

# NRB

National Religious Broadcast  
January 1999

COUNTRY MUSIC  
HALL OF FAME  
INDUCTED 1950

JOHNNY CASH

JANUARY 26, 1932 -

...A USES, FRIEND TO THE  
...GREAT NEGRO LEADER  
...ER IN THE SPIRITUAL  
...RTAINER. AN  
... HIS LOVE  
... WORLD  
... AS HE  
... THE

ROY ACUFF



#####3-DIGIT 900  
#BXNCJGJ#####9809  
#RBCQ 008715 6# MEDIA CONSULTAN 98  
DIEGO DOMINGO, MASS PRODS  
STANTON ASSOCIATES  
PO BOX 3930  
HOLLYWOOD CA 90028  
436

Preview  
NRB '99 — Nashville



# Thinking Outside the BOX

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*



**Total Living Network**

38 South Peoria • Chicago, IL 60607-2628  
Phone 312.433.3838 • Fax 312.433.3839





***As for you and  
your house,  
do you serve  
the Lord?***

## **LTI Net's internet access filters out pornography and obscenities to help protect you and your house.**

If you could offer family-friendly, filtered internet service to protect your family, children, and churches, and help fund your ministries, would you offer this to your listening audience?

LTI Net, Inc. is the world's largest filtered internet service provider that **does not offer an adult override option**, and that supports the Gospel of Jesus Christ.

- ***fundraising for  
Christian ministries  
including radio & tv***

- ***no adult override option***

- ***unlimited access for  
only \$21.95/month***

LTI Net, Inc. **will donate 10%** of the monthly access fee to your ministry for anyone that is referred by you.

We offer server based filtering so no additional software is needed to access the world wide web, only without the pornography and other objectionable material.

We maintain all new digital equipment for better quality service, and have experienced customer support representatives on duty to help with your technical questions.

Take a stand against pornography today! Sign up for unlimited filtered internet access and help fund the Gospel of Jesus Christ.

**1-800-433-4192**

**[www.ltinet.com](http://www.ltinet.com)**



**We're  
GOLD  
Again!**



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

*InfoCision Management*  
*Christian Telephone Fundraising Specialists*



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

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

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

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



# Marlin Maddoux



## 'Point of View'

- **Hard-Hitting Conservative Talk**
- **Already Clearing 350 Stations**

Put *Point of View* to work in your station's programming lineup.

2-4 p.m. Live Eastern

*For information call  
Tom Tradup 1-800-829-8111*

**USA**  
RADIO NETWORK



# FEATURES

## NRB '99 Swings by Nashville 38

BY SARAH E. SMITH

*Get your boots shined — it's time for your association to reprise its convention in Nashville, TN. Find out what Music City USA has in store for you.*



## It's a Juggle Out There 44

BY ROBIN JONES

*Before you go to Nashville for NRB '99, read a few lessons on how to do it all and survive.*

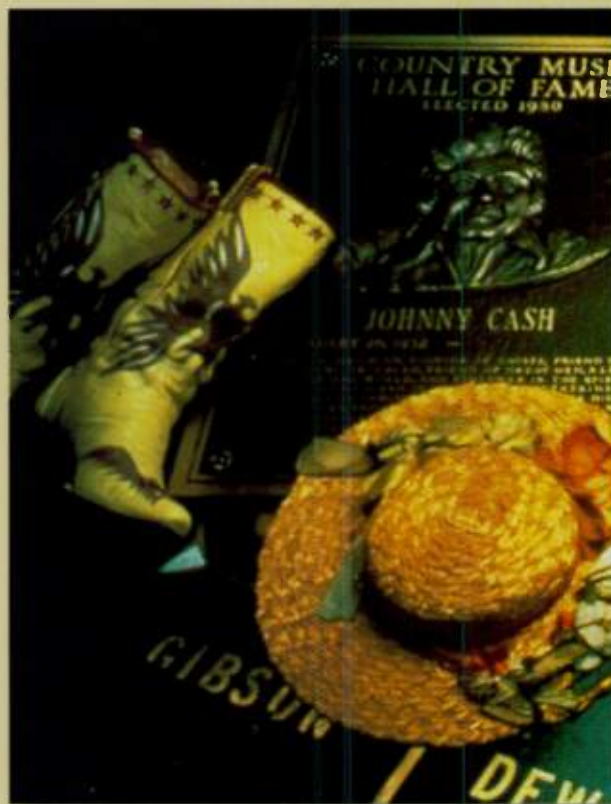
## Radio Demolition Crews 48

BY TOM TERRY

*Radio people in Houston, Texas, take sledgehammers to competition and spark a city-wide fasting and prayer movement.*



Page 48



Page 38

## IN EACH ISSUE

- 6** Calendar
- 8** Signing On  
BY E. BRANDT GUSTAVSON AND SUE BAHNER
- 10** Washington  
BY RICHARD WILEY
- 12** Trade Talk
- 54** Classifieds
- 56** Century Retrospective  
COMPILED BY KARL H. STOLL



# STAY TUNED

Hear the Latest from Briargate Media at the NRB National Convention

# FOR NEWS!

## Family Satellite Network Alliance

Drop by Briargate Media's hospitality suite\* Monday, February 1, at the National Religious Broadcasters Convention to hear all the details on the newly formed Family Satellite Network Alliance and how it will affect your station. Question and answer sessions begin at 11 a.m., 1:30 p.m. and 4:30 p.m.

## "Family News in Focus"®

Beginning at 9 a.m. Monday, February 1, in the same hospitality suite,\* meet with "Family News in Focus" commentator Bob Ditmer and hear the exciting plans for "Family News in Focus."

## "Washington Watch"®

Talk with the American family's greatest advocate, the Family Research Council, at a Washington Watch reception beginning at 5 p.m. on Tuesday, February 2, in the Nashville Ballroom of the Opryland Hotel. You'll meet the personalities that make this 90-second daily feature the program many Americans count on for the straight scoop on Washington.



# BRIARGATE

MEDIA

(719) 531-3300

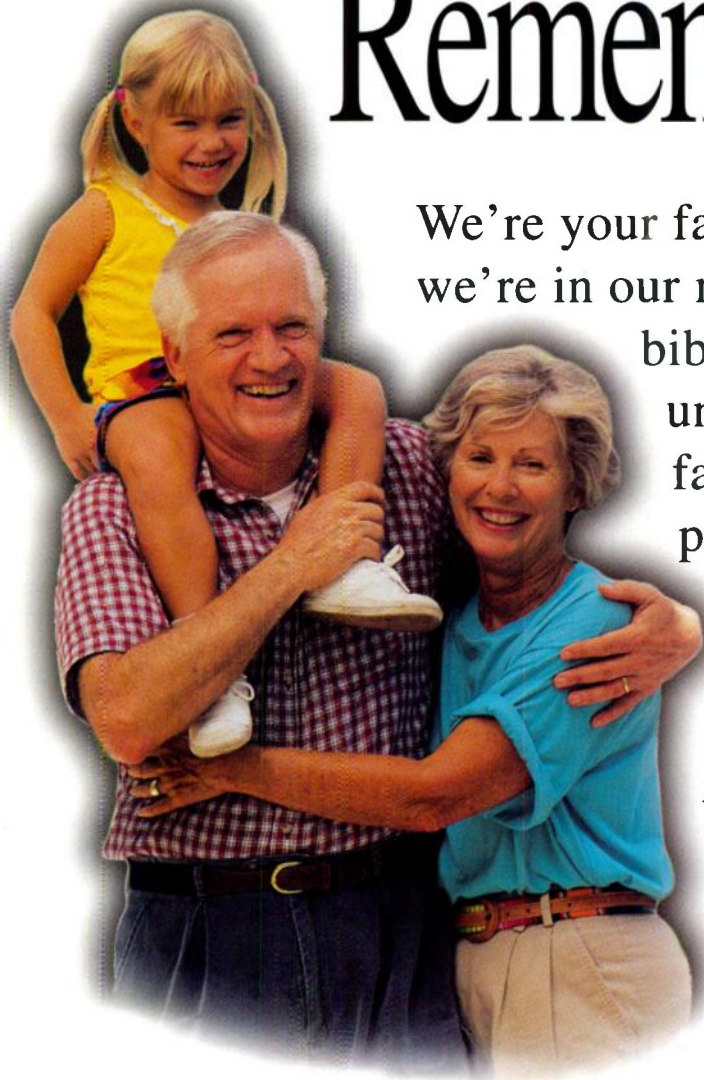
\*Please contact the Cascade or Magnolia Guest Services at the Opryland Hotel for the Briargate Media's hospitality suite number.







# Remember Us?



We're your faithful listeners. Now that we're in our midlife years, we need a biblical perspective on the unique challenges we're facing—like caring for aging parents, influencing grandchildren and preparing for the future. That's where *Confident Living* comes in—a program for us, a program for midlife and beyond.

## CONFIDENT *Living* for midlife and beyond

- Weekly live call-in each Saturday morning
- Two rebroadcasts on Sunday
- Daily five-minute features



Produced by Back to the Bible  
Distributed by the USA  
Radio Network



Program Hosts:  
Don Hawkins and Eunice Arant

Contact:

**Good Life Associates**

P.O. Box 81803 ■ Lincoln, NE ■ 68501  
Voice 402-464-6440 ■ Fax 402-464-6880

Visit us at NRB in the Belmont A Room



## Going After a New Agenda: Fasting and Prayer



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](mailto:bgustavson@nrb.org).

**J**anuary is a time of looking at life through new eyes. I recently read some frightening statistics from the Federal Bureau of Investigation. Is this the state of our nation?

- ✓ One violent crime every 17 seconds
- ✓ One property crime every three seconds
- ✓ One aggravated assault every 28 seconds
- ✓ One murder every 23 minutes
- ✓ One forcible rape every five minutes
- ✓ One robbery every 51 seconds
- ✓ One burglary every 12 seconds
- ✓ One child dies of gunshot wounds every two hours.

