years of Socialist government, in early September the Catholic Church had access to public radio. (Ramon Williams, rlgmedia@ozemail.com.au)

HERTFORDSHIRE, ENGLAND – Ger de Ridder has been named a European broadcasting consultant for the Fellowship of European Broadcasters and will develop working relationships with relevant EU departments and the European Broadcasting Union to represent Christian broadcasters internationally and within Europe. (011-44-1707-649910)

HUNTINGTON BEACH, CA – The Alberto Motteschi Evangelistic Association began the *Save the Family Crusade* in Cali, Colombia, August 20-22. Hundreds of thousands of people were reached via live radio broadcasts on dozens of stations. (714-375-0110)

CHARLOTTE, NC – Recent additions to the Red de Radiodifusion Biblica family: Radio Crisol-FM/Buenos Aires; La



Voz del Buen Pastor-FM (The Voice of the Good Shepherd)/La Esperanza, Honduras; FM LUZ (Light)/Formosa, Argentina; FM LOGOS/Roque Saenz Pena, Argentina; Radio El Faro-FM (The Lighthouse)/Sopachuy, Bolivia; 106.1 FM/Guayaquil, Ecuador; and Agua de Vida-FM (Water of Life)/Resistencia, Province of Chaco in Argentina. (Harold Richards, Hrichards@bbnradio.org)

PRETORIA, SOUTH AFRICA – The Association of Christian Broadcasters - South Africa (ACB) made representation to the parliamentary Portfolio Committee on Communication in Cape Town on September 11. ACB chairman Martin Frische and vice chairman Fano Sibisi cited the following concerns: 1) The failure to accommodate religion in the Broadcast Bill, 2) The abolishment of "Community of Interest" category and allowing only geographic community broadcasters, and 3) Limiting advertising revenue to local advertising. (Ramon Williams, rlgmedia@ozemail.com.au)



Internet Information

MARLBOROUGH, MA – In September, Artel Video Systems unveiled the industry's first Web-based management tool for video networks. The new VistaView enables users to diagnose and repair network problems and offers real-time network monitoring capabilities. (Margaret Turano, 508-303-8200, ext. 225 or mturano@artel.com)

DALLAS, TX – LightSource (www.lightsource.com), the spiritual channel on broadcast.com announced two additions in September: *The 700 Club* and *The Bible Answer Man*.

Founded in 1997 through a partnership of broadcast.com with KMA Media Group, LightSource has grown into the largest distributor of Christian audio and video programming on the Internet. This year, LightSource added 21 new programs to its roster. (Randy McCabe, 972-560-7000)

LIGHTSOURCE

COLORADO SPRINGS, CO – On September 1, Focus on the Family launched *Boundless* (www.boundless.org), an Internet ezine for Christian college students. "The college years are a pivotal time. Temptations arise from unfamiliar situations and new experiences. With crucial decisions about career, family and faith on the line, *Boundless* is a guide in students' search for truth," said editor Candice Watters. (Jennifer Cox, 719-548-5882)



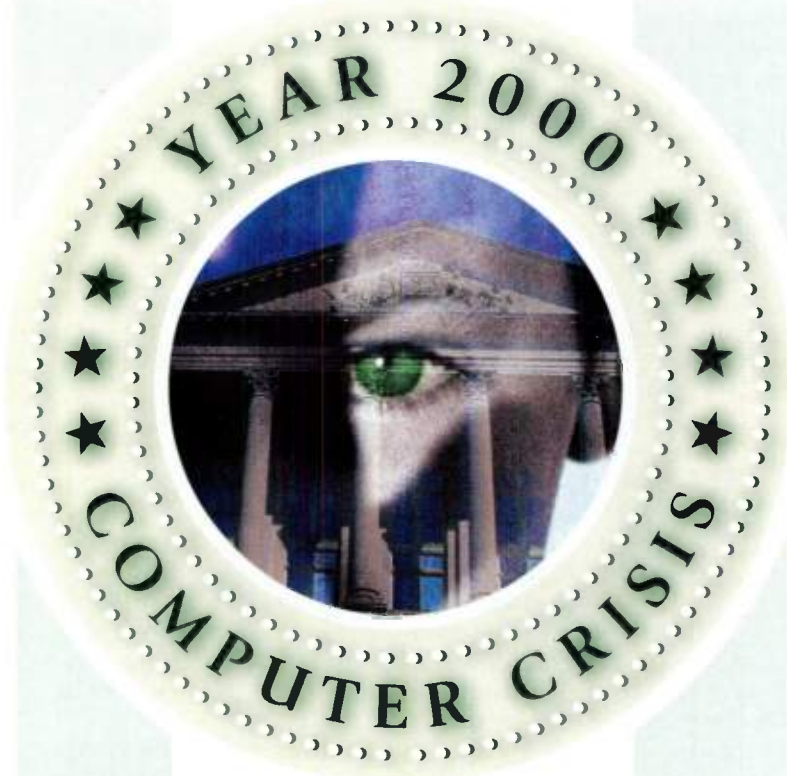
MUSKEGON, MI – Gospel Communications Network was again named to the prestigious *Media Metrix 500*, retaining its rank as the number one-visited Christian Web site on the Internet. The site ranks alongside sites such as Yahoo!, Netscape, Microsoft, NBC and *USA Today*. (Duane Smith, 616-773-3361 or mkg@gospelcom.net)

LANGLEY, BRITISH COLUMBIA – Momentum, a ministry of Campus Crusade for Christ, launched a new high-tech personal Web site GoPoints (www.gopoints.com) on October 18.

Paramount to the site's effectiveness is a brightly colored business card people can use to invite others to the site. (Lyndell Enns, 604-514-2000 or lyndell@ccc-van.crusade.org)



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CHICAGO, IL – The National Catholic Conference for Total Stewardship (NCCTS) announced the creation of the Catholic Internet Television and Radio Network (CITRN, www.citrn.org) on September 29. The NCCTS will broadcast a wide variety of programs on the Web. (Allan Winters, 773-363-8046)



Music Notes

BRENTWOOD, TN – Radio talk show host Dave Ramsey uses the song “Credit Card” from Essential/Sub-Lime Records artist Silage as a regular musical addition on his popular financial advice show *The Money Game*. The song deals with the troubles widespread credit card usage generates in the United States. (Nina Williams, 615-373-3950, ext. 525)

NASHVILLE, TN – Phil Joel, a member of the multiple Dove Award-winning group Newsboys, recently traveled with his wife, Heather, to El Salvador with World Vision. (Jessica Atteberry, 615-777-2211)

NASHVILLE, TN – 5:14 Management, a full-service artist and tour management company, began operations September 8. Founded by Troy VanLiere, 5:14 Management has signed an exclusive management agreement with top contemporary Christian band NewSong. “Our name is based on Matthew 5:14, which is our mission statement..” VanLiere said. (615-340-0514)



Troy VanLiere

NASHVILLE, TN – ForeFront recording artist Eli dropped by the *Live From Nashville* studio on September 16 to talk with listeners and chat about his involvement with *Life on the Edge*, the new Focus on the Family CD. (Christopher Buchanan, 615-370-9296)

LOS ANGELES, CA – Kirk Franklin, Gospo Centric and Interscope Records announced the contribution of \$250,000 to the Burned Churches Fund of the National Council of the Churches of Christ in the USA. The gift is in anticipation of the profits from Franklin’s *The Nu Nation Project*, released September 29. (Brian Smith, 615-329-1007)



David Hill

ATLANTA, GA – Dove Award-winning and Grammy Award-nominated recording artist The Nelons recently added vocalist David Hill to its lineup. Hill will sing lead vocals for the group. Southern gospel music’s 1995 Horizon Award winner for an Individual, Hill performed with Gold City, The Singing Americans and The Anchoemen. (Brian Smith, 615-329-1007)

NASHVILLE, TN – Veteran producer, musician and songwriter Billy Smiley joined KMG Records as manager of A&R. His resume includes producing 40 albums, co-writing 22 number one songs and helping shape the Christian band Whiteheart. (Missy Baker, 615-292-2122 or missybkr@ix.netcom.com)



News Bites

CHARLOTTESVILLE, VA – The Rutherford Institute reported that the NCAA revised its policy and will allow schools with religious convictions to avoid competing on their sabbath. This is a reversal of the NCAA’s recently instituted policy forcing every school to participate in championship events on Sundays. (Kim Hazelwood, 804-978-3888)

ORLANDO, FL – On November 12-14, an expected 2 million Christians across the country will participate in *Fasting and Prayer '98* via satellite downlink from Houston. The national gathering will be simulcast in Spanish and English and will feature Bill Bright, Billy Graham, Paul Cedar and John Perkins. (Nancy Lovell, 972-267-1111)



COLORADO SPRINGS, CO – Chairman Shirley Dobson announced that *Light the Nation . . . With Prayer* will be the theme for the 1999 National Day of Prayer (NDP), to be held on May 6. (NDP, 719-531-3379)

WHEATON, IL – Leaders for the National Association of Evangelicals (NAE) met in late August to outline the steps in searching for a new NAE president. A candidate will be presented at the association’s next annual meeting, to be held February 28-March 2, 1999, in Orlando, FL. Chair of the Presidential Search Committee David Le Shana said, “The new president we are searching for needs to be visionary, a statesman and have the ability to work with the broad constituency represented by NAE.” (630-665-8575 or media@nae.net)

NASHVILLE, TN – *Transmitter* (September 1998) reported that Odyssey Channel sold part ownership to Hallmark Entertainment and Jim Henson Co. for a total of \$100 million. The National Interfaith Cable Coalition (NICC), a coalition of nearly 70 faith groups, has operated the channel since 1995 in partnership with Liberty Media Corp., a subsidiary of Tele-Communications, Inc. The investment is in cash and programming. Under the new agreement, Liberty owns 32.5 percent of the channel, with NICC, Hallmark and Henson each owning 22.5 percent. (*Transmitter*, 800-476-7766)

VENTURA, CA – The Barna Research Group, Ltd., recently asked the pastors of America’s 324,000 Protestant churches to define their churches. The replies: “evangelistic” (84 percent), theologically conservative (79 percent), “evangelical” (79 percent), “seeker-sensitive” (58 percent), “fundamentalist” (36 percent), “liturgical” (35 percent), “Pentecostal” (20 percent), “charismatic” (19 percent) and “theologically liberal” (13 percent). In other findings, church budgets experienced a 15 percent drop in the average annual church operating budget, from \$123,000 in 1997 to \$105,000 in 1998. Maximum sampling error is +/- 3 percentage points. (George Barna, 805-658-8885)

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SEOUL, KOREA – At the 18th Pentecostal World Conference, historian Vinson Synan gave recent statistics on world Christianity: 1999 world population 6,010,779,000; Christians 1,990,018,000; Pentecostal and charismatic Christians 540,000,000. (Ron Williams, 213-484-2400)



People

CHICAGO, IL – Kevin Culbertson has been appointed to station manager of KWOK-TV/San Francisco, CA. He will supervise the daily operations of KWOK. Culbertson has worked with The International Media Fund, Georgetown University and WETA-TV (PBS)/Washington, DC, has supervised the construction of TV stations in Eastern Europe and has directed and produced PBS series for national and international audiences. (Shirley Dougan, 312-433-3838)

ST. PAUL, MN – Don Rupp was appointed executive director of network news, a new broadcast service of Northwestern Radio. Rupp joined Northwestern Radio in 1970 and has worked as announcer, director of operations and news, assistant manager of KTIS and news director for SkyLight Satellite Network. He held the position of KTIS manager since 1992. Rupp is a member of the Radio and Television News Directors Association and has received several journalism awards from UPI and AP.

Jon Engen replaced Rupp as manager of KTIS-AM-FM/St. Paul. Engen will oversee the operation of KTIS. He has been with Northwestern College Radio Network for 15 years and has served as senior pastor in two Twin City-area churches. (Janell Wojtowicz, 651-628-3387)



Jim Lawson

LOUISVILLE, KY – WFIA-AM/Louisville station manager Jim Lawson marked 25 years in broadcasting in September. He began at KCFO-AM/Tulsa, OK, and later was host/producer of *Music Review* and the long-running contemporary Christian music program *Harmony*. Lawson conducted some of the first interviews with Amy Grant, Larry Norman, Phil Keaggy and Randy Stonehill. He wrote and produced concert commercials for the late Keith Green, appeared in several national TV commercials for such companies as Compaq Computers and Exxon and hosted several national cable programs. (502-681-0165)

CHICAGO, IL – Wes Ward was named program director for WMBI-AM-FM/Chicago. Ward was station manager/program director of KCBI-FM/Dallas, TX. He serves on the advisory board of the Christian Research Report and has been an occasional panelist for the National Christian Radio Seminar at Gospel Music Association. (Bruce Everhart, 312-329-2040)

WAYNE, PA – MEM announced the appointment of Rosemary Boehm as executive director of MEM-US. Boehm is an experienced development professional from Australia who has lived in the United States for the past eight years. (MEM-USA)

COLUMBUS, OH – Richard David has been named general manager of WCVO-FM/Columbus and will also oversee its sister station, WCVZ-FM/Zanesville, OH. Involved in Christian media since 1980, David was founding vice president and director of Guardian Communications. Formerly a stand-up comedian and comedy writer for *Saturday Night Live*, *The Jeffersons*, and movies including *The Rose*, *Jaws 2*, and *Lenny*, he heard the Gospel while watching Jim and Tammy Bakker for parody material. (614-855-9171 or WCVO@juno.com)



SACRAMENTO, CA – K-LOVE Radio Network announced two personnel changes. Ed Lenane was recently promoted to director of operations. He will manage the day-to-day operations of the network programming department and will continue his daily newscasts. Russ Lloyd was named Texas regional representative and will be responsible for promotions and underwriting in the network's Texas region. Lloyd came to K-LOVE from the Greg Oliver Agency in Nashville, TN, where he served as senior agent. (Lloyd Parker, 916-928-1515)

WASHINGTON, DC – Family Research Council added radio talk show host Janet Parshall as a consultant and spokeswoman. In 1996 and 1997, *Janet Parshall's America* was nominated as NRB Talk Show of the Year; in 1997 Parshall was recognized by *Talkers* magazine as one of the top 100 talk show hosts in the nation; and this year she was elected to NRB's Board of Directors. (Kristin Hansen, 202-393-2100)



Janet Parshall



Publishing

NASHVILLE, TN – Vox Publishing, a division of VoxCorp, Inc., announced several personnel changes. Promotions include Gina Cohen to associate publisher of *Profile*, Vicki Krings to office and production manager, Matt Crow to assistant art director and network administrator and Kyle Chowning to Web administrator. Chowning also continues his duties as senior circulation representative. New staff members include managing editor Cameron Strang, editorial assistant Michelle Delise Hicks, editorial coordinator Suzie Waltner, senior circulation representative Joe Gutzmir and shipping and receiving manager Chris Bennett. (Cara Baker, 615-872-8080 or cara@voxcorp.com)



(L to R) *Talk of the Town* host Harry Chapman and Christopher Coppernoll.

NASHVILLE, TN – *Soul2Soul* host and author Christopher Coppernoll visited *Talk of the Town* on Nashville's CBS affiliate WTVF-TV to talk about his book, *Soul2Soul* (Word Publishing). The book features in-depth interviews with 80 leading Christian artists. (Brian Smith, 615-329-1007)

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You can also register on-line at our web site at www.nrb.org



CHICAGO, IL – Hank Hanegraaff, host of *Bible Answer Man*, announced a media tour following the October release of his latest book, *The Face that Demonstrates the Farce of Evolution*. He will appear in the following markets: Houston, TX; Dallas, TX; Denver, CO; Medford, OR; Philadelphia, PA; Boston, MA; Seattle, WA; and Phoenix, AZ. (Terry Walsh, 800-927-0517, ext. 102)

COLORADO SPRINGS, CO – A new Nepali Bible translation is meeting the growing demand of God's Word in the ancient Hindu kingdom. Publication marks the end of a six-year project by International Bible Society. National director LP Neupane said, "It is the first translation done by Nepalese, typeset by Nepalese and printed in Nepal. Surely it is our own translation." (Steve Johnson, 719-488-9200 or press@ibs.org)

KANSAS CITY, MO – Living the Natural Way is a new publishing company based in Kansas City. The publisher's tag line reads "Innovative Resources for Drawing People to Christ." (Jena Johnson, 214-358-5200)

NASHVILLE, TN – TV host, pastor and author John Hagee was recently honored by Thomas Nelson Publishers (TNP) for his books *Beginning of the End*, *Day of Deception*, and *Final Dawn Over Jerusalem*, which have surpassed a milestone of one million copies sold. All three appeared at the top of the CBA bestseller charts. Hagee also signed a new three-book agreement with TNP. (Blythe McIntosh, 615-902-1227)



John Hagee (left) receives a one million copies sold award from publisher Rolf Zettersten.



Technology

SYDNEY, AUSTRALIA – Lake DSP demonstrated its new 3D spatial audio technology Audio Display Tools at the Audio Engineering Society conference September 26-29 in San Francisco. Utilizing newly developed proprietary techniques, the technology allows 3D audio performances for large audiences over multi-channel speaker systems and affords sound

designers flexibility in the creation of exhibitions, theme park rides, theatre and special purpose audio presentations. (Leonard Layton, 011-61-417-466-635 or len@lake.com.au)



MARLBOROUGH, MA – Artel Video Systems recently introduced QuickSilver, a program developed to help service providers define and launch professional video service offerings.

According to Artel, QuickSilver's comprehensive source book promotes development of differentiated, contribution-quality video services, brings new video services to the market faster and increases return on video services investment. (Margaret Turano, 508-303-8200, ext. 225 or mturano@artel.com)

TUCSON, AZ – Boeckeler Instruments recently released the Pointmaker CS-64 Chroma-board video marking system with touch-sensitive wall panel. The system includes a broadcast video marker, five-foot-by-four-foot touch-sensitive wall panel and a digitizing tablet. The technology allows TV talent or videoconference presenters to draw directly on keyed images used in news, sports, weather and traffic reports. (Jonelle Kearney, 800-552-2262 or jonelle@boeckeler.com)



Pointmaker CS-64 from Boeckeler Instruments

LOS ANGELES, CA – Roland Corporation recently unveiled its VS-1680 Digital Audio Workstation. The VS-1680 is a portable, table-top workstation featuring 16-track random-access digital audio recording, mixing, editing and effects processing with 24-bit audio resolution. (Leanna Harshaw, 213-685-5141)

SAN DIEGO, CA – NBC-TV selected Tiernan Communications, Inc., HDTV encoders and decoders which enable the network to meet its on-air target for delivery of 1080i HDTV services this month. (Victoria Battison, 619-587-0252)



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Opinion: Responsible Y2K Reporting



Geoffrey Botkin, president of Deerwood Studios based in Gerardstown, WV, was executive producer of the documentary *The Millennium Bug's Deadliest Secret*. He may be contacted via e-mail at studio@intrepid.net

Show me the bodies in the street, and then I'll start covering this 'millennium bug.'" This was the explanation of a cynical TV news director in 1996 as to why he wasn't professionally interested in Y2K.

His comment wasn't an assertion of his cynicism or an analysis of the future. It was a lament about the ongoing challenge of TV news reporting. Invisible concepts don't work well on TV. He was implying that without gripping, sharply focused pictures, he didn't have the kind of story he wanted to cover.

Today, two years later, a sharply focused picture of the millennium bug is available to any broadcaster who has the courage to show it. The picture has been painted by research and documentation, much of which is contained in the Web sites listed on pages 30-31 of this magazine. It's an ugly picture. It frightens in ways Americans don't want to be frightened.



It would be far easier for an industry that entertains with mindless diversions to leave the Y2K issue totally alone. We may not want to cover Y2K, but Y2K coverage can no longer be an option for any broadcaster.

People are tuning in to find information on Y2K in the same way they turn to broadcasters for reports on approaching hurricanes.

Silence on Y2K is misleading. So are shorts and interviews that suggest a short-term crisis. Responsible coverage must be based on accurate reporting of available evidence. The verdict, as of November 1998, is that software and hardware will not be repaired in time — not even in the United States. Computer-dependent people will be vulnerable to cold, sickness and hunger. The ill-prepared will be hurt.

Thus Y2K is not an academic topic that bears watching and maybe an occasional story if we have a computer-oriented reporter on staff. Y2K will be a crisis of disastrous proportions.

The public interest requires that we aggressively supply as much responsible information as we can. The physical safety of our listeners and viewers is at risk. They must make contingency plans now.

The context that can be provided by Christian broadcasters on this topic can meet the physical needs, as well as one of America's most desperate spiritual needs.

It's time for Christian broadcasters to be the leaders on this story, not the followers.

Top 10 Christian Clothbound Non-Fiction (October)

1. *The Lady, Her Lover, and Her Lord* by T.D. Jakes, Putnam
2. *The Weigh Down Diet* by Gwen Shamblin, Doubleday
3. *The Bible Cure* by Reginald Cherry, Creation House
4. *What's So Amazing About Grace?* by Philip Yancey, Zondervan
5. *In the Grip of Grace* by Max Lucado, Word
6. *Prayers That Avail Much*, commemorative gift edition, Word Ministries, Harrison House
7. *Just Like Jesus* by Max Lucado, Word
8. *Joseph* by Charles Swindoll, Word
9. *The Millennium Bug* by Michael Hyatt, Thomas Nelson
10. *My Utmost for His Highest*, Updated Edition, by Oswald Chambers, Discovery House (Barbour)



Top 10 Christian Albums (October)

1. *Steady On* by Point of Grace, Word
2. *The Jesus Record* by Rich Mullins & Ragamuffin Band, Myrrh (Word)
3. *Jaci Velasquez* by Jaci Velasquez, Myrrh (Word)
4. *Step up to the Microphone*, Newsboys, Star Song (Chordant)



5. *Veggie Tunes*, Everland (Word)
6. *Fourth From the Last*, The W's, 5 Minute Walk (Chordant)
7. *Veggie Tunes 2*, Everland (Word)
8. *Live the Life* by Michael W. Smith, Reunion (Provident)
9. *Shout to the Lord*, various artists, Hosanna!/Integrity (Word)
10. *Exodus* by various artists, Rocketown (Word)

Top 10 Christian Videos (October)

1. *VeggieTales-Madame Blueberry*, Everland
2. *VeggieTales-Josh & the Big Wall*, Everland
3. *VeggieTales-Rack, Shack, and Benny*, Everland
4. *VeggieTales-Where's God When I'm Scared?*, Everland
5. *VeggieTales-Dave and the Giant Pickle*, Everland
6. *VeggieTales-Larry Boy & the Fib From Outer Space*, Everland
7. *VeggieTales-A Very Silly Singalong*, Everland
8. *VeggieTales-Are You My Neighbor?*, Everland
9. *VeggieTales-God Wants Me to Forgive Them?!*, Everland
10. *VeggieTales, The Toy That Saved Christmas*, Everland



Based on actual sales in Christian retail stores in the U.S. 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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Artist Spotlight: Margaret Becker

The richness of Margaret Becker's award-winning music lies in her lyrics steeped in reality and emotion. Words about life and relationships. Words that we connect with because they give melodic meaning to the times we hear our own souls cry, laugh and question."

So reads the release announcing Becker's book of devotional essays, *With New Eyes*. It is the latest venture of this talented woman, a wordsmith who blends soul-stirring music with evocative words.

Becker's achievements include four Grammy nominations, three Dove Awards, 12 Dove Award nominations and 10 #1 songs on the Christian Charts.

How do you classify your music?

The music is guitar-based and acoustic, with some "retro" sounds added in for color. The lyrics are passionate expressions of this journey I'm taking with Christ. I write honestly about all the triumphs and the struggles the process has afforded me.

What is the central message to your music?

Hope. Most definitely hope. I guess it is the central theme of my existence: serving a Deity who is the Author of all hope.

What is your religious broadcasting involvement?

I have the privilege of expressing my viewpoints via the radio community.

How do you view religious broadcasters?

I see religious broadcasters as a very important link in the chain of faith as it is expressed in modern culture.

They provide renderings of Christ to the general populace at no cost to the listener. That concept is slowly becoming unique as time moves forward. The process is a biblical model of sorts: offering truth without a required response of any kind. Incredibly simple. Wonderfully effective.



Margaret Becker

1998 Covenant Awards



The fifth annual Covenant Awards were announced on September 10 in Dallas, TX. The awards, sponsored by the Broadcast Communications Group of the North American Mission Board, Southern Baptist Convention, honor faith and family values in media.