Did you know that the typical American child is 15 times more likely to be killed by gunfire than a child in strife-torn Northern Ireland? Or that the U.S. Department of Justice predicts that 83 percent of Americans will be victims of violent crime at least once?

A 1993 survey by the Josephson Institute of Ethics found striking news:

- ✓ Ninety-one percent of Americans admit to lying regularly to the people closest to them
- ✓ Seventy-seven percent see no point in observing the Sabbath
- ✓ Seventy-four percent would steal items from those who would not really miss them
- ✓ Fifty-five percent would consider cheating on their spouse
- ✓ Ninety-three percent of adults and teens say that "they and nobody else determine what is and what isn't moral in their lives."

Any of us who love Christ are shocked and dismayed at such demoralization, destruction and decay. Recently, NRB's executive committee met with Bill Bright, Steve Douglass and other team members of Campus Crusade for Christ regarding the perilous spiritual condition of our nation. We feel that NRB '99 is the time to call all of us to alert our audiences to the fact that only spiritual renewal and revival will save America.

You will hear strong emphasis on this during convention, with opportunities to commit to sacrificial prayer for ourselves, churches, communities and the nation. Throughout 1999, look for special updates on the prayer and fasting agenda in this magazine.

At the 1998 Southeast NRB convention, Dan Betzer reminded us that we're not in the radio/TV/cable/Webcast business. He said, "We're in the redemption business." He quoted from a small, crudely made sign in a country church in Missouri that read, "Ain't hardly been nobody ever saved but what was went after."

Let's go after them with much prayer and a loving heart. The soul of our nation is worth the price of our physical sacrifice. NRB

## NRB '99: A Family Celebration



Sue Bahner is president of CrossWay Consulting, member-at-large of NRB's executive committee and chairman of the radio and awards committees of NRB. She may be reached at 315-682-0834 or [CrosswayCn@aol.com](mailto:CrosswayCn@aol.com).

**T**here is great joy in anticipating a special moment in time. Everyone loves a celebration for family events, birthdays, holidays. I experience that joyous anticipation every year as the days approach for the NRB family to gather for the annual convention.

I remember previous times and the pleasure of seeing friends and enjoying sweet fellowship. I have learned about the industry through workshop presenters. My heart and mind have been edified by gifted teachers and musicians. I have seen the latest technology and walked the display floor where there is a plethora of information. All this and more I will experience again this year. And the golden thread that binds it all into a tapestry is people! NRB is people.

Since last year, some of us have persevered through trials great and small ... perceptiveness has given some of us a new appreciation for the powerful ministry know as "religious broadcasting" ... heightened perspicacity has given others in our family greater discernment. So we gather, not knowing what has happened in the life of the person we sit next to, see in the elevator or talk to at a reception.

But this is a certain thing: we will all come to the convention carrying not only our suitcases, but also the baggage of the year past. For some that baggage is very heavy. Others travel light. We will gather to learn more about the world in which we function ... the world of religious broadcasting ... the world our gracious God has created through the miracle of ever-changing technology.

As we greet friends old and new, let us offer one another the gift of encouragement. What a wonderful memory that will be as we look ahead to the year 2000. Let's celebrate the future together ... for He who loves us holds that future in His hands. See you in Nashville! NRB



# America's Soul Is Being Torn Apart

## Endorsed By:

**CHUCK COLSON**  
CHAIRMAN, PRISON FELLOWSHIP  
MINISTRIES

"In *Red Sky in the Morning*, Bill Bright and John Damaese help us escape our own limited, myopic view of the world...this is a brilliant work. You are in for a rich experience."

**JOHN ASHCROFT**  
UNITED STATES SENATOR  
MISSOURI

"Bill Bright and John Damaese seek to summon this great nation to its highest and best. Their challenging call is for America to reclaim the core values of religion and morality upon which our country was founded."

**BILL MCCARTNEY**  
FOUNDER AND CEO  
PROMISE KEEPERS

"...one of the books for our time, *Red Sky in the Morning* is a message from the very heart of God. If you care about the future of our country, read this book!"

**EDWIN MEESE III**  
THE HERITAGE FOUNDATION  
FORMER U.S. ATTORNEY GENERAL

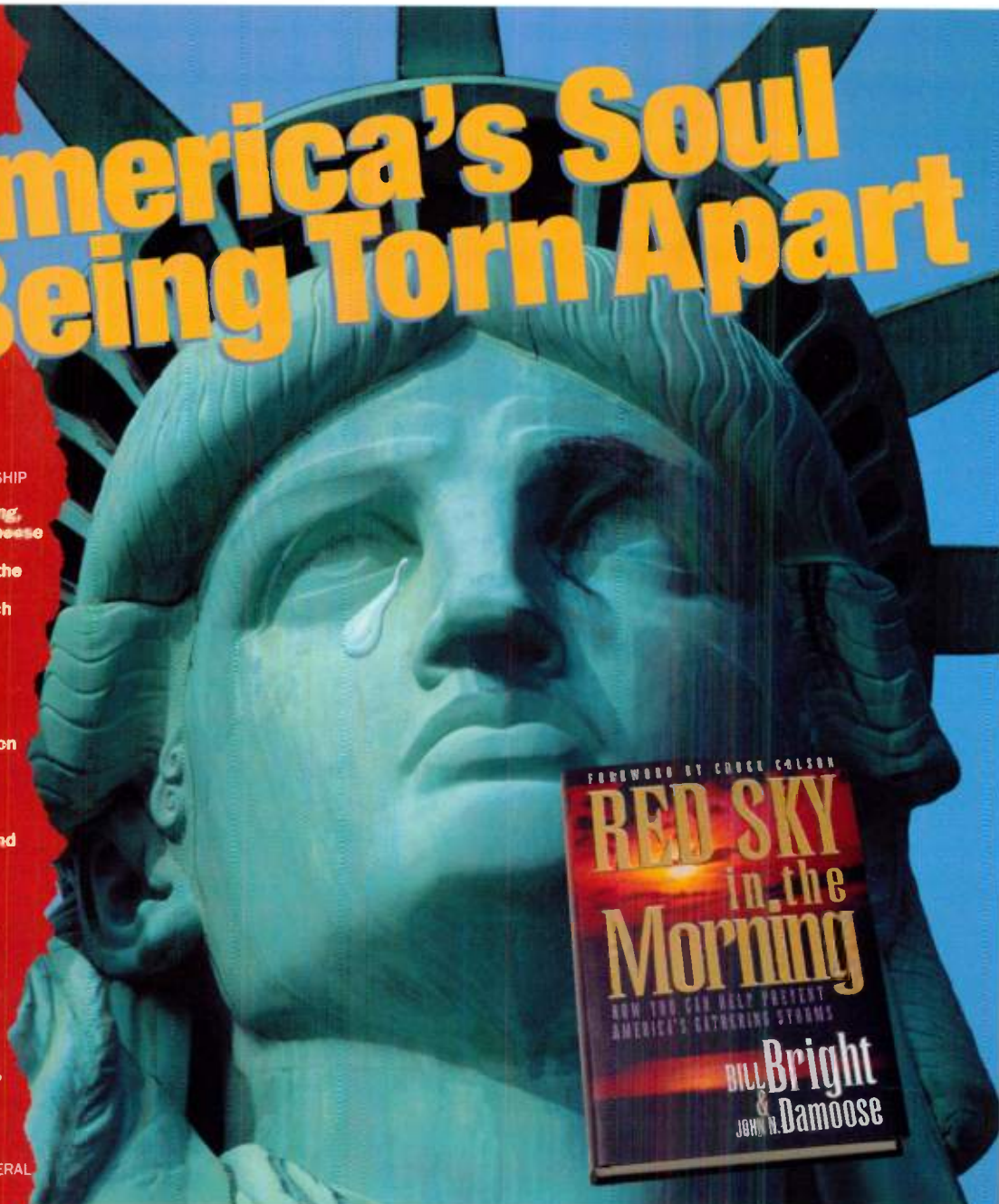
**JAY ALAN SEKULOW**  
CHIEF COUNSEL,  
AMERICAN CENTER  
FOR LAW AND JUSTICE

**TED BAEHR, Ph.D.**  
CHRISTIAN FILM AND  
TELEVISION COMMISSION

**GEORGE GALLUP, JR.**  
CHAIRMAN,  
THE GEORGE H. GALLUP  
INTERNATIONAL INSTITUTE

**D. JAMES KENNEDY**  
SR. MINISTER, CORAL RIDGE  
PRESBYTERIAN CHURCH

and many more!



## You can be a part of mending it.

Many Americans sense something is deeply wrong with our nation. Our social fabric is being ripped apart with scandal, crime and immorality.

The root problem is that there has been a great moral disconnect!

We have largely abandoned the Judeo-Christian heritage upon which America was founded.

Discover the problems facing our families, communities, churches, government and nation.

Prepare yourself to help restore America as you join with others to implement a national plan for the rebirth of our nation.

Get your copy of  
**Red Sky in the Morning**  
today!



Freedom Ministries  
of America

Available through your favorite bookseller or by calling **1-800-235-7255**  
or faxing **1-800-514-7072** or from our website: **www.rsm.com**



Campus Crusade  
for Christ  
International

Visit us at Booth #2017. Check Convention Schedule for book signings.

Source Key: NRB9



## EEO Proposals and Noncom Application Procedures

The FCC opened two rulemaking proceedings with significant import for religious broadcasters: a proposal for new equal employment opportunity (EEO) rules and several proposals for procedures to choose among competing applicants for a noncommercial station license.

### Proposed EEO Rules

As discussed previously in this column, a contested license renewal involving two religious radio stations led to a court decision striking down much of the Commission's EEO requirements. The rules directly at issue in *Lutheran Church-Missouri Synod v. FCC* were the so-called affirmative action obligations, which required broadcasters to keep detailed records of their recruiting efforts and their record of hiring and promoting women and minority employees — data which then was compared to census statistics for their local communities. The appellate court held that these rules were unconstitutional because they "pressure[d] stations to maintain a work force that mirrors the racial breakdown of their 'metropolitan statistical area.'"