TV/VIDEO AWARDS

National Network & Syndication Division

Youth or Children's Program: *Just the Facts*
Good Friends, Inc., Brampton, Ontario, Canada

Family Values Program: *Bart Starr Award Telecast*
VisionQuest Communications Group, Inc., Dallas, TX

Inspirational or Faith Special: *Run Baby Run*
Phil Cooke Pictures, Inc., Burbank, CA

Inspirational or Faith Series: *The Incredible Power of Prayer*
Group Productions, Loveland, CO

Spot Campaign: *How In the World Shall They Hear?*
Phil Cooke Pictures, Inc., Burbank, CA

National Release - Special Category: *The Ride*
World Wide Pictures, Inc., Minneapolis, MN

Local Broadcast Programming Division

Program or Special Series: *Before You Say Good-bye*
WTLW TV-44, Lima, OH

Spot Campaign: *Statewide 30-second Spot Campaign*
Mississippi Baptist Convention Board, Jackson, MS

Local Church Programming Division

Program Series: *Ouachita*
Ouachita Baptist University, Arkadelphia, AR

Program Special: *The 1997 Singing Christmas Tree*
Bellevue Baptist Church, Memphis, TN
tied with

Reflections of Faith: Stained Glass in the Archdiocese
Communications Center, Archdiocese of Louisville, KY

Spot Campaign: *The Praise Patrol*
Bellevue Baptist Church, Memphis, TN

Non-broadcast Video Division

Children's Program: *VeggieTales: Josh and the Big Wall*
Big Ideas Productions, Inc., Chicago, IL

Inspirational or Faith Program: *Spirit of the Game*
VisionQuest Communications Group, Inc., Dallas, TX

Short-form Video Division

Discover the Joy, Green Acres Baptist Church, Tyler, TX

RADIO AWARDS

Local Station Division

Local Station Programming: *He's Not There*
WBGL - New Life Radio, Champaign, IL

National Network & Syndication Division

Youth or Children's Program: *Adventures in Odyssey*
Focus on the Family, Colorado Springs, CO

Family Values Program: *"To Be a Man" with Charlton Heston*
The Dick Staub Show, Elk Grove, IL

Inspirational or Faith Program: *Bonhoeffer: The Cost of Freedom*
Focus on the Family, Colorado Springs, CO

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TELEVISION



IRB Member Profile: WWJD in Appalachia?

Alice Lloyd College in Pippa Passes, KY, is a small liberal arts college promoting Christian principles to the 500-plus student body. Founder Alice Lloyd named the town after *Pippa Passes* by Robert Browning.

Founded in 1923, the school attracts students from West Virginia, Ohio, Kentucky, Tennessee and Virginia. Every student is required to work at the college and the majority of students receive free tuition if they sign up to work only 10 hours weekly. Additionally, grants are awarded to students who need further financial aid to cover room and board.

The college offers a unique opportunity for students who wish to further their education. The Caney Cottage Scholarship Program offers financial assistance toward a graduate or professional school, provided the student agrees to return to Appalachia after earning the degree. Currently, 52 students are enrolled in this program.

A historic building on campus, the Eagle's Nest, houses WWJD-FM. The station was converted in 1997 to adult Christian contemporary with an emphasis on inspirational/praise and worship music. The station's day is rounded out by Christian counseling programs and a 30-minute scripture reading. The call letters echo the popular phrase, "What would Jesus do?"

General manager Tom Cody's live program, *Secret Place*, encourages listeners to get in the Word. Cody is training eight students in all aspects of broadcasting, including live segments, automated radio, satellite-assisted radio and music.

Testimonies of the station abound. On WWJD's inaugural night, a man was sitting in his car holding a gun, contemplating suicide. Turning the dial, he stumbled onto WWJD. After listening to Dawson McAllister, he changed his mind and later committed his life to Christ.

The challenge of the call letters is answered in the service the station gives to the people of Appalachia. Alice Lloyd College, the Intercollegiate Religious Broadcasters salute you. — Anne W. Tower is director of member services for NRB and can be reached at 703-330-7000, ext. 511 or atower@nrb.org.



On the air in the Eagle's Nest at Alice Lloyd College's WWJD-FM.

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
- Health, Business & Life Insurance
- Alamo Car Rental

In-House Benefits

- Special Convention Rates
- Exhibit Booth Discounts
- Advertising Discounts
- Free Internet Classifieds

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NRB Membership Is Your Strongest Link to Success



Supporting your association builds a stronger legal voice, ensures access to the airwaves and encourages excellence in broadcasting.

For more information and a membership application, please contact the Membership Dept.

Phone: 703-330-7000 x511 Fax: 703-330-7100

E-mail: atower@nrb.org Web: www.nrb.org/member.htm

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A 90-second short feature that reaches millions of families daily with a pro-family message from the nation's capital.



Washington Watch

WITH

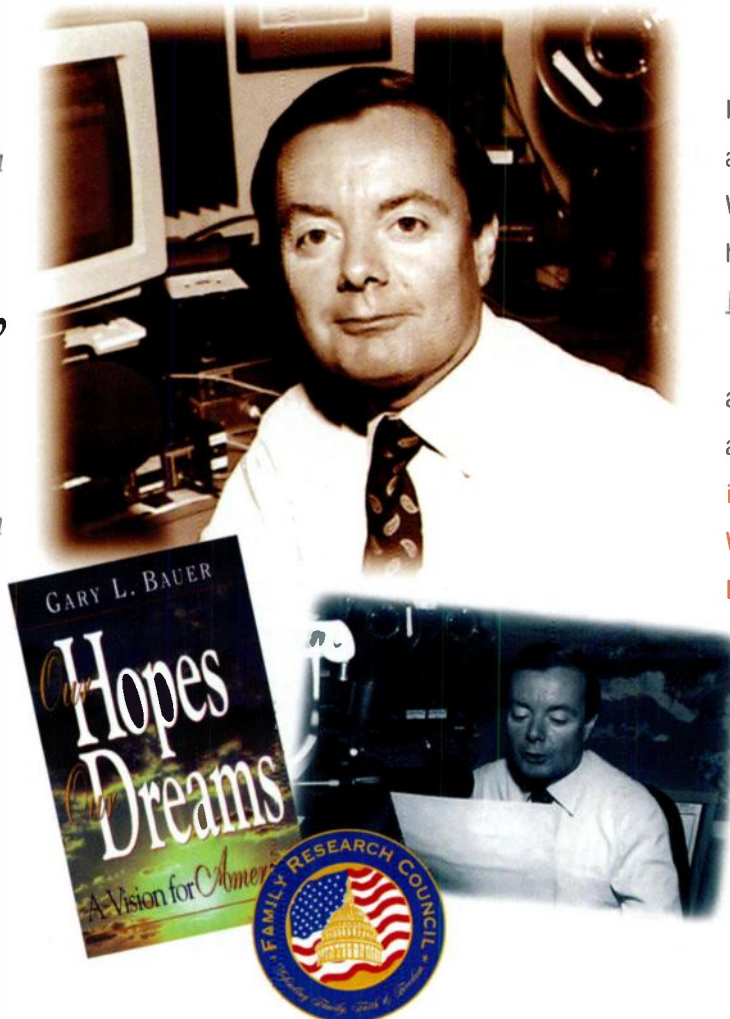
Gary Bauer

“*Washington Watch* is our most popular short feature. It fits so well in between *Focus on the Family* and *Insight for Living* during our morning drive...Anyone not taking advantage of this great programming feature should take a closer look at how well it fits your programming.”

— **Renee Larson**
General Sales Manager
KPXO Phoenix

“We thought we'd move *Washington Watch* and replace it with local spots. What a big mistake! The phones lit up with angry listeners wanting their *Washington Watch* fix in the mornings. It just makes good programming sense to utilize a short feature during your drive-time.”

— **Chris Ward**
Program Director
KPXO Phoenix



One of the most trusted pro-family leaders in America today takes your audience **behind the scenes** of Washington policy making every day in his popular **90-second** commentary, *Washington Watch*.

Family Research Council president and former Reagan domestic policy advisor Gary Bauer shares his **unique insight on how decisions made in Washington, D.C. will affect families on Main Street.**

That means your **family audience** gets the **most timely analysis of today's headlines** that's both practical and thought-provoking. For more information on *Washington Watch* with Gary Bauer call Briargate Media at **719-531-3300**

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.

Available to all *Washington Watch* affiliates is a daily *Washington-insider* fax from Gary Bauer. Call today for information on receiving your copy.

Stoll Named Director of Communications



Karl H. Stoll

MANASSAS, VA — Veteran TV producer Karl H. Stoll was named director of communications for NRB on Sept. 28.

Stoll's portfolio includes directing media relations, publishing *NRB* and *Directory of Religious Media*, producing the CD-ROM electronic directory and managing the NRB store.

In January 1998, Stoll launched and produced *America's Voice Tonight* with Genevieve Wood, a live, nightly, 2-hour, hard news, political, primetime flagship program. He assisted with the launch of political news/talk network National Empowerment Television in September 1993, developing and producing several programs: *American Family*, *Capitol Watch*, *All About Music*, *Crime & Punishment*, *Christian Coalition* and *FocusPoint*.

Further industry involvement includes positions as station manager of WYDO-TV14/Greenville, NC; spot producer for Christian Broadcasting Network/Virginia Beach, VA; production manager of WFXI-TV8/Morehead City, NC; unit manager/director for C-SPAN; and technician for programs airing on ESPN, The Learning Channel and PBS.

NRB vice president Michael T. Glenn said, "We are very pleased that Karl has joined the NRB team. NRB is experiencing an exciting time of growth and his background and knowledge will help fuel our efforts to better serve our membership — and Christian broadcasting as a whole."

Stoll is a 1981 graduate of James Madison University in Harrisonburg, VA.

Chapter Chuckles

Les Lamborn of RBC Ministries and his faithful companion, Mortimer, provide entertainment during the NRB Eastern Regional Convention held Sept. 27-29 in Sandy Cove, MD. Rumors of a family connection between Les and Mortimer proved untrue.

— Sue Bahner



Bob Lepine, co-host of *Family Life Today*, practices military skills during playtime at the NRB Southwestern Regional Convention (SWNRB) in Dallas, TX. In addition to arcade fun, SWNRB offered personal inspiration, pertinent information and professional interaction to more than 150 convention attendees. Elected to the executive board during the July 23-25 convention were chairman Barry Thompson, vice chairman Gene Bender, secretary Ron Harris and treasurer Pat Simmons.

— Robin Jones

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How the "Year 2000" Computer Crisis Will Affect You and Your Family

More important: what you and your loved ones can do NOW to escape the worst!

Newsweek calls it "the day the world shuts down," and "the event that could all but paralyze the planet." *The Wall Street Journal* calls it "the most expensive accident of all time." *Computer World* says, "the problem is far worse than even the pessimists believe!" There's no question: There will be problems—and no one knows for sure how bad they'll be.

That's why you need to **prepare now** for the turmoil we'll likely face in the event of simultaneous system failures and the "ripple effect" the Year 2000 (Y2K) computer bug will bring.

At the very least you need to know how to:

- **Keep your family warm even without electricity (Don't forget: this crisis will begin in January).**
- **Buy the necessities you need even if the banks are closed or you can't get access to your accounts.**
- **Provide emergency protection and medical care even if 911 is constantly busy.**
- **Feed your family even if the grocery shelves are empty.**
- **Secure clean, uncontaminated drinking water even if your water treatment plant can't.**

Don't Be A Victim

You have very little influence over whether the federal government or private industry gets its computers fixed in time. But that does not mean you have to become a victim. You can begin preparing now to make sure you and your family **survive the coming chaos.**



To assist you, the Y2K consumer advocate and best-selling author Michael S. Hyatt has prepared

a two-part family information and protection resource, *The Countdown to Chaos Protection Kit*. In it, you'll find the timely and essential information **you need** to get started right now.

In Part One (a six-tape audiocassette series), Mike defines exactly what the millennium bug is and how it will affect you. He explains in clear, non-technical language why it is highly unlikely the Y2K problem will get fixed in time and outlines **three possible scenarios that could result from this devastating problem.** He then discusses 13 critical areas you need to consider in developing your personal Year 2000 survival plan. You'll also discover why you can't afford to leave this responsibility to someone else—*especially* the government.

Part Two of the kit consists of the extensive *Y2K Resource Manual: A Common Sense Guide to the Equipment, Products, and Resources You Need to Insure Your Family's Protection and Survival.* This invaluable emergency-preparedness guide will **give you specific recommendations and checklists**—the essential resources and supplies you'll need to survive this looming crisis (including addresses and telephone numbers). You'll learn the "ABCs of Self-Preparedness," such as alternative energy sources, the most efficient food storage programs, and the critical medical supplies **every family** should have in a crisis.

Your purchase of these valuable materials comes **WITH A 100% SATISFACTION GUARANTEE.** If you are not completely satisfied with *The Countdown to Chaos Protection Kit*, simply return it for a complete, no-questions-asked refund.



The Year 2000 crisis is approaching fast. You read about it everywhere these days. If you want to protect yourself and your family, it's crucial that you get *The Countdown to Chaos Protection Kit* as soon as possible. Don't delay! And remember, it's better to be safe than sorry!

Get Started Now!

The complete package: the six-tape audiocassette series (\$79 separately) and the Y2K resource manual (which also sells for \$79), is available **for a limited time** for just \$89 plus \$4.95 shipping (a savings of almost 50%).

To order, send your check or credit card information (Visa, MasterCard, Amex) payable to:

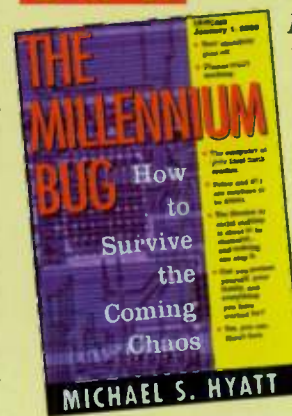
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BONUS!

Get Michael Hyatt's *New York Times* bestseller, *The Millennium Bug*—a \$25 value—for just \$6 when you order *The Countdown to Chaos Protection Kit* (a total of \$95 plus \$4.95 s/h).



To interview Michael Hyatt on your show, contact Sandy Callender at 202-216-0601 ext. 488

THE TIME(BOMB) IS NEAR!



Y2K. The Millennium Bug. Time Bomb 2000. The Year 2000 Computer Problem.

Although it goes by many different names, surely by now you've heard about the deceptively simple little computer problem that has the potential to bring the modern world to its knees. No matter what you think is really going to happen a little more than a year from now (perhaps sooner), you dare not pass this off as just one more example of crazy, end-of-the-world hysteria.

by Robert Allen

There are differing opinions of just how big the explosion will be, but virtually all experts agree: businesses that fail to check for vulnerabilities and neglect to take needed action to exterminate problems could very well find themselves out of business early in 2000. Anything that contains a microprocessor should be considered guilty until proved innocent.

When it comes to broadcasting, there are at least five areas that need to be surveyed: 1) internal office machines and applications, 2) broadcast-related equipment, 3) building and studio support systems, 4) suppliers, vendors and sponsors, and 5) broadcast-responsibility to inform and equip the community.

TIME BOMBS ON YOUR DESK

Although the average person's view of broadcasting centers around the "glamour" side of the industry — on-air presentation — none of that would be possible without a strong business infrastructure. Today, that often means a wide variety of computerized support systems.

Visualize the typical contemporary office and you'll begin to understand just how ubiquitous Y2K can be. The first thing to catch your attention may be computer workstations. Whether these involve stand-alone computers or local area networks (LAN), Y2K problems can lurk within both the computer hardware and the applications that run on it.

Comprehensive testing on computers has shown that even new machines are suspect. One firm tested hundreds of PCs, finding that 93 percent of those manufactured before 1997 failed to negotiate the date change properly. If your computer was made in the first six months of 1997, there is a 47 percent chance it has a problem. And even those built in the final six months of last year (21 percent failure rate) and through June of this year (11 percent) aren't necessarily ready for 2000.

Imagine what life would be like for the average commercial radio or television station if its billing software began to miscalculate invoices. What would happen to trafficking instructions if your software mishandled dates and times? In the non-commercial world, potential disasters include lost financial records of donors and problems with business underwriting. Many stations are well aware of the looming difficulties and are taking action to head them off as best as possible.

"Being listener supported, the integrity of our financial

records is critically important," says Jeff Bean, public relations and development coordinator for WCRH-FM/Williamsport, MD. Bean went on to say the station is taking action, "so that we don't even misplace one decimal point."

Other vulnerabilities in the office can include financial software that governs the printing of checks and maintains human resources records, as well as anything that has to do with budgeting and forecasting. While most of these problems would not necessarily put a station out of business immediately, they could cause a massive loss of productivity as people scramble to address a myriad of errors.

One longtime programmer compared Y2K to being attacked by 1000 gnats, 100 mosquitoes, 10 bumblebees and a rattlesnake — all at the same time. While you might survive one or two of those assaults, facing them all within a day or two could be fatal.

Another area to examine is your organization's internal phone system. "What's going to nab a lot of people," predicts WAVA-FM/Washington, DC, and Salem Radio Network engineer Fred Gleason, "are things they don't think about. You don't think of telephone systems as having a date problem, but they do." During his inventory of WAVA's facilities, Gleason also located an AT&T switch that needed an upgrade to function properly after next year.

Telecommunications equipment suppliers caution that certain private branch exchange (PBX) equipment failed when put to the test for rollover into 2000. And don't forget to check into the Y2K-compliance of your voice mail (VM) system. A test at one military facility revealed that while the base's VM handler initially crossed from 1999 to 2000 without problem, three days later the whole system shut down from accumulated software errors.

If your phone system has a problem, time is of the essence because suppliers may not be able to meet the demand for new equipment if everybody waits until the last minute to call. "If they haven't started, they're almost too late," says John Pasqua, vice president of AT&T's Year 2000 program. "Changing a light bulb is pretty easy, but if you're forced to change all the bulbs in town on the same weekend, it becomes logistically complex."



The best way to address each of these potential time bombs is to take a careful inventory of every piece of equipment in your office that has a microprocessor.

THE TIME(BOMB) IS NEAR!

The best way to address each of these potential time bombs is to take a careful inventory of every piece of equipment in your office that has a microprocessor. And be warned: just about everything that is electronic has one or more, although many will have no date vulnerability. After you have completed your inventory and determined which pieces of equipment are absolutely critical to your day-to-day operations, begin calling the manufacturers or visiting their Web sites to investigate whether they claim Y2K compliance for the item in question.

If this sounds like too much effort, ask yourself one question: Will we be able to function without this piece of equipment or without this software package a year from now? Your answer will tell you whether it is worth the time.

TIME BOMBS IN YOUR STUDIO

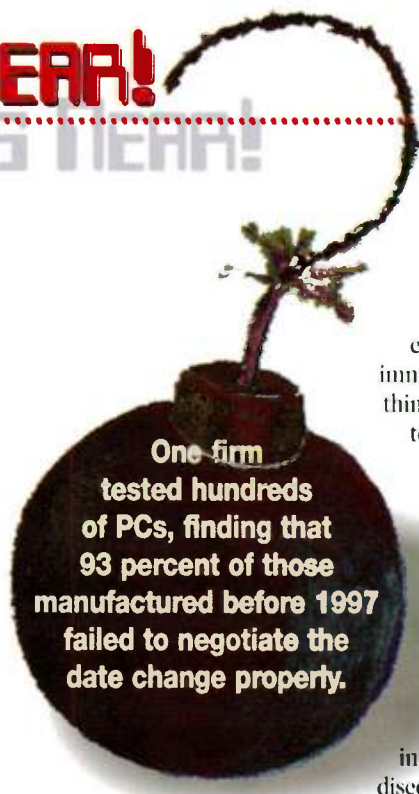
When the listener pushes the button on her radio, she expects to hear you loud and clear. She gives little thought to the dizzying array of computerized devices that have to function properly for her to hear your programming. Many of these devices have no relation whatsoever to dates, but many others do. If you don't find them, your listeners may find only static on January 1, 2000.

Sometimes the fix for a device is as simple as a software upgrade from the manufacturer. Such was the case for general manager John Wesley at WENO-AM/Nashville, TN, when it came to his Digi-Link automation system. While many people are upset at having to shell out money for patches and upgrades to keep their equipment operating, Wesley sees things a bit differently. "Knowing all that I know about the (Y2K) problem, I'm just thrilled to death that I can pay \$35 and get it over with."

Close scrutiny needs to be given to any on-air system that is run by a computer, especially if it is more than a year old. Testing is again a key, but if you have anything run by a processor as old — or older — than a 486, it is almost certainly in need of a replacement.

According to congressional testimony from FCC commissioner Michael Powell, there are additional items that need to be investigated. During a late summer appearance before the Senate Special Committee on the Year 2000 Technology Problem, Powell listed the possible failure of the Emergency Alert System "just when it is needed most," as one of the FCC's four "biggest concerns" when it comes to mass media organizations.

Another of the top four concerns was that "Old transmitters with embedded microprocessor chips and stations with customized transmitter control systems may be hard to test or fix."



One firm tested hundreds of PCs, finding that 93 percent of those manufactured before 1997 failed to negotiate the date change properly.

Again, an inventory of every piece of equipment is in order and you should begin contacting manufacturers immediately. Complicating things is that what suppliers tell you about their equipment is not always accurate. "We'll take information from our vendors and not assume it's as rosy as they say it is," says KPRZ-AM/San Diego, CA, general manager Mark Larson.

In numerous incidents, companies have discovered flaws in systems that were billed to be ready for 2000. It is wise to do as much investigation as possible on equipment that will take you off the air if it fails.

TIME BOMBS IN YOUR WALLS

Now let's consider the building in which you operate. If you own the building, you've got even more work to do to make sure a time bomb isn't hiding in the walls. If you don't own the facility, it's time to call your landlord.

Here is a partial list of the building systems that could be at risk from Y2K problems:

- Automatic lighting
- Programmable HVAC systems
- Fire sprinklers and other safety systems
- Security systems
- Generators
- Parking access systems
- Utility metering
- Elevators
- Automatic flush systems in restrooms

Though some of these systems might not shut you down, others, such as cooling and heating system failures, could have a very adverse impact on your equipment (not to mention the comfort of your employees).

Joe Greil, president of the Association for Facilities Engineering, warns, "If you wait ... you're going to end up taking a chance of crippling your facility or building for many days or even months. From a facility standpoint, there is going to be a big problem on January 1, 2000, and the lines to get it fixed are going to be very, very long."



TIME BOMBS EVERYWHERE

External factors are probably the scariest areas. We don't often stop to consider how dependent we are on everyone else. Think on these things for a moment: What would happen to your organization if your bank failed? How would your employees react if they couldn't cash their paychecks because accounts are frozen? Or, on the other side of the supply chain, what if your sponsors can't pay their advertising bills because their banks are down? Or, worst of all (from my viewpoint), what if the bank of a broadcast agency with clients on your station is not working?

Some experts have estimated that at least 10 percent of our financial institutions will not make the deadline. Can you even imagine the impact that could have in our society?

And that's just banking. Virtually every modern industry in America — in the world — faces a similar challenge. Added to that, an increasing number of people are saying we may face critical failures in our national infrastructure. This includes telecommunications, electricity, water, and transportation (planes, trains, ships, etc.) Obviously, if the power goes out, every other possible failure is virtually not worth talking about.

"Quite honestly, I think we're no longer at the point of asking whether or not there will be any power disruptions, but we are now forced to ask how severe the disruptions are going to be," says U.S. Senator Christopher Dodd (D-CT) "If we don't have power to generate electricity, everything else is moot." Sen. Robert Bennett (R-UT), chairman of the Senate's Special Committee on the Year 2000 Technology Problem states, "I think there is a virtual certainty that we'll have brownouts and some regional blackouts. I think the chances of regional blackouts and heavy brownout activity throughout the grid are about 80 percent. It doesn't matter if every computer in the country is Y2K compliant if you can't plug it into something."

In addition to repeated questions about the state of readiness in the telecommunications industry, commissioner Powell also states that the FCC is very concerned about the impact of Y2K problems that could disable satellite links. Simply put, if the phones go down, there are many technological devices we depend upon that will go down with them.

In summing up the myriad of possibilities for failure, both internal and external, SRN's Fred Gleason advises, "You're not going to catch everything in advance, so you need to have contingency plans."

CALLING THE BOMB SQUAD

Deciding to assess and fix your organization's computerized systems is the easy part. As noted Y2K expert Peter de Jager is fond of saying, "The systems are broken," and deciding to do nothing could spell doom for your business. But what is less certain is where to draw the line

One longtime programmer compared Y2K to being attacked by 1000 gnats, 100 mosquitoes, 10 bumblebees and a rattlesnake — all at the same time.