The agency now is seeking comment on a proposal to require broadcasters to continue making "outreach efforts" to minority and female applicants without also obligating licensees to compare their work force demographics to those of the local labor force. The Commission offers several options for implementing its outreach goals, including 1) deferring to broadcasters' discretion the best range of recruitment sources to be used, and 2) establishing a fixed minimum number of both general and targeted sources through which licensees must publicize vacant positions.

Yet the FCC also proposes to reinstate broadcasters' obligation to collect station employment data and report it to the agency, as stations once did via Annual Employment Reports. The Commission asserts that this data would be used solely to monitor industry trends.

Another component of the old EEO rules — which prohibited licensees from discriminating on the basis of race, gender, ethnic background, or religion — was not struck down, although the court called into question the FCC's power to impose those requirements. The agency asserts that it does have statutory authority to retain the anti-discrimination rules but proposes a change targeted to religious broadcasters: it would codify in its rules the principle that religious broadcasters may establish faith or denominational affiliation as a bona fide occupational qualification for all radio station employees.

This proposal would formalize the results achieved in 1998, when the Commission granted NRB's request to modify the so-called *King's Garden* policy (which had limited religious-based qualifications to positions involved in over-the-air "espousal" of religious viewpoints). NRB will submit comments in support of this proposal.

Deadlines for submitting comments in the EEO proceeding recently were extended to January 19, 1999, for initial comments and February 18, 1999, for reply comments. The FCC Notice of Proposed Rulemaking is available on the agency's Web site:

[www.fcc.gov/fcc98305.txt](http://www.fcc.gov/fcc98305.txt) (text version lacking footnotes)

[www.fcc.gov/fcc98317.pdf](http://www.fcc.gov/fcc98317.pdf) (Acrobat version)

[www.fcc.gov/fcc98305.wp](http://www.fcc.gov/fcc98305.wp) (WordPerfect version)

### Procedures for Selecting Noncommercial Licensees

The Commission also opened a proceeding to establish new methods for choosing among multiple applicants competing for the same noncommercial educational ("NCE") license. The FCC is considering different procedures to govern two contexts: 1) when the station at issue is reserved for NCE purposes, and 2) when the station is commercial but at least one of the applicants is a noncommercial entity.

For the "reserved" spectrum involving competing NCE applicants, the FCC is seriously considering two options: a lottery system and a "point" system. The current backlog of contested license applications — which number about 800 — has caused the agency to essentially reject a possible third option of retaining the old comparative hearing procedures which, the Commission notes, consume a considerable amount of time and financial resources.

The proposed lottery system would be a relatively straightforward method of random selection based on chance. However, the FCC proposes to use a number of weighting factors in order to promote its goals of increasing control by minority groups and diversification of ownership. Circumstances that would be awarded extra "weight" — and therefore improve the likelihood of winning the license — include minority ownership and lack of ownership in other media.

Under the proposed point system, the agency assigns points to applicants with certain special characteristics and awards a license to the competing applicant with the highest score. Points would be awarded to serve various Commission goals, including local diversity, first-time NCE service in a community, minority ownership, operation in conjunction with an existing public education plan (such as a statewide network) and station leadership that is "broadly representative of the community."

Where commercial frequencies are involved, the FCC historically has allowed NCE applicants to either petition to reserve the channel for noncommercial purposes or compete against commercial applicants in the comparative review process. However, the Balanced Budget Act of 1997 now requires competitive bidding (i.e., auctions) for commercial channels — while forbidding auctions where a noncommercial applicant is involved. As a result, the agency is considering a broad range of options in determining how to assign commercial channels when commercial and noncommercial applicants seek the same frequency.

The proposals involve 1) barring NCE applicants from applying for these stations, 2) changing reallocation procedures to make it easier to reserve the spectrum for NCE use or 3) some hybrid approach that would mix and match aspects of both commercial and NCE processes.

Because many religious broadcasters have applications for NCE stations pending before the Commission, careful review of these proposals is recommended. The FCC Notice for this proceeding is available via the agency's Web site at [www.fcc.gov/fcc98269.txt](http://www.fcc.gov/fcc98269.txt).

Deadlines for comments recently were extended: initial comments now are due January 28, 1999, with replies due March 15, 1999. <sup>NRB</sup>



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 column by partner Rosemary C. Harold.



# REMEMBER *when* YOUR AUDIENCE REALLY GOT INVOLVED?

**R**emember when church members really cared about their church family? They'd sit on the edge of the pew, really listening to sermons, paying attention to you. They were generous, loyal, active, and quick to respond.

Well, that congregation's still out there. Now they're logged on to the Involved Christian Radio Network. They're still the same thoughtful, salt-of-the-earth church community they used to be, but now they're Internet-savvy – and

they're eager for good biblically based broadcasts like yours.

Unlike other Christian audio websites that randomly draw a general audience, ICRN attracts an audience that's awake and focused.

This audience is ready to hear and respond to your message.

Reach the best audience on the web for six months free. Contact ICRN Station Manager Rachel Homor: 206-682-3035 (ext.543) or [rhomor@thedomaingroup.com](mailto:rhomor@thedomaingroup.com).



WHERE THE BEST AUDIENCE FINDS YOU

VISIT [WWW.ICRN.COM](http://WWW.ICRN.COM)





## Airwave Anniversaries

Erie, PA – A Visit With the Joneses, Inc. recently celebrated its 50th anniversary. Radio programs have aired continuously since November 1948. (Carol Jones Saint, 814-459-0964)



The Jones family in 1948 (L - R): Ruth, Edmund, Bert Le Roy, Carol, Raymond, Mrs. Bert and Rev. Bert Jones.

San Juan, PR – WIVV-AM/Lesser Antilles celebrated its 42nd anniversary on December 8. (Ruth Luttrell, 787-724-2727)



Russ Bixler

Wall, PA – Russ and Norma Bixler, founders of Cornerstone TeleVision, celebrate their 20th anniversary of broadcasting in 1999. The station went on the air in April 1979 and produces 15 original programs. (David Fleegeer, 412-824-3930)



## Airwave News

Columbus, OH – The Christian musical feature film, *Nazaraana (The Gift)*, has been awarded the second-place Bronze Plaque at the 46th Columbus International Film Festival held in October. The film is based on a true story from Philip Yancey's book, *Where Is God When It Hurts?* (256-726-7189)



Tulsa, OK – After a year of successful test marketing, All American Syndication, in conjunction with All American Network, is preparing for the national syndication of *24/Seven*, a Christian music video program based in Albuquerque, NM. The program has been packaged to fit three distinct demographics: alternative, pop and urban. (Chad Bonham, 918-307-2700)

St. Louis, MO – Lutheran Hour Ministries' animated television specials, *The Puzzle Club Christmas Mystery* and *Red Boots for Christmas*, were heard for the first time in all-new radio drama formats. The specials aired in markets across the United States on the Children's Sunshine Network and are available in RealAudio at Lutheran Hour Ministries' *Wired with the Word* Web site at [www.lhm.org](http://www.lhm.org). (Susane Jenkins, 800-944-3450, ext. 269)



## International Lutheran Hour Ministries

Minneapolis, MN – In December, Mission America began a daily 90-second radio program produced by Westar Media Group, Inc. The program's purpose is to lift up the vision of Celebrate Jesus 2000 and to highlight the ministry efforts of Mission America's partners. (Larry Myers, 719-536-9000, ext. 120)

Universal City, CA – In an unprecedented promotion in theatrical distribution, DreamWorks SKG announced an agreement with Wal-Mart, the nation's top retailer, for the release of the epic drama, *The Prince of Egypt*. Beginning in November, consumers were able to purchase commemorative tickets to *The Prince of Egypt* at Wal-Mart as part of an exclusive gift pack. The tickets are redeemable for adult or child admissions to any showing of the film, marking the first time that retail shoppers can buy advance tickets redeemable at any theater, any time during the film's run, subject to the theater's normal seating capacity. (Vivian Mayer, 818-733-6674)