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RESEARCHING Y2K

Following are a few Internet links to get you started on your own research about the Y2K time bomb.

www.fcc.gov/year2000

The FCC's official site.

www.yardeni.com

Edward Yardeni is the chief economist for Deutsche, Morgan and Grenfell. He is known as one of the best economists on Wall Street. Choose the Y2K button on the first page (Center for Cyber Economics). Those financially minded will find a feast here. You'll especially want to check out the link to his *Y2K Reporter*. These regular updates are always insightful and often eye-opening.

www.garynorth.com

Love him, hate him or don't know anything about him, Gary North is a force to reckon with on Y2K. He has provided perhaps the most comprehensive site on the Web dealing with the Year 2000. The part of his site I pay most attention to is his "newest links" section. This is another place where you can find a dizzying array of stories from around the world. The main categories range across the spectrum from government to manufacturing to the power grid to embedded chips to healthcare to telecommunications. My recommendation to those who don't know North is to skip his introductions and go right to the links. Just remember when you totally disagree with him that he's been studying this issue longer than most, which contributes greatly to his conclusions.

www.y2kprep.com

This is the site of Michael Hyatt, author of *The Millennium Bug* (Regnery Gateway). Here you'll access valuable information on Y2K and how individuals can prepare for the sake of their families and neighbors.

www.year2000.com

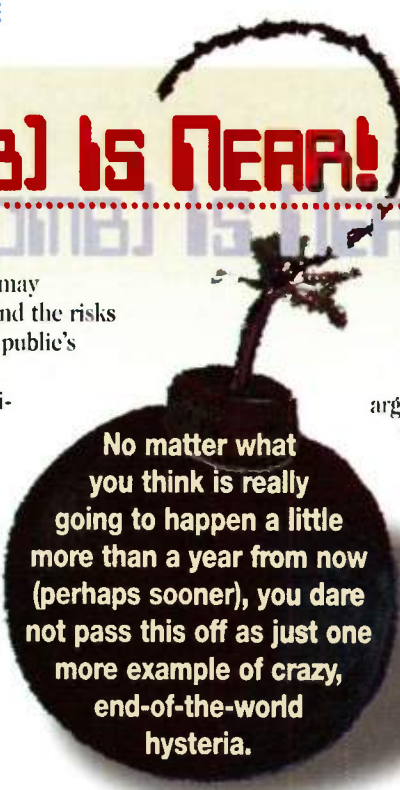
Peter de Jager's site. He was one of the first to warn about Y2K problems, back in 1993. One of the most useful sections of his site provides links to current media articles. The site is very easy to use and contains a great deal of information.

THE TIME(BOMB) IS NEAR!

when it comes to informing your audience of what may be ahead. There is still so much that is uncertain, and the risks are not to be trivialized for those who embrace the public's trust in their role as media gatekeepers.

Early this year, an editor of a Christian publication told me he was hesitant to say anything about Y2K for fear that the panic it would cause might create worse problems than Y2K itself. So again, determining to do something about your broken equipment is one thing; deciding what to tell the public is quite another.

By now, however, we have a pretty good idea that life over the next year or two will be anything but normal. Following are a few statements from people who have studied the problem closely and determined that the risks to their



No matter what you think is really going to happen a little more than a year from now (perhaps sooner), you dare not pass this off as just one more example of crazy, end-of-the-world hysteria.

reputations for being wrong are outweighed by the dire consequences of their continued silence if they are right.

The editorial board of the *New York Times*, arguably the most influential newspaper in the world, writes, "It makes sense to prepare for the worst." John Koskinen, President Clinton's "Y2K Czar," warns business owners, "Even if you think your systems are done, you can never know that for sure, so you need to have back-up or contingency plans for the failure of your systems.

But, equally important, you have to have back-up or contingency plans for the failure of other systems on which you depend — whether they are power, telecommunications, transportation."



www.y2kchaos.com

Despite the sensational tone of the site name, Y2KChaos contains insightful Christian analysis of the Y2K issue. The section titled "Telling the Church" presents a thorough critique of Y2K preparations. Spiritual rebuke dished out on all sides.



www.euy2k.com

This is dedicated to one issue: electric power and Y2K. Rick Cowles is the site manager and author of a book on this critical subject. One of the most fascinating areas on this site is the public forum. Here you can discuss issues relating to the power grid, often with those who are working to fix it.



www.y2kwomen.com

This site was created by a woman, especially for women. Whether you're dealing with a husband who's "into" Y2K (while you're not), or you're into it (and your husband's not), or you just want to know what you can do to prepare, this is the site for you.



www.y2ktimebomb.com

Very interesting site put out by Westergaard addressing the potential economic and cultural impact of Y2K across a broad range of financial and personal sectors. Frequently posts new information.

- RA

People Like What They're Hearing...

"I love your show! *Pro-Life Perspective* always keeps me up-to-date on the latest trends and information in the pro-life movement." *Angela Hicks, Edmond, OK*

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

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


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



Wanda Franz Ph.D.

Pro-Life Perspective

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



GTE vice president of technology programs Gerard Roth told Congress, "Y2K is truly a 'weakest link' problem — the single system or date conversion we miss may be the undoing of the 99 percent we did find." In a House committee hearing, Priscilla Guthrie of TRW Business Enterprise Solutions & Telecommunications confirmed the "weak link" concept by saying a "rule of thumb is to anticipate and prepare for a cascading effect when a single Y2K non-compliant application or device impacts other applications or devices, resulting in a need to replace them all."

FCC chairman William Kennard told a Senate hearing, "What we do know is that every company, every government agency and every organization that has looked into the (Y2K) problem has found that it is more complicated, more serious and more costly than originally estimated."

"I lean toward alarmism," writes Robert Samuelson in the *Washington Post*, "simply because all the specialists I contacted ... people actually involved with fixing the computers, are alarmed. Their cheeriest view is that no one knows what will happen. Off the record, they incline toward Doomsday."

And finally, you can almost feel the frustration of Harris Miller, president of the



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THE TIME(BOMB) IS NEAR!

Information Technology Association of America, in this quote from a House committee hearing: "The focus of conversation among those best versed in this issue is about how we are going to clean up after what appears now to be an inevitable train wreck. As a society, we are on the point of conceding failure. Those unwilling or unable to move off the track are numerous. ... It's crazy. It's frustrating. It cannot be happening. But it is.

"Now the 'smart' questions have shifted to concentrate on contingency planning, crisis management and liability. Failure is not part of the American fiber. Yet after this transition to the new century, society may have to admit that here was a situation it saw coming. Everyone understood its hard deadline. Everyone appreciated its worldwide scope. Everyone realized its massive potential to cause harm. And everyone let it happen."

A growing number of the Christian media are speaking out. Christian Financial Concepts founder Larry Burkett writes, "Based on a growing body of evidence from government and private sources, I'm now convinced that Y2K-related problems could well pose the most serious threat to our economy since the Great Depression of the 1930s." Others stepping out include Pat Robertson, CBN News and Michael Youssef.

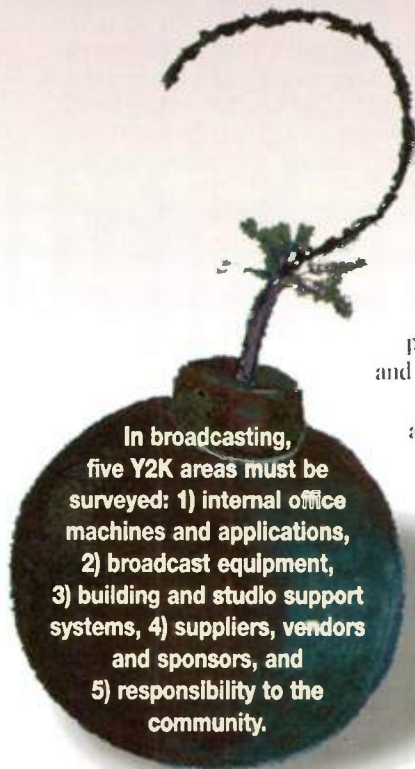
If you've been hesitant to say much about the problem, perhaps these statements will help you to decide whether to step out onto the field. If those who have been called "doomsayers" turn out to be right, Christians may well have the greatest opportunity of our generation to minister in the name of Christ. Broadcasters have a unique position in their communities to provide accurate, helpful information that can help the Church prepare for this opportunity.

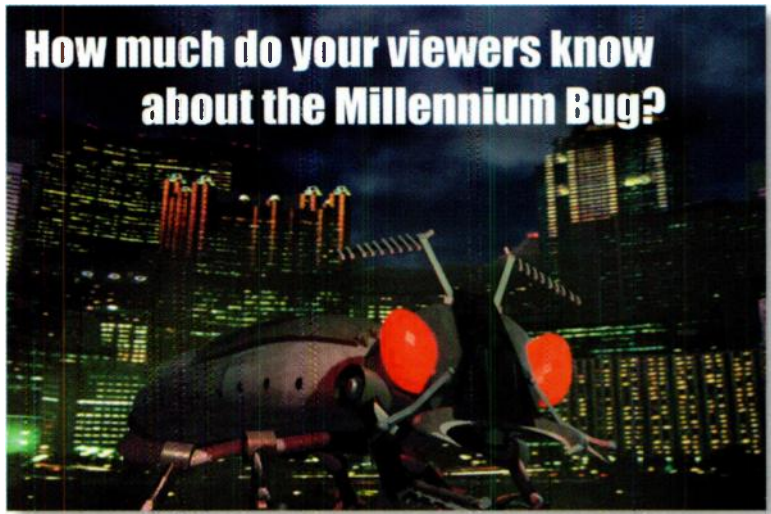
Any effort must be undertaken with care and discernment. It is unquestionably true that sparking a panic could prove tremendously destructive, hampering everyone's efforts to prepare for what is to come. But if those who are concerned are right, not to begin equipping and warning the people may leave you open to the charge of having neglected your responsibility to provide useful information in a time of great need.

If you decide this is an issue that you need to cover, one further caution that merits consideration as you select your sources: some opinions may be colored by a motive other than a pure desire to inform. As KPRZ's Larson notes, "It seems the people who are most alarmed about this often have something to sell." Yet he admits, "If they're right, thank God. God's in control."

No matter what happens over the next year, that's something we all need to remember.

Robert Allen is vice president of creative services for GSF & Associates in Nashville, TN. He may be reached via telephone 615-361-1810 or by e-mail GSF1@CompuServe.com. Allen produces a free e-mail newsletter, *Y2K Watchman*.





"How much" is not important. The real issue is how accurate or how misleading is the information they have. Do they know what will really happen in January, 2000? Do they know they need to get ready *now* for specific, long term hardships? Do they know that power could go off for more than a year? Do they know that clean water could be available only outside cities and suburbs? That supermarkets could be closed for months? That roads could be clogged with dead automobiles? That most jobs could end?

The Y2K crisis will be a time of unprecedented vulnerability. Accurate facts about the problem could be the most important information you broadcast in the next 12 months. There is no way your viewers can prepare their families, their churches, and their communities unless they know what they are facing. Will you tell them plainly?

HELP FOR BROADCASTERS



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PERSONALITIES

A speakers bureau of expert interviewees for radio and television are available at no cost to you. Authors, I.T. professionals, and other newsmakers can help you explain solutions and contingency plans. Try to schedule at least two weeks in advance.



PRODUCTS

Specially designed products are available at steep discounts to broadcasters. Books, audio tape series and contingency planning information are being updated weekly. Especially helpful is the popular book WHAT WILL BECOME OF US? COUNTING DOWN TO Y2K. This book has been called "the book of the year." It went into its second printing almost as soon as it was released. Many in your audience will order multiple copies for loved ones.

(304) 229-5499

THE INTERNATIONAL CRISIS MANAGEMENT CENTER

AN ACADEMIC ADVEN

The Fundamentals

by Doug Walker

Many of us vividly remember our early days in the broadcast industry. For some it was the all-night announcing shift on the local radio station (that no one else wanted). For others it was chasing cables behind an all-too-active cameraman at the TV station down the road.

Another crew of young broadcasters is learning the ways of the industry these days, some in the very same ways you did. Others are attending Christian colleges where they learn not only about the industry but also about the biblical basis of their on-air message as well.

All of these newcomers can benefit from the wisdom and advice of religious broadcasting professionals like you. That's an important reason why the Intercollegiate Religious Broadcasters (IRB) was formed as a division of the NRB – to allow student broadcasters to learn more about religious broadcasting from the people whom God has used to reach millions with His Word.