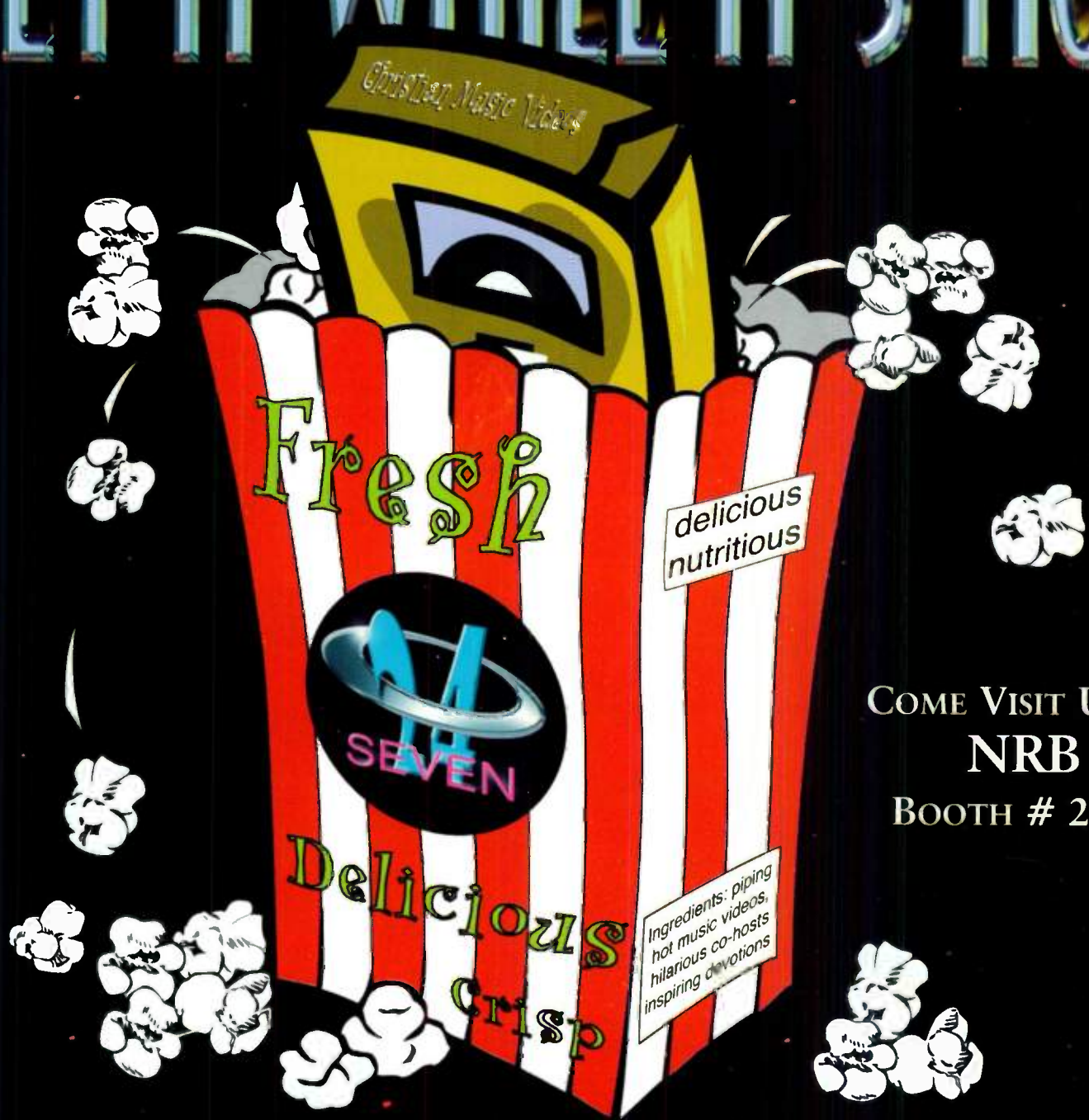


Cary, NC – Trans World Radio has launched a new broadcasting initiative to North America – a first after nearly 45 years of ministry overseas. The venture includes a radio partnership with the American Bible Society, non-English broadcasting opportunities and Internet programming through several innovative companies. (David McCreary, 919-460-3778)

Los Angeles, CA – Guidelines for creating quality educational children's programming were released in November by the Los Angeles-based nonprofit organizations Children's Action Network and Mediascope. *Building Blocks: A Guide for Creating Children's Educational Television*, created in



# GET IT WHILE IT'S HOT



COME VISIT US AT  
**NRB**  
BOOTH # 2523

“Thank you for providing your wonderful program. All American Syndication is on the forefront of Christian programming.” Kathleen Johnson, VP of programming, Dominion Sky Angel Satellite System

FOR YOUR PREVIEW COPY, CALL TOLL FREE (877) 466-3855  
ALL AMERICAN SYNDICATION TULSA, OKLAHOMA



response to mandates by Congress and the FCC, is the culmination of an unprecedented year-long voluntary effort that brought together more than 30 leading TV producers and executives, as well as educators and children's advocates from across the nation. The committee also included local TV broadcasters, the group in danger of losing their licenses if programs fail to meet the FCC standards for children's educational television. The Children's Television Rules of 1996 called for broadcast stations to offer a minimum of three hours of children's educational programming each week.

*Building Blocks* focuses on these key points:

1. Overview of expert opinions on how children understand and learn from television
2. Suggestions as to possible themes for educational TV
3. Checklist to measure educational components of programs

4. Resources for parents and advocates

(Greg Ptacek, 213-660-1935)

West Palm Beach, FL – WAY-FM is teaming up with recording artist Jennifer Knapp and mission organization World Servants for their second annual mission trip to the Dominican Republic on July 24-August 1, 1999. The group will go to Los Alcorrizos to build an addition to a children's clinic. (Taylor, 561-881-1929)



Steve Boalt

Deerfield Beach, FL – Following four months of selective on-air testing, Food for the Poor's daily three-minute radio feature, *Angels of the Poor*, is ready to take the nation on a trip to the third world. Steve Boalt, Food for the Poor's North American Ministry Director, hosts the program, which spotlights ministries and individuals in extreme poverty and provides an opportunity for listeners to travel to the third world via the theater of the mind. (954-427-2222)

Atlanta, GA – *Leading the Way* with Dr. Michael Youssef, an international radio outreach, completed its first radio rally in partnership with Salem's WWDJ-AM/Hackensack, NJ, in October. Youssef is a client of GSF & Associates, based in Nashville, TN. (615-361-1810)



L-R: Joe Davis (WWDJ), Robin Jones (GSF & Associates), Michael Youssef and Paul Virts at Youssef's first radio rally.



PARACLETE VIDEO  
PRODUCTIONS

Brewster, MA – Paraclete Video Productions is currently collaborating with

Hollywood director Michael Rhodes on the video production of the Christmas play, *Keeper of the Peace*. Rhodes directs episodic television, movies for television, mini-series and feature films, with recent credits of *Hyperion Bay*, *Promised Land* and *Beverly Hills 90210*. *Keeper of the Peace* will be released in the spring. (Dan Ford, 508-240-1563)

Minneapolis, MN – KYCR-AM/Minneapolis, MN, and Pamplin Music recently hosted a lunch event with Nikki Leonti as part of her first Twin Cities promotional tour. Station personalities Glen Lewerenz, Brian Fisher and eight listeners had the opportunity to dine and chat with Leonti at Doolittles, an aviation-themed restaurant. (Brian Fisher, 651-405-8800)



## International Airwaves

Atlanta, GA – Yachad Ministries, a Messianic ministry based in Atlanta, announced that a trip to Argentina brought the Gospel message to thousands of Jews and marked the beginning of a new and powerful outreach to South America. From October 31 to November 10, a 52-member team from the United States and Great Britain traveled to Rosario, a city of one million people located northwest of Buenos Aires. Several well-known Christian artists and media personalities made the trip, including Jamie Lash, host of *Jewish Jewels*, a TV program broadcast on Christian stations across the United States. (Rabbi Scott Sekulow, 770-641-1336)

Grand Rapids, MI – Mission Network News (MNN) offers broadcasters and ministries the opportunity to share news of special events and ministries to millions in North America and around the world. The radio outreach includes more than 900 stations in North America and four other continents through NRB member HCJB World Radio. MNN's Internet outreach receives nearly a quarter million hits monthly. (Mark Sigmon, 800-284-9361)



MISSION NETWORK  
NEWS

Fullerton, CA – In November, Merce Ships' *Caribbean Mercy* was redirected to Central America to bring aid to the victims of Hurricane Mitch in what the international relief organiza-



# BOTT RADIO NETWORK

Quality Bible Teaching • Christian News & Information

*"Our Company Is Known...By The Company We Keep!"*



**James Dobson**  
*Focus on the Family*



**Chuck Swindoll**  
*Insight for Living*



**Charles Stanley**  
*In Touch*



**June Hunt**  
*Hope for the Heart  
Hope in the Night*



**David Jeremiah**  
*Turning Point*



**Bill Bright**  
*World Changers*



**D. James Kennedy**  
*Truths That Transform*



**Kay Arthur**  
*Precept*



**John MacArthur**  
*Grace to You*



**Dennis Rainey**  
*Family Life Today*



**Woodrow Kroll**  
*Back to the Bible*



**Steve Brown**  
*Key Life*



**Beverly LaHate**  
*Beverly LaHate 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 Bott Radio Network ... You're In Good Company!**



**Rich Bott, II**  
*Vice-President*



A Service of  
**BOTT RADIO NETWORK**

KCCV-AM KCCV-FM KSIV-AM KSIV-FM KOCV-AM KOCV-FM WCRV-AM WFCV-AM KC/W-FM KCVT-FM KAYX-FM KUTE-FM KLCV-FM KOV-FM  
Kansas City Kansas City St. Louis St. Louis Oklahoma City Shawnee Memphis Ft. Wayne Wichita Topeka Richmond Knoxville Lincoln Fresno/Modesto



tion is calling "Operation Mercy." To assist, call 1-800-MERCY SHIP. (Ellen Galey, 714-738-1501, ext. 226)



## Internet Information

Grand Rapids, MI – *Children's Bible Hour* has been selected to receive a Links2Go Key Resource award in the RealAudio category, given specifically for its "Keys for Kids" audio site. Fewer than one Web page in one thousand is selected for inclusion. The *Children's Bible Hour* Web site, located at [www.ebhone.com](http://www.ebhone.com), receives 10,000 to 12,000 daily hits. David Nicol is the Web master. (616-451-2009)



Brentwood, TN – On November 24, Essential Records recording artist Mukala launched the release of "Regret," the Christian music industry's first Internet single on the [www.MP3.com](http://www.MP3.com) Web site. The song appears on Mukala's debut album, *Fiction*. MP3 is the latest compression technology for computer sound files. Although its CD-comparable sound quality fostered a wave of underground pirating, of chief concern to the recording industry, Essential Records sees the technology as a marketing tool. (Rachel Murphy, 615-373-3950)



## Music Notes

Houston, TX – November 1, day four of John Glenn's historic return to space on the NASA shuttle *Discovery*, began with the sounds of Rockettown/Epic artist Chris Rice and his song, "Hallelujahs." Following the song, Mission Control at the Johnson Space Center greeted the crew with "Beautiful Sunday morning to you, *Discovery*." (Lesley Burbridge, 615-457-1405)



Nashville, TN – ForeFront Records artist Geoff Moore was recently presented with a plaque commemorating 10 years of child sponsorship with Compassion International. (615-771-2900)

New York, NY – Karen Clark-Sheards recently won "Best Gospel Album" for *Finally Karen*, her debut solo album on Island Inspirational (Island Black Music), at the Soul Train Lady of Soul Awards in Los Angeles. (Juanita Stephens, 718-858-2814)



Karen Clark-Sheards (L) and singer Chaka Khan at the Soul Train awards.

Nashville, TN – ForeFront Records announced the signing of Raze, a vocal pop group from Tulsa, OK, whose national debut EP, *That's The Way*, was released in December. Raze aims to reach young people through music and dance for the cause of Christ, offering high energy, vocally charged artistry that is capable of fitting into a variety of modern youth settings. The project features five radio-ready tracks plus three extended remixes. (Rachel Weddle, 615-771-2900, ext. 246)



Gary Oliver is flanked by Wright Music director of marketing Tim West (L) and vice president Brian Wieneke at his signing.

Nashville, TN – Singer/songwriter Gary Oliver recently signed an agreement with Wright Music. Oliver's live praise and worship project and video, *Just One Word*, was released in November. (Terri Todd, 615-320-3600)

Nashville, TN – More than 15 years after Keith Green died in a plane crash in 1982, Sparrow Records is planning an 18-month campaign to introduce a new generation to his music. The four-volume *Songs of Keith Green* series was released in November, followed by the re-release of the *Ministry Years* boxed set, a Keith Green video biography and a new recording of Green's popular *Songs for the Shepherd* album, re-recorded by today's performers.

Nashville, TN – The Ragamuffin Band recently completed a taping of *CCM Radio Countdown with Gary Chapman*. The Ragamuffins are on a national tour for *The Jesus Record*, featuring new songs by the late Rich Mullins. (Laura Davis, 615-457-1944)



Gary Chapman with the Ragamuffin Band, L-R, Mark Robertson, Chapman, Jimmy Abegg, Aaron Smith and Rick Elias.

Manassas, VA – A few of the musical guests scheduled for NRB '99: Gold City, Michelle Tumes, Vestal & The Happy Goodmans, Fernando Ortega, Sheila Walsh, NewSong, Kim Hill,



"THERE IS STILL A CROSS THAT  
BLEEDS AND A KING WHO REDEEMS"

"For the preaching of the cross is to them that perish foolishness;  
but unto us which are saved it is the power of God." —I Corinthians 1:18

## *BREAKTHROUGH WITH ROD PARSLEY*

Impacting millions with the life-changing Gospel of  
Jesus Christ through the weekly or daily  
Breakthrough broadcast seen on TBN, BET, INSP,  
LeSea, CTV, VISION networks, the Armed Forces  
Network, Enlacé Spanish network in Central and  
South America and numerous secular and Christian  
broadcast stations throughout North America.



*BREAKTHROUGH*

A MEDIA MINISTRY OF WORLD HARVEST CHURCH  
P O BOX 32932 • COLUMBUS OH 43232-0932



Portland, OR – Dan Sheets, former program director and operations manager of KCCS-AM/Salem, OR, has moved to Pamplin Broadcasting's Christian Hit format, KPAM-AM/Portland, OR, and its sister station, KZTU-AM/Eugene, OR. He also will serve as station manager of KZTU. (Darrell Kennedy, 503-251-1277)



Dan Sheets



## Technology

Liberty Lake, WA – Telect, Inc., a worldwide manufacturer of connectivity products for the communications industry, recently announced it is formally launching a new division, the Signal Management Group. The division will focus on marketing the company's comprehensive audio/video product line to the broadcast and entertainment industries (audio/video signal management), as well as to the emerging home area network market. (Julie Moser, 509-276-5990 or juliem@iea.com)



## Publishing

Virginia Beach, VA – Christian Broadcasting Network and Tyndale House Publishers have joined hands to promote Bible reading in America. "The Book" campaign will urge people to read *The Book*, an edition of the Bible in the New Living Translation that is easy to read. The \$7 million campaign will include national advertising on TV, radio, magazines and newspapers. *The Book* will be available on March 15. (Patty Silverman, 757-226-2456)

York, PA – Tracer Technologies announces the release of its 32-bit version of Diamond Cut's Audio Restoration Tools, an application designed for PC users who want to clean up old cylinder recordings, Edison Diamond Discs (verticals), old 78s (laterals), modern vinyl LPs, 45 rpm records and other recording mediums such as cassette, reel-to-reel tapes and movie soundtracks. List price is \$199. (Jeff Klinedinst, 717-843-5833)



Richmond, VA – Acoustical Solutions, Inc., of Richmond, VA, provides a complete line of sound and noise control products. From left to right: AlphaSorb Wall Panel, Sonex Acoustical Foam, Alpha Pyramid Acoustical Foam, Skyline Diffusor and Audioseal Sound Barrier. (Michael Binns, 800-782-5742)

LaFox, IL – Richardson Electronics, Ltd., a specialized international distributor of electronic components, equipment and assemblies, announced the acquisition of Sahabsa S.A., a broadcast transmitter and component distributor operating in Mexico. Sahabsa, whose representative list includes Harris Allied, Digitalink and Stabiline, will now expand its product offering to include Richardson's extensive inventory of CPI-Eimac power tubes and accessories, RF Gain RF amplifiers and studio products, including cathode ray tubes, microphones and engineering products from the industry's most recognized manufacturers. (David Ross, 630-208-2375 or daver@rell.com)



## Coverage!



No broadcast ministry can fulfill its mission without it. People don't listen to what they can't hear. All antennas are not equal. At Shively Labs, we've spent over 30 years engineering coverage and reliability into every antenna we build.

# Shively Labs

(207) 647-3327  
1-888-SHIVELY  
sales@shively.com  
www.shively.com  
FAX 647-8273

Lincoln, NE – *Back to the Bible* recently added *Back to the Bible* Publishing to its family of ministries. The new division announced its release of a new series of interactive Bible studies, *Interacting with God*. (Matt Poe 402-464-7200)



*a day  
late*

*can make you*

*more than*

*a dollar  
short.*

### ***Donation processing with 24-hour acknowledgement***

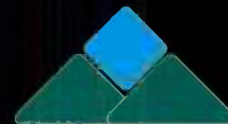
It's an industry fact that fast acknowledgement of gifts and donations makes good things happen for your organization. Responding quickly dramatically increases the probability of continued support and heightened donor identity with your organization. That's why Valtim promises 24-hour response to donors.

From secure and extremely accurate caging and data entry to receipting and 24-hour donor acknowledgement, The Valtim Company sets the industry standard for next-day turnaround.

Valtim offers total support services to non-profit fund-raisers and membership organizations. From lock-box and caging, receipting and acknowledgements through database management and fulfillment, Valtim serves its clients accurately, timely, and all under one roof.

Our Order Response and Data Management systems handle direct mail, 800 numbers, file transfers and Internet connections. We also offer Processing and Fulfillment with complete management and on-site warehousing so you can get the most dedicated service in the industry with single-source convenience and accountability.

Imagine how productive Valtim has made many of America's top organizations. Now imagine how productive — and successful — we can make you.



**The Valtim Company**

Forest Commercial Center  
Venture Drive  
Forest, VA 24551  
Phone: 804.525.3004  
Fax: 804.525.8656  
[www.valtim.com](http://www.valtim.com)

Come see us at booth #3154



## Artist Spotlight: Larnelle Harris



Larnelle Harris  
at NRB '96

**L**arnelle Harris is an entertainer extraordinaire, communicating the Gospel through exhilarating song, smooth melodies and wholly inspirational music. Harris recently spoke with *NRB*.

### How would you classify your music?

I grew up listening to everything from James Brown to Bach and consequently feel comfortable with many music styles. I try to find the best lyric and wrap those lyrics in a genre that allows the lyric to live ... to communicate.

### What is the central message of your music?

It has been a long time since I've sung a song just to make pleasant sounds, or to show artistry or simply for

applause or an honorarium. Although all of the above are important and hopefully a part of what happens when I'm given the opportunity to sing, I always have an ulterior motive which is based on years of recounting the blessings that I have received. In short, God answers a prayer that I have prayed over and over. "Lord, put something in my heart and teach me how to give it away. Teach me how, with humor, gentleness and love, to give Your love away."

### What is your involvement with religious broadcasting?

I have had the privilege on more than one occasion to show my support of the education, the search for new areas and ideas of ministry, the constant call to brotherhood and fellowship — all of which is just part of what NRB has stressed over the years.

**Hear Hope** IN THE NIGHT  
with  
**June Hunt**

**Live!** Mon. and Tues. Nights  
10PM-12AM

1999 - NRB Convention  
KMA Hospitality Suite

Be sure to visit  
**HOPE FOR THE HEART**  
Exhibit Booth #230

For information, contact:  
KMA Media Group  
12001 N. Central Expwy.,  
Ste. 900  
Dallas, TX 75243  
(972) 560-7000

## 1999 NRB Student Awards

### Audio PSA

First: Will Jenkins, Asbury College  
Second: Joseph Ledford, Asbury

### Radio Drama

First: Joseph Ledford, Asbury  
Second: Tim Manock, Huntington College

### Radio Demo

First: Nocole Lane, Spring Arbor College  
Second: Rochelle Dougherty, Huntington