Sometimes IRB's interaction with members of the NRB has been limited by the crazy schedules that we both try to handle. Yet, there are several ways in which you can get involved, ones that can benefit both you and the students.

IRB at NRB '99

If your organization is looking for quality interns or new employees, then you'll want to sign up now for the NRB '99 Jobs Fair with Anne Zdobysz in the NRB membership department. IRB expects more than 100 students will attend this year's Jobs Fair on Tuesday, Feb. 2. It's a chance for you to match up with a quality Christian student or graduate who can fill a needed position in your organization. The IRB and the membership department,

along with Intereristo, are sponsoring this year's Jobs Fair as a service to you and the students.

Other opportunities exist for your participation. Each year, the IRB leadership seeks ideas for panels at the annual NRB convention that expose students to the challenges and joys of working in Christian broadcasting.

Also, the IRB needs professional broadcasters to judge the Al Sanders contest, which will honor two students with scholarships totaling \$4500 at NRB '99. Students must research and then address current topics. This year's topics include how to use the

Internet for broadcast ministry, how small TV stations can adapt to the growing digital transformation and whether Christian radio stations can effectively reach both a Christian and a non-Christian audience. The committee thinks you'll be encouraged and challenged as you read different student responses to the same kinds of questions you're debating.

If you have some panel ideas, would like to be a panel member or are interested in reading a dozen or so of this year's Al Sanders scholarship entries, write me c/o Asbury College, 1 Macklem Drive, Wilmore, KY 40390 or e-mail dewalker@asbury.edu.

Regional Conventions

When NRB 2000 moves to Anaheim, CA, very few of our students from east of the Mississippi will be able to attend the convention because of the high costs involved. So, IRB would like to get as many of them as possible to the NRB regional conventions next fall.

As you meet to plan your 1999 regional conventions, please discuss ways you might incorporate that extra influx of students into your meetings. A number of regional chapters offer special student rates

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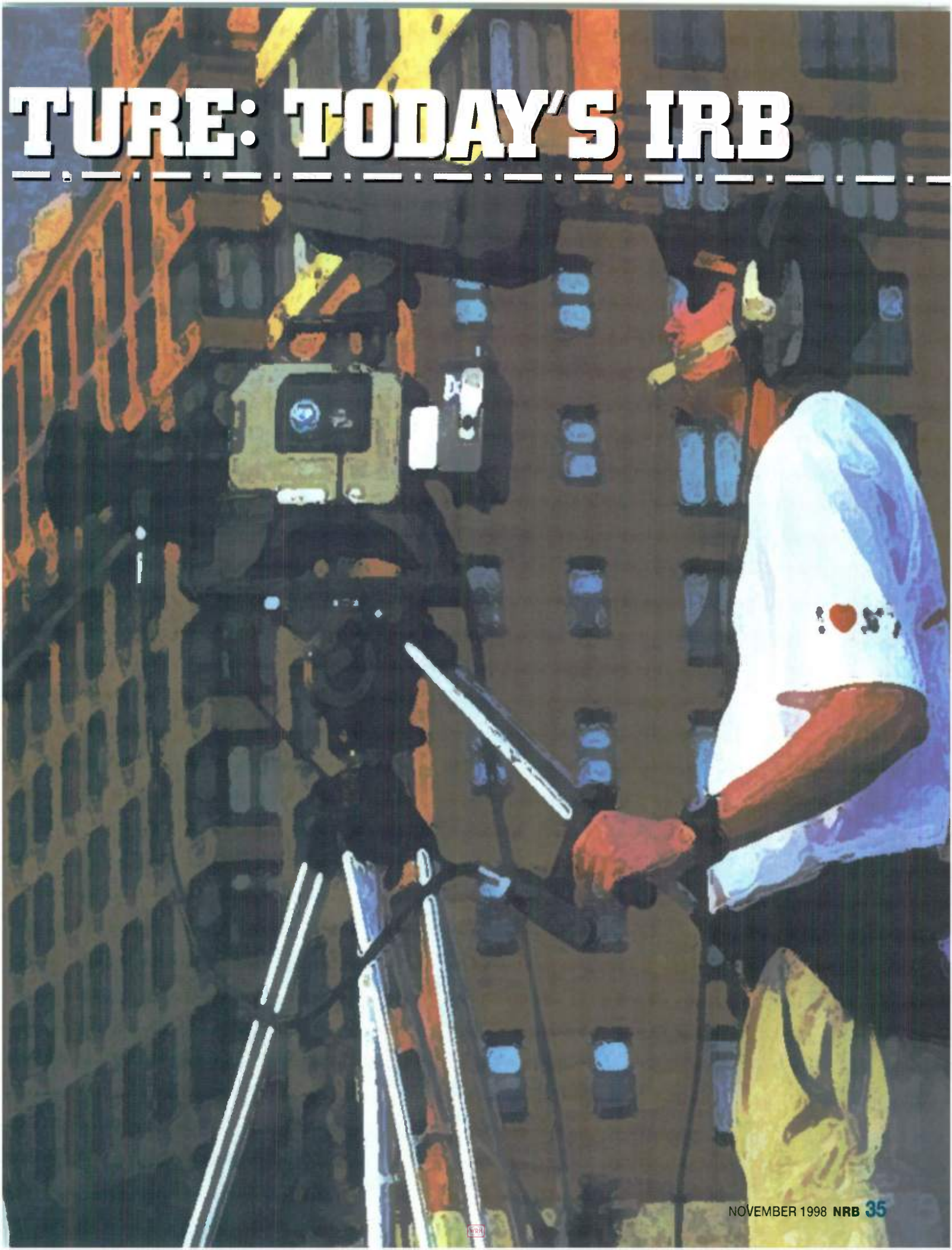
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Al Sanders SCHOLARSHIP Program

Opposite photo courtesy Asbury College

TURE: TODAY'S IRB



AN ACADEMIC ADVENTURE: TODAY'S IRB

and scholarships that are great incentives. Thank you for your generosity. The regionals will be a great opportunity for more of us to interact.

Expressing Gratitude

As we anticipate NRB '99, I can't help but look back to a moment many of you may remember. During NRB '98 in Washington, DC, college student Will Jenkins was called to the platform to receive the Al Sanders Scholarship. As Will jogged onto the stage, he ran up and gave NRB president Brandt Gustavson an enthusiastic hug of appreciation — and Gustavson hugged him back just as joyfully.

Each of us who work with IRB has felt that same appreciation for Gustavson's strong leadership (although we may not have given him the hug to show it!). But we've also been impressed by his

equally strong commitment to the students who will eventually move into positions of leadership within religious broadcasting.

The committee is dedicated to working with NRB to provide students with opportunities to learn more about religious broadcasting, to prepare themselves for careers in all phases of the broadcasting industry and to better understand the world they'll be entering. We feel NRB '99 in Nashville will be an ideal time to see that happen, and we look forward to working with many of you as part of that process.

Doug Walker serves as Intercollegiate Religious Broadcasters chair and is associate professor of communications at Asbury College in Wilmore, KY. He may be reached by telephone 606-858-3511, fax 606-858-3921 or e-mail dewalker@asbury.edu.



Today's grads are familiar with old and new technology.

Photo courtesy Huntington College.

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*Rate is for a representative Space configuration. Individual requirements may vary, resulting in a differing rate.

AN ACADEMIC ADVENTURE: TODAY'S IRB

Field Trips

by Lance Clark

Lights. Camera. Action!" Sound like Hollywood? Do not be fooled — it could be the video production unit at an IRB-affiliated Christian college or university nearby.

How many times have you thought about producing a promotional video for your ministry or organization but rejected the idea after realizing the huge expense? Some ministries cannot afford the top dollar production services that larger companies use. So instead of using a video in their campaign, they use only print media. In a day and age where more US households have television sets than telephones it is a must to use visual media whenever possible.

When I started teaching at Huntington College six years ago, I discovered a real need. The college had not produced a promotional video in several years. I approached the director of admissions and explained that our communication department could produce a video for a small fee or trade. In return they purchased some digital

editing equipment that we used to produce not one, but four promotional videos. As an added benefit, our students were able to be a part of the production process from storyboards to editing.

A few years later our denominational headquarters approached us to produce a mission video. Again, they did not have a large budget but wondered if we could help. Utilizing a small student staff we traveled to Jamaica for a two-week shoot. Back in the states we digitally edited it together.

Hundreds of VHS copies were then sent to churches throughout the United States as a promotional and fund-raising tool. It was so successful that they commissioned our production company to produce four more videos covering mission fields in New York, Los Angeles, Nicaragua, Honduras, Macau and Hong Kong. Each new video allowed lay people to see firsthand the positive outreaches of their mission department. They saved thousands of dollars and were able to get their message out in both print and video.

\$125 Cash Awards

1999 National Religious Broadcasters Student Awards Contest

Awards will be presented at the
NRB National Convention in
Nashville, TN

January 30-February 2, 1999

categories:

- demo tape
- PSA/ spiritual theme (1 minute or less)
- radio drama
- newscast/ news story

categories:

- PSA/ spiritual theme (1 minute or less)
- music video
- field production:
drama/ documentary
- studio production:
newscast/ drama/ local access show

radio

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AN ACADEMIC ADVENTURE: TODAY'S IRB

While mission video is a real passion for our communication department, we also service corporate and industrial needs as well. Several of our clients who thought they could not afford video were surprised at how affordable it really is. The money that is raised through our production work goes into our department budget and allows us to purchase new equipment and to maintain our growing needs.

Are there any drawbacks? Good question. Christian educators work in an academic environment and use these projects as a teaching tool. It is a classroom in the field. Therefore, clients need to be patient and willing to work within that environment. In some cases, production deadlines reflect academic goals and time frames. Productions are finished on time, but the process is structured in a way to teach the student and satisfy the client.

Another possible drawback is enhancements. If your ministry is looking for a lot of bells and whistles in your production, then you should seek the more expensive production houses. They will have more specific high-end 3-D modeling, rendering and graphic capabilities. However, if you're looking for a clean-cut message with hundreds of 2D and 3D effects, special wipes, transitions and effective titling, then an IRB-affiliated college/university will more than suffice.

Additionally, at a college production facility you can expect to

be a major part of the pre-production process. Clients play an active part in drafting the script and coordinating the production schedule. Larger production facilities possess the staff power to cover these areas. This is not so with many small colleges and universities. Your active participation will make the production much more cohesive and effective.

Huntington College is not alone in the field of on-campus production houses. In fact, you may be surprised to learn that there is probably an IRB-affiliated Christian college or university near you that can meet your video needs. Asbury College, Northwestern College, Spring Arbor College, Biola University, Evangel University and Regent University provide similar services. It is a win-win situation: students get a terrific opportunity to experience field production firsthand, you get a quality product.

I challenge you today to consider using an IRB-affiliated college or university to help reach your mission needs through video and media communication. It not only will be a real blessing to your ministry but also will be a huge blessing to the students and faculty who serve on your project.

Lance D. Clark serves as vice chair of Intercollegiate Religious Broadcasters and is an instructor of communication at Huntington (IN) College.

Lessons: Top 10 Things to Know About Recent Grads

by Dorie Shelby



Our grads are ready for a challenge! After four years of study, they are excited to be out of school and in the marketplace.



Our grads will rise to that challenge. They've studied, researched, tested and practiced for four years and are eager to put what they've learned to work for you.



Our grads probably know more than you might think. The communication field is very interactive and practical; most grads have had extensive hands-on experience by the time they graduate.



Our grads are surprisingly entrepreneurial. Many have started, or are working to start, their own business. Some have free-lanced their way through school.



Our grads have a thorough understanding of the past and present in the communications field. They understand and embrace new technology but they're also experienced in working with technology that has been the industry standard in the past. They can cut and splice or digitize.



Our grads are experienced team players and are comfortable working with a committed team.



Our grads can be described by a long list of adjectives: energetic, eager, dedicated, dependable, reliable, flexible, creative, intuitive and valuable.



Our grads are strongly committed and sincere in their faith.



Our grads want to be part of ministries committed to impacting people's lives. They have a strong desire to reach their generation with the Gospel.



Our grads want jobs!

Dorie Shelby is secretary of Intercollegiate Religious Broadcasters and is assistant professor in the department of communication at Spring Arbor (MI) College.