### Radio News

First: David Wheeler, Asbury  
Second: Alison Bixler, Huntington

### Video PSA

First: Diana Green, Indiana Wesleyan  
Second: Ryan Howe, Huntington

### Video Field Production

First: Eric Schmidt, Asbury  
Second: Tim Ambrose, Spring Arbor

### Music Video

First: Dan Rutledge, Regent University

### Video Studio Production

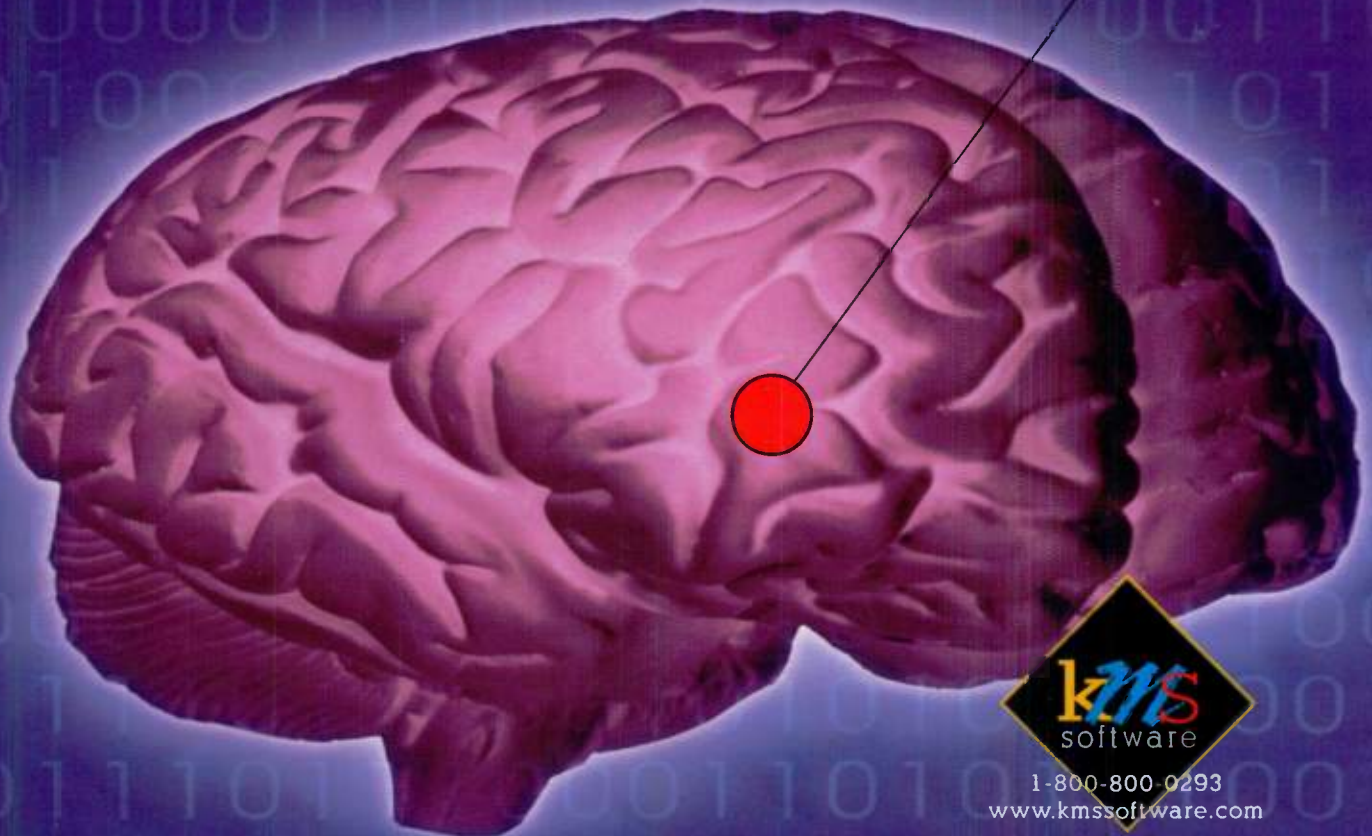
First: Casey Turner/Tim Ambrose, Spring Arbor  
Second: Derek Baker, Southeastern College



**Not just numbers either.** We're good at managing all the information you need to keep track of the people who support your ministry. It's called Donor ResponseAbility from KMS software. Designed by people who work with ministries like yours. So we know how to help you process high-volume contributions. Manage your missionary accounts. Monitor project funds, and more. It's no wonder that more than 250 ministries have us in mind when they manage their fundraising and accounting. For a free demonstration of Donor ResponseAbility, simply call us at 1-800-800-0293.

In the **body of Christ,**  
we're the part of the brain  
that's good with  
**numbers.**

NRB1#99



1-800-800-0293  
www.kmssoftware.com



## Recent Releases

### Books

- Halloween*. Steve Russo. Harvest House (Trina Marshall, 888-501-8208)  
*New Explorer's Study Bible*. Thomas Nelson (Stacie Coe, 800-251-4000)  
*Red Sky in the Morning*. Bill Bright and John Damoose. New Life Publications (Nancy Lovell, 972-267-1111)  
*Seven Keys to Spiritual Renewal*. Stephen Arterburn and David Stoop. Tyndale House (Mavis Sanders, 630-688-8310, ext. 275)  
*Soul Harvest*. Jerry B. Jenkins and Tim LaHaye. Tyndale House (Mavis Sanders, 630-688-8310, ext. 275)  
*10 Things Satan Doesn't Want You to Know*. John Van Diest. Multiomah Publishers (Media Relations, 800-929-0910)

### Music

- A21*. According to John. KMG Records  
*Arms of Mercy*. Kim Hill. Star Song, (615-371-4300)  
*The Beauty of Christmas: 28 Holiday Classics*. Various. Sparrow (615-371-4300)  
*Believe*. Vini Contreas. Legal Records (Amy Kyker, 615-754-6541)  
*The Breaking of the Dawn*. Fernando Ortega. Myrrh (Laura Davis, 615-457-1944)  
*Child of Mine*. Wendy Manley. White Water Records (John Nelson, 888-632-6166)  
*Christmas in the Vineyard*. Various. Vineyard Music (Carla Turner, 714-777-773)  
*Christmas with Shirley Caesar*. Shirley Caesar. Myrrh (Laura Davis, 615-457-1944)  
*Christmastime*. Michael W. Smith. Reunion Records (Matt Williams, 615-320-9200)  
*Collection*. The. Acappella. The Acappella Company (Julianne Edgerton, 615-661-8778)  
*Experiencing God: Music for Knowing and Doing the Will of God*. Various. Star Song (Leanne Mangan, 615-371-4300)  
*Favorite Songs of All*. Phillips, Craig & Dean. Star Song (615-371-4300)  
*Fiction*. Mukala. Essential (Nina Williams, 615-373-3950, ext. 525)  
*Flying Trapeze*. Se7en. Infiniti Records (Chuck Keim, 909-699-5199)  
*The Fruit of the Spirit Series: Love, Joy & Peace*. Maranatha! Music (Dionne Petipas, 949-248-4000)  
*He's Coming Soon*. The Abundant Harvest Choir. Abundant Harvest Records (A.T. Edmondson, 610-459-1940)  
*In My Life*. Larry Gatlin. Spring Hill (Amy Templeton, 615-383-5535)  
*Intimacy*. Matt Redman. Star Song (615-371-4300)  
*Intimate Expression*. LuLu Roman. Daywind (Celeste Winstead, 615-822-4524)  
*The Last Time I Was Here*. Bryan Duncan. Myrrh (615-457-1944)  
*Life Is*. Sharon Riley and Faith Chorale. EMI Gospel (615-371-4300)  
*Life on the Edge*. Various. ForeFront and Focus on the Family (Rachel Weddle, 615-771-2900, ext. 246)  
*Live and In The Can*. Delirious. Sparrow (615-371-4300)  
*Lost On You*. Honey. Essential (Nina Williams, 615-373-3950, ext. 525)  
*Maranatha! Praise Band 1-2-3 & 4-5-6*. Maranatha Praise Band.

- Maranatha! Music* (Dionne Petipas, 949-248-4000)  
*The Messiah*. London Philharmonic Orchestra. Sparrow (615-371-4300)  
*No Hesitation*. Jeni Varnadeau. Pamplin (Beth Blinn/Stachia Graham, 615-361-4237)  
*Not I But Christ*. Calvin Hunt. Discovery House Music (Wendell Gafford, 320-763-3505)  
*Once Upon a Time*. Heather Miller. KMG Records (Missy Baker, 615-269-7000)  
*Our Personal Favorite World Famous Hits*. Daniel Amos. KMG Records (Missy Baker, 615-269-7000)  
*Past the Edges*. Chris Rice. Rocketown Records (615-595-9040)  
*Pray*. Rebecca St. James. ForeFront (Rachel Weddle, 615-771-2900)  
*Remember This*. Out of the Grey. Sparrow (Paula Houlette, 615-371-6518)  
*Selena Bloom*. Selena Bloom. Audience Records/Pamplin Music (Brian Mayes, 615-385-1118)  
*Somethin' Good*. Drew Womack. Infiniti Records (615-699-5199)  
*Songs of Devotion*. Keith Green. Sparrow (615-371-4300)  
*Songs of Evangelism*. Keith Green. Sparrow (615-371-4300)  
*Songs of Testimony*. Keith Green. Sparrow (615-371-4300)  
*Songs of Worship*. Keith Green. Sparrow (615-371-4300)  
*Standing Room Only*. The Christianaires. CGI Records (770-664-9262)  
*Stories From The Heart*. Bob Carlisle. Diadem/Alive (Melissa Hambrick, 615-662-1241)  
*Supernatural*. DC Talk. ForeFront (615-771-2900)  
*Swing Set, The*. Featuring the Old School Jet Set. Essential Records (Rachel Murphy, 615-373-3950, ext. 407)  
*Traci Thomas*. Traci Thomas. Infiniti Records (Chuck Keim, 909-699-5199)  
*Vegas Car Chasers*. Silage. Essential (Nina Williams, 615-373-3950)  
*Walk With Me Lord*. Pattie Roberts. Bethel Records (Gary B. Wade, 800-220-1747)  
*Watermark*. Watermark. Rocketown Records (615-595-9040)  
*What the Soul Knows*. Original Sound. Infiniti Records (Chuck Keim, 909-699-5199)  
*Wonder*. Annie Herring. Spring Hill (Amy Templeton, 615-383-5535)  
*WOW 1999*. Various. Sparrow (615-371-4300)  
*You Are There*. Ashley Cleveland. Cadence (Randy Spencer, 615-259-0177)

### Videos

- The Birth of Jesus*. Tommy Nelson (Amy Williams, 615-902-2314)  
*The Debut*. Infiniti Records (Jace Leight, 909-699-5199)  
*DreamQuest: An Education in Vision*. Manitou Motion Pictures  
*Flying Trapeze*. Infiniti Records (Jace Leight, 909-699-5199)  
*The Great Storyteller*. Tommy Nelson (Amy Williams, 615-902-2314)  
*Lamar Campbell and Spirit of Praise*. Lamar Campbell. EMI Gospel (615-371-4300)  
*McGee*. Tyndale House (Mavis Sanders, 630-688-8310, ext. 275)  
*Mission 3:16*. Carman. Sparrow (615-371-4300)  
*Perennial in Concert - A Season of Worship*. Twila Paris. Sparrow (615-371-4300)  
*Time to Pray*. Prayer Bear III. Sparrow (615-371-4300)  
*WOW 1999*. Various. Sparrow (615-371-4300)



# For us, it's not just a call.

*InService  
America*<sup>TM</sup>

*Partial Client List*

**Insight for Living**

**Life Outreach International**

**Liberty University**

**Love Worth Finding**

**Christian Broadcasting Network**

**Promise Keepers**

**Christian Financial Concepts**

**Samaritan's Purse**

**Columbia House/  
Power and Glory**

---

*InService  
America*<sup>TM</sup>

**1-800-870-9865**

## It's our calling.

You might not expect an inbound telephone service like InService America to have much in common with your work. But we share at least one important value.

Like you, we see our work as a ministry. As a way to impact lives. For eternity.

It's just that our medium of choice is the telephone. We happen to think it's still the most important form of on-line communication. Which is why we handle every phone call that comes into ministries like yours with utmost care.

Our reliable staff of Christian operators is ready to respond to every

call around the clock. And so you know who's calling when, we'll provide you with daily flash reports and monthly summaries.

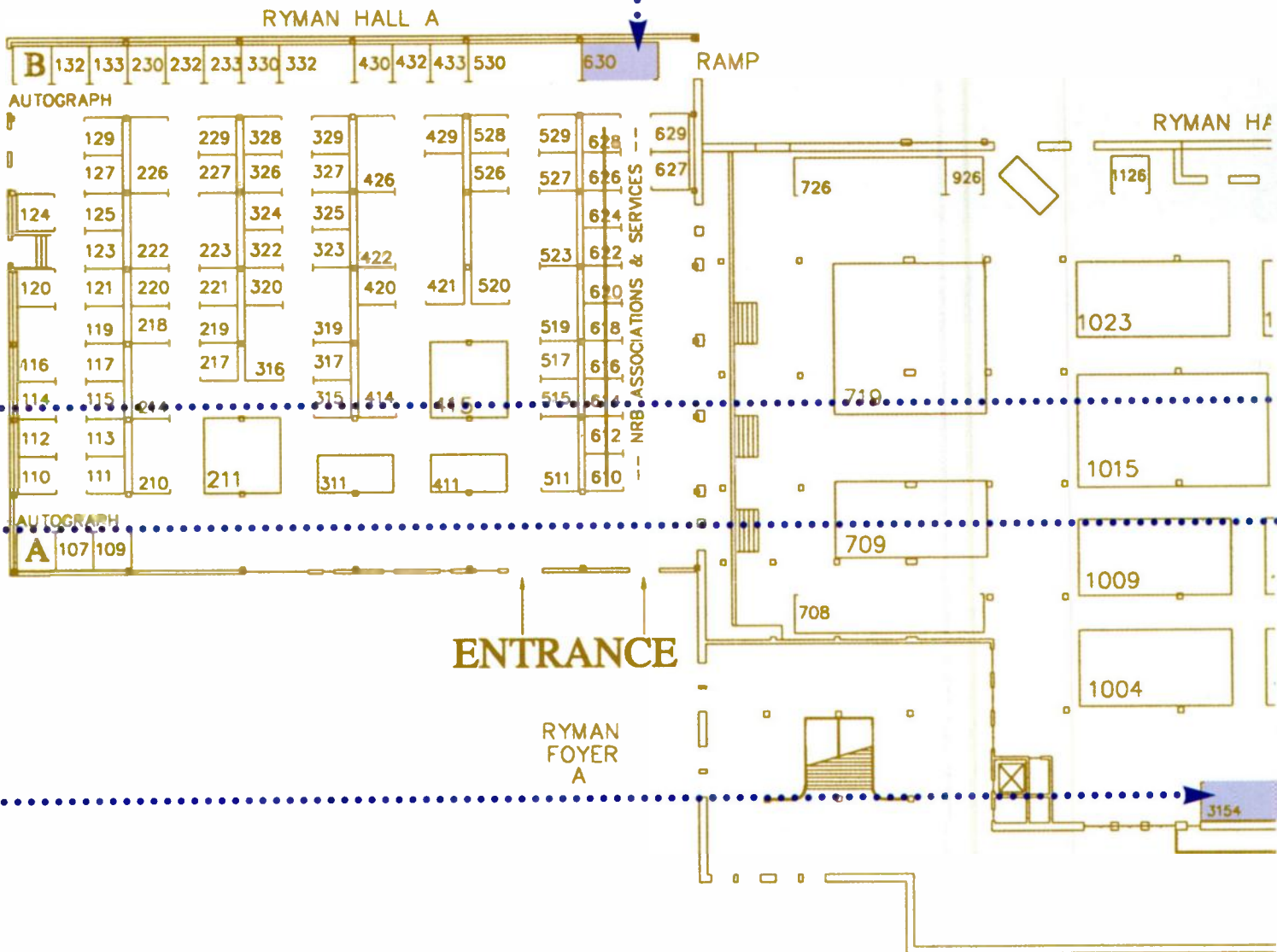
More important, our staff is sensitive to the needs of those who call you. That means every caller will find a caring and compassionate voice. Someone who's even willing to pray over the phone.

Find out how InService America can partner with you to impact lives and make a positive impression for your ministry—and do it affordably. Call 1-800-870-9865. You'll see how we touch the lives of people searching for an answer.

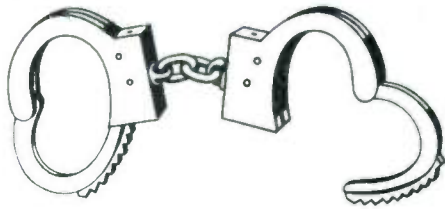




# BRIDGING *the* CENTURIES







## "UNSHACKLED!"

*Produced by Pacific Garden Mission Since 1950*

Dudley Donaldson  
312-922-1462

**#630**

## Jerusalem Tours *international*

*your best trip starts with us.*

*Ltd.*

Israel Ministry of Tourism

David Chay  
1-888-373-8687

**#1415**



Campus Crusade  
for Christ  
International

James Woelbern  
407-826-2100

**#2017**

# ISRAEL

*The Official Destination of the Millennium*

Curtis Nassau  
212-499-5600

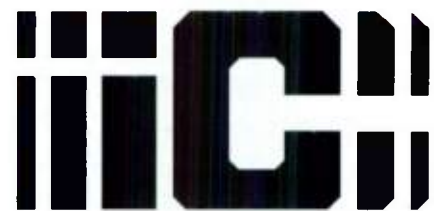
**#1415**



The Valtim Company

David Wilks  
& Rebecca Davis  
804-525-3004

**#3154**



InfoCision Management

Tim Twardowski  
& Nick Stavarz  
330-668-1400

**#3160**



# Cornerstone TeleVision

# 20 Years

## One Heart at a Time.

Cornerstone TeleVision  
broadcasts power and anointing  
which brings the lost to Christ,  
works a ministry of healing and  
deliverance, restores relationships,  
and much more.

The station offers a variety of programing  
including perennial Christian TV favorites and  
Cornerstone productions which have now become  
internationally known. Cornerstone broadcasts  
24-hours-a-day, changing the world ... *one heart at a time.*



CORNERSTONE  
TELEVISION

1 SIGNAL HILL DRIVE  
WALL, PA 15148-1499  
PHONE: 412/824-3930



Three Rivers Health & Nutrition, a successful subsidiary of  
Cornerstone TeleVision and sponsors of the Cornerstone  
*Nutritional Healing* program, congratulate the ministry  
on 20 years of proclaiming the Gospel!





# CORNERSTONE TELEVISION

**#2317**

Oleen Eagle  
412-824-3930



**#2317**

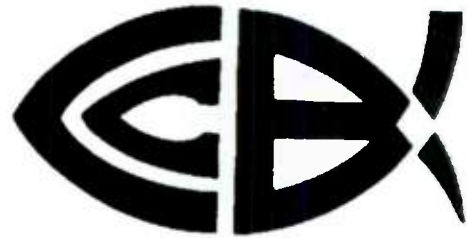
Evelyn Kean  
412-221-0511



3 John 4

**#2736**

Michelle Lawver  
330-645-4387



## Consistent Computer Bargains, Inc

**#2729**

Chris Booth &  
Marge Reimann  
414-886-4222

# IN SERVICE AMERICA



**#2627**

Carl Townsend  
804-316-7400



JOINT MEDIA LIMITED

**#2817**

Suzann Ruscis  
501-565-0303





There's  
always  
something  
good  
on

 *FamilyNet.*

Every viewer can find a place to be "at home" on FamilyNet.