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

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

*For affiliate information, call Risa Hubbard of FamilyNet at 1-800-8 FAMNET.
For program and ad sales information, call Darin Davis of TimeRite, Inc. at 1-800-777-1127.*

 **FamilyNet**

Quality Christian Programming



AN ACADEMIC ADVENTURE: TODAY'S IRB

Electives: Students Design NRB '99

by Doug Walker

The IRB committee asked 50 college students what would make them want to come to an NRB convention. Their answers were straight to the point: to hear from people in the industry about how they got to where they are today, to improve their skills with hands-on seminars, to learn from what other schools are doing and to make contacts that can lead to internships and jobs.

The committee took their ideas and came up with some incredible opportunities for NRB '99 in Nashville, Tenn. These opportunities will not only benefit college students and professors but also industry professionals as well.

First, a panel of industry professionals will expose students and other guests to ways of finding and advancing in a job in this constantly changing industry. The panelists include Larry Black and Dick Marsh. Black has hosted a nationally syndicated radio show and has worked as a voice talent and film actor (check out the camp director in the first *Ernest* movie).

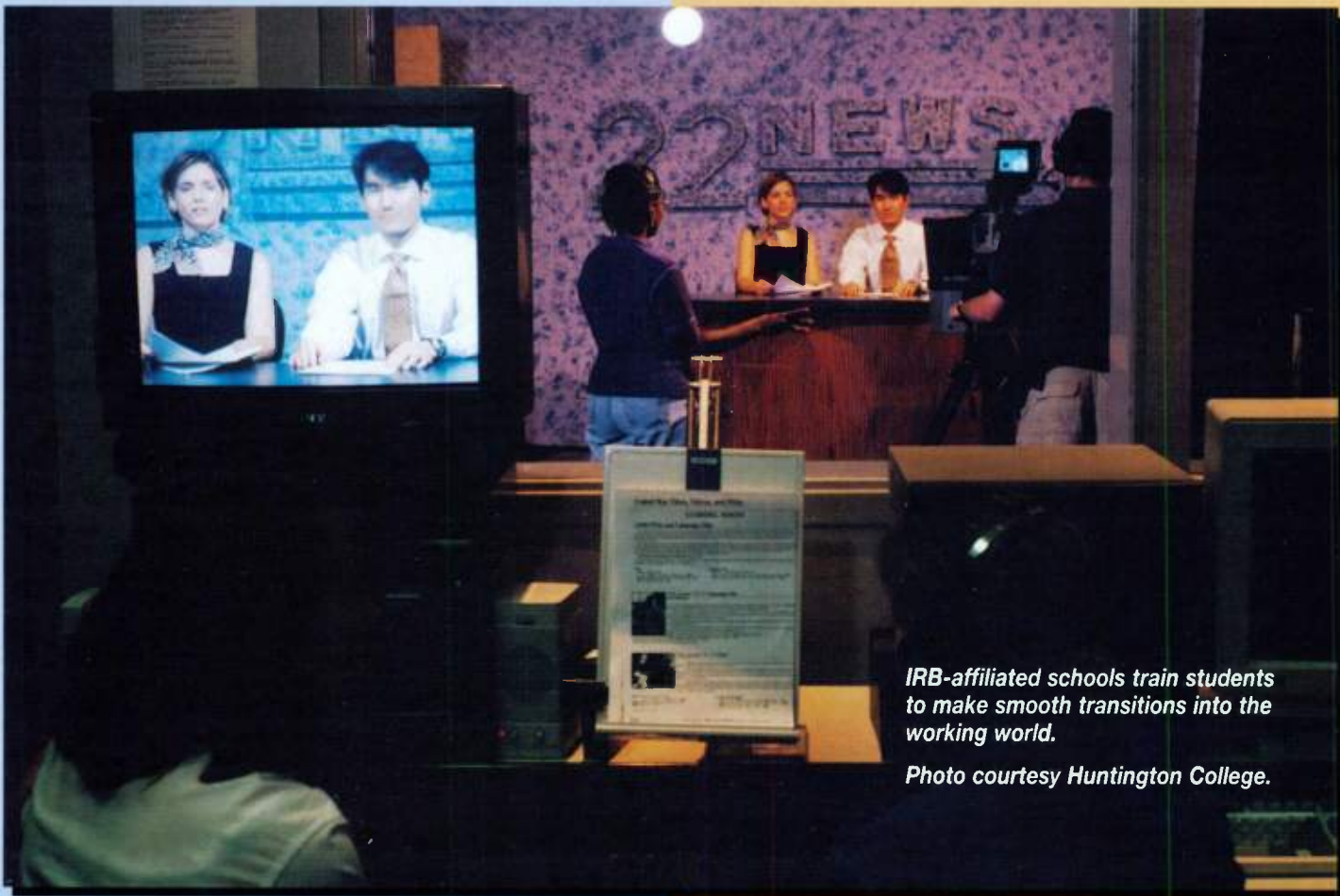
Marsh is a vice president for Mortenson Broadcasting. He will discuss the wide-open doors for those interested in broadcast sales. As an example, he cites a very recent Christian college graduate

working in broadcast-related sales who expects to be earning more than his professors (rich as they are!) in his first year. These panelists will be joined by other television and radio producers and executives.

On Saturday morning, Jan. 30, beginning students will take part in some intensive boot camps in non-commercial radio and television production. Other students will visit local production facilities where they can see the hands-on editing process that goes into some of the top production work in Nashville.

In addition, IRB is planning two sessions for students to get to know their peers from other schools and to exchange ideas about how they do local newscasts, radio programming and video productions. Many schools are doing incredible student production projects that can be duplicated in other locations: this is an opportunity for students to pool their knowledge and teach one another.

Other innovative ideas may be useful to your school as well. For instance, several Christian college radio stations are already banding together this fall to begin a college radio charting service. Their air-play statistics will be sent to the record companies as a means of increasing the exposure of college radio. Students working on this project will share more about it at one of the NRB '99 IRB sessions.



IRB-affiliated schools train students to make smooth transitions into the working world.

Photo courtesy Huntington College.

Call the Pioneers!



Courtesy, Colorado Historical Society F20.275

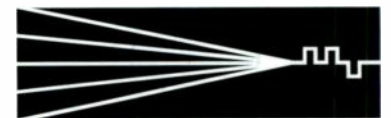
Back in 1988 when NSN introduced VSAT satellite technology to the broadcast industry, there were fewer than 1,500 VSAT terminals in the USA. Today there are over 150,000!

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

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

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AN ACADEMIC ADVENTURE: TODAY'S IRB

Not all broadcasting students at Christian colleges go on to work for Christian organizations. Recognizing their needs as well as the needs of those pointing toward Christian broadcasting careers, these seminars and workshops are designed to help both types of students as they seek to be obedient to God's call on their lives.

Many college seniors approach January wondering where they'll work in the next year. Last year, IRB sponsored a Jobs Fair with more than 15 employers meeting with students looking for work. Contacts made that day led to internships and jobs. This year, the committee

wants to do the same thing, making it larger and even more useful.

Tuesday, Feb. 2, students will be able to sign up for appointments with radio and TV station executives as well as production managers who will be looking for interns and employees. Face-to-face interviews not only open doors to future jobs, but also teach students more about how to do their best in the interviewing process.

Check out the Web site (www.nrb.org, including the IRB site under the membership subheading) and let me know if you have any questions. Then come and join the adventure!

Class Schedule: IRB at NRB'99

by Doug Walker

Saturday, Jan. 30

- 3 p.m. So That's How You Do That (Student discussion groups on campus radio and TV stations and video ministries on ideas that have worked at different schools)
- 4:15 p.m. Faculty/Student Paper Presentation: Media & Messages: Communication that Works (Moderator: Chuck Pollak, Northwestern

College; panelists will include Will Jenkins, 1998 winner of the Al Sanders scholarship)

Sunday, Jan. 31

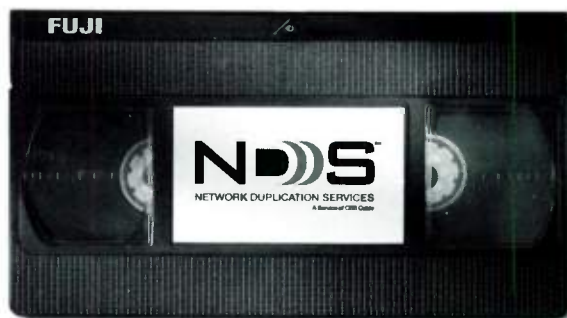
- 1:30 p.m. Industry Panel: Putting Yourself in Position to Find the Right Job (Panelists include Dick Marsh and Larry Black; others TBA)
- 3:00 p.m. IRB Planning Session and Election

(Moderator: Doug Walker, Asbury College)

- 3:45 p.m. IRB Awards Ceremony (Moderator: Lance Clark, Huntington College)
- 5 p.m. Reception and Super Bowl Party following Awards Ceremony

Tuesday, Feb. 2

- 8-10 a.m. Jobs Fair



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Anatomy of a Lie



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. He can be reached via fax 616-698-3223 or e-mail jonathan.petersen@zph.com

Truth-telling is what you are all about. As a Christian broadcaster, you're in the ministry (and business) of helping people honestly face their spiritual needs. Unfortunately, telling the truth in every instance may not always be as easy as we'd like. We don't have to live in Washington, DC, to get caught in a web of lies.

With honesty as the backdrop, this month's column features questions and answers with Diane Komp, M.D., professor of pediatrics at the Yale University School of Medicine and author of the new book, *Anatomy of a Lie* (1998, Zondervan Publishing House).

Do you think it's ever right to tell a lie?

Lying is inconsistent with the character of God. That's an excellent reason to be truthful, but there also is a practical reason why God tells us not to deceive. Lying is rarely a solitary practice. One person's lie can insidiously harm another.

God commands me to tell the truth, not so that I may feel righteous before him for my obedience, but for the benefit of my neighbor. The benefit that my neighbor reaps from my truthfulness is not only in personal safety, but as a glimpse of the image of God. The truth may make us miserable, but it does ultimately free us by revealing the face of God.

What about instances in World War II, when lives were saved because someone lied?

I'm fascinated how events of half a century ago in Europe can play such a central role in the moral life of modern pilgrims. Hitler's "Final Solution" was so unthinkable that we're still thinking about it today. In the quiet of our hearts we wonder if we would have the courage of a Bonhoeffer or a Ten Boom to defy a truly evil power. In one study of "the righteous ones" – Gentiles who risked their own lives for the sake of Jews – a common thread was found. These neighbors were open families who had always practiced hospitality, even before the Nazi crisis.

In Romans, Paul says, "Practice hospitality. Share with God's people who are in need." So I say be a good neighbor with the truth. What does my neighbor need? Sometimes my neighbor needs my words. If the prohibition against lying is for the sake of the neighbor, then is not the proclamation of truth for the same intent?

The psalmist speaks of God's love and truth as protection. But sometimes my neighbor needs my silence. Do my words offer hospitality, a neighborly hiding place? I seek conscientiously to be as truthful and neighborly as the law demands and holy hospitality requires.



How does God put up with our lies?

God loves the truth, but he loves us too. Because God is the Truth, his covenant with us survives. He forgives. Covenants survive, truth is tellable and truth is hearable if there's a servant relationship between the parties. That was the model that Jesus – the Way, the Truth and the Life – chose. In biblical terms, truthfulness and justice walk side by side.

The business world justifies lying at times. How do you respond to that?

A great irony is that good ethics help business. Customers don't return to a car dealership that has lied to them before. It pays to see your clients as your neighbors and reflect the image of God in your dealings with them. In the interest of good business, it's time for a little downsizing of corporate duplicity. Decency begins with you and me.

In his book *God's Outrageous Claims*, author Lee Strobel says, "The truth is that the ethical temperature of a company, an industry, or an entire nation will notch up only when individuals make the commitment, one by one, to morality in business."

You write of the importance of words in your book. Explain what you mean.

Words not only work my heart, they also work the heart of God. I can't move my words around as I alone see fit, like pawns on a cosmic chessboard. Words are a gift for which we must accept accountability if they are to reveal the image of God.

The way we express our ideas distinguishes us from the lower animals. Let words continue to work the earth of my heart in everything I say and write and hear. There are too many words in this world that "I'm sorry" just can't erase.

Let me close with what Dostoyevsky wrote in *Honesty*: "When we lie to ourselves, and believe our lies, we become unable to recognize truth, either in ourselves or in anyone else, and we end up losing respect for ourselves and for others.

"When we have no respect for anyone, we can no longer love, and, in order to divert ourselves, having no love in us, we yield to our impulses, indulge in the lowest forms of pleasure, and behave in the end like an animal, in satisfying our vices.

"And it all comes from lying — lying to others and ourselves." **NRB**

To interview Diane Komp, contact the Media Relations office at Zondervan Publishing House.

FCC Suspends EEO Rules



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

In the wake of the court decision striking down its broadcast equal employment opportunity (EEO) "outreach" rules, the FCC has suspended licensees' EEO filing requirements. This suspension — which affects the filing of annual EEO reports, as well as the more detailed forms submitted with renewal and station sale applications — will continue while the FCC considers its options in the wake of *Lutheran Church-Missouri Synod v. FCC*. Whether the suspension becomes permanent, however, may depend upon the legal strategy that the agency chooses to pursue.

History

As most religious broadcasters know, the LCMS decision grew out of an EEO-based challenge to the church's license renewal applications for two St. Louis-area radio stations. After an administrative hearing, the FCC concluded that the stations' minority recruitment endeavors during the 1983-90 license term were inadequate, partly because LCMS filled several jobs with students (or their spouses) at the Lutheran seminary where the stations are located. The FCC renewed the licenses but imposed special EEO reporting conditions on the stations; it also fined the church \$25,000 for an alleged "lack of candor" in responding to agency inquiries about its hiring criteria.

The church appealed the decision on several grounds. Its most prominent arguments concerned religious freedom: LCMS contended that it should be free to recruit and hire only co-religionists at its stations as Title VII, the nation's general employment statute, already permits. (In a separate proceeding, NRB urged — and the Commission eventually adopted — modification of its EEO policy to allow religious broadcasters to choose employees who share the licensee's faith. This amended policy still requires religious stations to seek out minorities and women within their congregational ranks.)

But the U.S. Court of Appeals for the D.C. Circuit decided LCMS on constitutional "equal protection" grounds instead. The court held that the FCC's detailed recruitment, assessment and record-keeping mandates "extend beyond outreach efforts and certainly influence ultimate hiring decisions" even if they do not "require hiring in accordance with fixed quotas." According to the three-judge panel, the rules — in conjunction with the agency's power to condition or deny station license renewals — impermissibly "pressure license-holders to engage in race-conscious hiring." Consequently, the court struck down the recruitment requirements imposed on all broadcasters, religious or secular.

The appellate panel did not invalidate the Commission's non-discrimination rule. However, the court ordered the FCC to determine whether it had any legal authority to impose such employment requirements on broadcasters.

In an effort to save its rules, the FCC in late summer asked the 11-judge appellate court to reconsider the panel's

decision. The D.C. Circuit rejected that request in September.

Options

This development leaves the Commission with two basic options: First, it could try to persuade the Supreme Court to overturn the lower court ruling and thereby preserve the old requirements. Second, the FCC could open a rulemaking proceeding to fashion a new EEO recruitment policy that would address the appellate court's concerns.

These strategies are not mutually exclusive, at least with respect to timing. The Commission has until mid-December to seek Supreme Court review. But even if the FCC does request such a review, the High Court is not obligated to take up the case. Moreover, it is not at all certain that the agency's position on the merits would prevail.

In the meantime, the Commission is likely to initiate a proceeding that could lead to the adoption of new EEO rules. Following the full appellate court's action in September, FCC Chairman William Kennard emphatically stated, "The Commission's most important undertaking now is promptly to revise the broadcast EEO rules. ... I expect we will issue a proposal before the end of the year so that we can adopt revised EEO rules as early as possible in 1999."

Contentious Proceeding

This new proceeding is certain to be contentious. At least one commissioner, Harold Furchtgott-Roth, expressed doubt "whether we possess statutory authority to regulate the employment practices of broadcasters at all." He notes that the appellate court seriously questioned whether the old rules actually enhanced "diversity of programming," as the agency has claimed.

Kennard and Furchtgott-Roth also offered differing views on what licensees should do in the interim. Kennard encourages broadcasters to continue monitoring EEO data — and even submit reports voluntarily "during the short filing hiatus" before the adoption of "appropriate revised rules." Furchtgott-Roth, on the other hand, said he saw no reason for broadcasters to take such actions because the old recruitment requirements were "null and void."

Notwithstanding these developments, Title VII imposes its own EEO requirements, including certain reporting requirements, and these mandates remain in place. Thus, broadcasters should consult communications and labor counsel before making any changes to their internal EEO compliance programs. NRB



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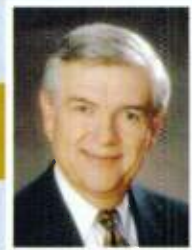
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*News/entertainment/information category—Source: Media Metrix PC Meter Report, June 1998

NRB998

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Driving Radio



Ronald Harris is executive vice president/CEO of Criswell Communications. He is a member of NRB's board of directors and is an officer of the Southwest chapter. He may be reached at 817-792-3800 or ronh@kccti.org.

Let's suppose that I drive an old Chevy Citation. While good in its day, this vehicle is now beginning to rust; it has more than a few dents, it rarely gets washed, much less waxed and polished. Why? Because I don't think it's worth the effort. It will get me where I need to go, but it doesn't make a positive impression on those who see me drive up.

However, what if that car were suddenly transformed into a new Lincoln Town Car? I would keep it clean inside and out. I would make sure it had the oil changed on a regular basis. And if it got a scratch or dent, I would see about getting it fixed as soon as possible. Why? Because now I think it would be worth all the effort.

Fuel up

In the months since the FCC removed the cap on the number of radio stations that can be owned, the shape of broadcasting has changed dramatically. Group buyers now own four, five and six stations in some markets, with 400 stations or more owned by one corporation.

Some will argue that this change puts extreme pressure on religious radio, causing some to sell out to major broadcast corporations during the buying frenzy. Others say it will allow group owners to maximize their efficiency, therefore keeping radio strong and viable for years to come. Only time will tell what will be the results of this rush to consolidate broadcast outlets.

One thing is certain. Major business groups are banking billions of dollars that radio is still a powerful tool, able to effectively deliver a message to the listener. This should not go unnoticed by Christian broadcasters. Whether we are commercial or non-commercial, AM or FM, we have a valuable resource to reach people with God's good news. In some respects, that Chevy Citation has just become a Lincoln Town Car.

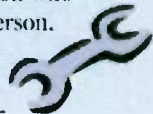


Keep in Good Repair

So what do we do to get the most out of this powerful tool? First, we need to make sure it is strong technically. We may not be able to upgrade all our equipment immediately, but we need to have a phased plan that will allow us to progressively improve our facilities. The acquisition of digital recorders and computer editing can be a first step, with appropriate processing and transmission upgrades planned for the future.

Use a Good Mechanic

We also must put our best foot forward with our on-air staff. Even though there is a growth of national satellite-fed programming, everyone is trying to make it sound local. That is because local listeners want to hear local people talk about local things. They want a friend at the radio station who cares about them and relates to them as a real person. We need an announcing staff who communicate on a one-to-one basis. Writing skills need to be improved. Creative production skills must be employed. Air checks and evaluations should be a part of everyone's experience on a regular basis.

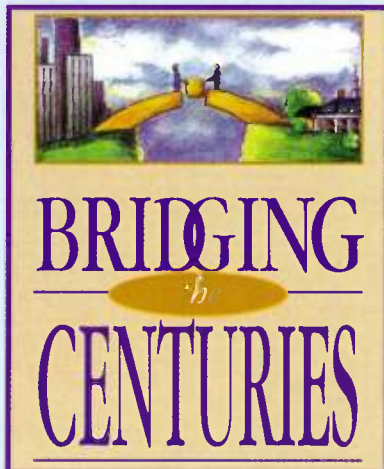


Point out Road Signs

At the same time, we need to learn to express the hope and joy we have in Christ in an honest and sincere way. The world is looking for truth. We have Truth, and we can openly share it if folks will listen. We must give them a reason to tune in and stay tuned.

Drive on!

Finally, we must set a high standard of excellence as we serve our Lord and King. There is no good excuse for being second best. We must be willing to be creative in how we share the message of Christ and His love. And we must be willing to "not be weary in well doing; for in due season we shall reap, if we faint not" (Galatians 6:9, KJV). ^{NRB}



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www.nrb.org/conv.htm

Y2K: Youth 2 the Kingdom



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. He can be reached at 864-585-4994 or jacke@soundoflight.com.

You see it everywhere. Y2K. The new millennium, the year 2000, computer problems, businesses crashing, anticipation of mass chaos. It all seems hopeless. Yet when it comes to the youth arena and ministry, organizations around the globe are using this historic event to present the Gospel to students in an incredible way! From Challenge 2000 to YouthLink to local ministries, youth leaders are capitalizing on the Y2K emphasis to bring Youth 2 (to) the Kingdom!

Y2K

What an opportunity we have to capitalize on this historic time! Jesus said that now is the day of salvation. And there are many who are looking to the year 2000 with anticipation. What should this Y2K event encourage us to do?

Share the Gospel

Share the Gospel unapologetically like never before. Students especially long to hear the truth presented in an unapologetic way. There are so many things vying for their attention and they long for truth. You and I know Jesus is the truth they seek.

Make Minutes Count

Make every minute count for Christ. Time is of the essence and with the coming millennium we have no time to waste. Examine your time commitments carefully. Make sure you are participating in God things, not just good things. Students especially over-commit themselves – how much of that are they seeing in us? There are more things than ever demanding students' time: school, jobs, extracurricular activities like sports and music, home obligations, etc.

Anticipate the Future

Look to the future with anticipation. Encourage students to do so. Students today are carrying a lot of baggage and they make plans without much consideration for the future. In all your broadcasting, educate them that they have a future in Christ. Jeremiah says, "God has a plan for you, a future and a hope." Not many of them know that in their hearts.

Trust God

Place the future in God's hands and encourage students to do the same. Remember the old saying: "I don't

know what the future holds but I know who holds the future." Remind students that Christ is trustworthy and the future is incredible with Him!

We can bring Youth 2 the Kingdom (Y2K) if we incorporate these ideas into our broadcasting.

E-mail me for more information on Challenge 2000, YouthLink or other millennium youth events. ^{NRB}

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Canadian Association of Broadcasters convention and national media expo; Vancouver (British Columbia) Trade and Convention Center. 613-233-4035.

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Broadcasting & Cable 1998 Hall of Fame Dinner; Marriott Marquis Hotel, New York City, NY. Calners Business Information 212-337-7158.

November 11-15

National Association of Farm Broadcasters 54th annual convention; Westin Crown Center, Kansas City, MO. 612-224-0508.

November 12-13

"Internet and the Law: Legal Fundamentals for the Internet User" seminar presented by *Government Institutes*; The Latham Hotel, Washington, DC. 301-921-2345.

November 14

Television News Center reporter training seminar; Ventana Productions, Washington, DC. 301-340-6160.

November 15-17

National Association of Broadcasters 1998 European Radio Conference; The Palace Hotel, Madrid, Spain. Mark Rebbholz 202-429-3191.

November 19

"Gender Differences: Leadership and Influence" seminar presented by *Women in Cable & Telecommunications*; Westin Tabor Center, Denver, CO. Laurie Empen 312-634-2353.

November 23

26th Annual International Emmy Awards, presented by the *International Council of NATAS*; New York (NY) Hilton Hotel. Linda Alexander 212-489-6969.

January 25-28, 1999

35th Annual National Association of Television Programming Executives conference and exhibition; Ernest Morial Convention Center, New Orleans, LA. 310-453-4440.

January 26-30

Christian Booksellers Association Expo; Nashville, TN. 719-576-7880.

January 28-February 2

56th Annual NRB Convention & Exposition; Opryland Hotel, Nashville, TN. 703-330-7000 or <http://www.nrb.org>.

February 25

22nd International Angel Awards press luncheon; Hollywood (CA) Roosevelt Hotel. 213-463-4728.

April 19-20

Television Bureau of Advertising annual marketing conference; Las Vegas (NV) Convention Center. 212-486-1111.

April 19-22

National Association of Broadcasters annual convention; Las Vegas (NV) Convention Center. 202-429-5300.

June 13-16

48th Annual National Cable Television Association convention and exposition; McCormick Place, Chicago, IL. Bobbie Boyd 202-775-3669.

June 27-29

Inspo '99; Northwestern College, St. Paul, MN. 651-631-5000.

NRB lists communication events free of charge. Please send information at least three months prior to the event to NRB Calendar, 7839 Ashton Ave., Manassas, VA 20109-2883, fax 703-330-6996 or e-mail cpryor@nrb.org.

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