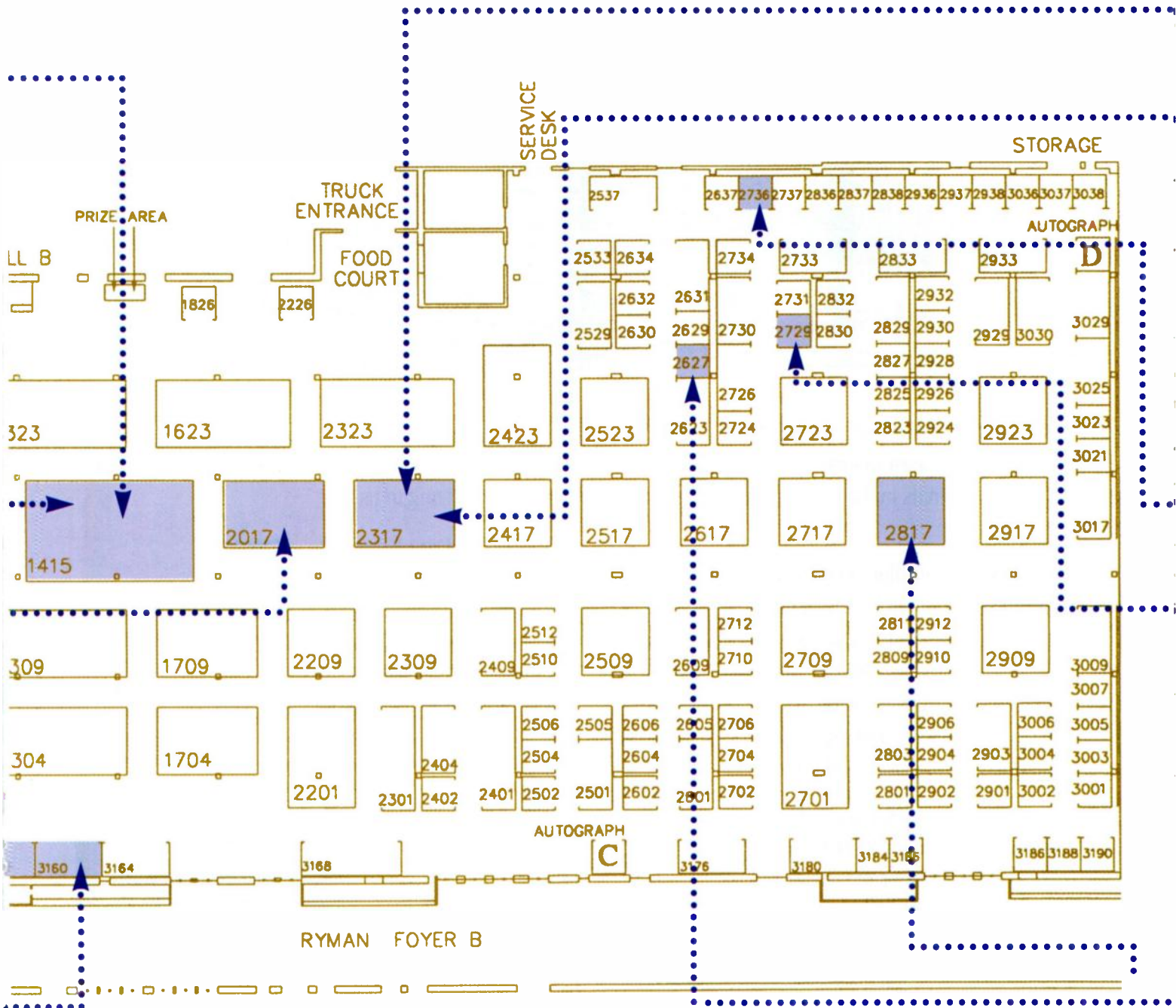
FamilyNet provides quality family and Christian programming designed to appeal to everyone at home, including toddlers, adolescents, teens, and adults. Young and old alike will be captivated by the wide variety of movies, talk shows, outdoors programs, classic television series, and entertainment. With FamilyNet, everyone will benefit from the values in our inspiring, high-quality family programs.

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

  
*FamilyNet* Quality Family Programming.



# NRB '99 *Exposition Floor Plan*





# Call the Pioneers!



Courtesy, Colorado Historical Society F20.275

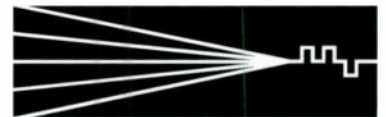
**B**ack in 1988 when NSN introduced VSAT satellite technology to the broadcast industry, there were fewer than 1,500 VSAT terminals in the USA. Today there are over 150,000!

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

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

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

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



**NSN NETWORK  
SERVICES**  
SM

970♦949♦7774

800♦345♦VSAT  
8 7 2 8

Fax 970♦949♦9620

E-mail: [kelly@nsn.net](mailto:kelly@nsn.net)



# Why

is abortion claiming  
the soul of America?

# What

can  
you do to stop it?

# Now

you have a tool.



## *Life Issues* with John C. Willke, MD

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

Every day **abortion** kills over 4,000 innocent unborn babies.

Every time a baby dies, the heart and soul of America is diminished.

*Life Issues* provides information that will **persuade** and **motivate** your listeners into action against one of Satan's most effective tools confronting mankind.

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

**You** can be part of the solution.

The **soul** of America is at stake.

Contact Ambassador Advertising to begin airing *Life Issues* on your station.  
515 E. Commonwealth Avenue Fullerton, CA 92832 • (714) 738-1501



Sponsored by

**LIFE ISSUES INSTITUTE, INC.**

SERVING THE EDUCATIONAL NEEDS OF THE PRO-LIFE MOVEMENT

1721 W. Galbraith Rd., Cincinnati, OH 45239 Phone (513) 729-3600

Fax (513) 729-3636 • Website <http://www.lifeissues.org>





## Opinion: Christian Witness on NPR



**Frederica  
Mathewes-Green**

**I** am not one of those people who always aimed for a career in journalism. I went to seminary with my husband, then settled in to being a pastor's wife and raising three kids.

As the kids grew I began dabbling in writing, until I was doing it full-time with a couple of books under my belt. Amazingly, it all happened in less than a decade.

Unlike many Christian writers, my top priority was always to reach people outside the Christian faith. This is because I was pretty far outside the faith as a college student — in fact, I had utter contempt for

Christians. Who was trying to reach me then?

One thing's for sure: I wasn't listening to any Christian radio. Those today where I was then would probably be tuned to National Public Radio. So, a couple of years ago I set a tape recorder on top of my dryer (the quietest room in this house full of teenagers) and made a tape of sample commentaries for *All Things Considered*. Although the editor rejected them, she remembered my name, and soon after commissioned me to do a pro-life piece. When I arrived at the Washington, DC, studio to tape it, she surprised me by saying, "We want you to be a regular."

I began offering commentaries on a number of topics — parenting, humor, shopping at thrift shops, pizza delivery. I figured that for each handful like this, I had earned enough listener goodwill to do one about my faith. In this way I was able to record some very strong messages about sin and salvation, the cross, scripture, and other topics. I found that, of all the media I write in, I liked radio

best for its lively, intimate and inviting quality.

Last January, my NPR editor phoned me and said, "I have good news and bad news." The show's staff had just finished an intense meeting about the role of commentaries on the show and had purged many commentators from their list. "The good news is, we still want you to do commentaries for us," she said. "The bad news is, instead of writing about all different sorts of things, we want you to concentrate on only one topic." I waited nervously to hear what this would be. "We only want you to write about your faith."

Boy, this was sure some bad news I could live with. I had underestimated the true open-mindedness of the best liberal tradition, one that would allow opinions as divergent as mine to be aired. (In fact, every time I've recorded a pro-life commentary, it's because *All Things Considered* requested one.) Since then I have recorded many commentaries about my church, both our local parish and the world-wide historic faith.

There is a clear need for Christian radio that serves Christians. My husband is a pastor and I understand the need to "equip the saints for the work of ministry" (Ephesians 4:12). But who's going to reach those who are still outside the faith? Who was trying to reach me?

Frederica Mathewes-Green is a columnist for *Christianity Today* and a commentator on NPR's *All Things Considered* and Odyssey TV Network's *News Odyssey*. She has written two books, *Real Choices: Listening to Women, Looking for Alternatives to Abortion* (Conciliar Press, 1997) and *Facing East: A Pilgrim's Journey into the Mysteries of Orthodoxy* (HarperCollins, 1997). Her next book, *At the Corner of East and Now: A Modern Life in Ancient Christian Orthodoxy*, will be published by Penguin Putnam in 1999. Her husband is pastor of Holy Cross Orthodox Church in Baltimore, MD. Sample clips are available at [www.frederica.com](http://www.frederica.com).

MINNEAPOLIS TELEVISION

# Ministries Welcome

30 & 60 minute time periods

- Full Power Covering Minneapolis & St. Paul
- Agency Representatives Welcome

WELCOME

Call Dan Peters  
612.347.8989

**KVBM TV 45**



WHALE OF A TALE



THE FISH ARE GOING AWAY



MIRACLE MUD



BIG STEPS, LITTLE FEET



THE HOTTEST NEW RADIO SHOW FOR KIDS WILL BE HOSTED BY...  
**A MOM.**



TOLL FREE  
877 MATILDA

PLANTING SEEDS THAT LAST A LIFETIME

**Mary Rice Hopkins**

Watch the mailbox for your invitation to



*Mary's Place*

at NRB '99, in Nashville. It's a place where families can gather every week for a fun half hour of stories, activity ideas, news for kids, as well as the music of Mary Rice Hopkins.

READY TO AIR IN THE FALL OF 1999!



GRANDMA'S HOUSE



GLORY



THE BEAR SONG



WIP-HIP HOORAY



## Member Profile: KLTJ-TV/Houston, TX

**K**LTJ-TV/Houston, TX, is a 24-hour full-power station on channel 22. General manager Scott Thomas took over the station when his father passed away this year. (His brother, Stanley, manages a radio station in Dallas, TX.)

Thomas shares that his station's mission is to support and encourage unknown talent within the community. Thomas pre-tapes the programming at the studio to help the rookie broadcasters. The resulting programs include community churches, choirs, musicians, preachers, teachers and missionaries — neighbors evangelizing the community.

*Jesus Youth Invasion* is a popular daily show appealing to the high school and college crowd; more than 5,000 people have been saved through this show.

The flagship program utilizes the station's call letters. *Keep Looking to Jesus* is a popular daily program featuring pastors and musicians who tell their story. Many viewers have made a commitment to Christ during the show.

Thomas notes that the station programs for many races, including a nine-hour Hispanic Saturday block and Korean and Chinese programs throughout the week.

"NRB membership is important," Thomas says, adding that it will help him to continue the evangelistic focus of the station. He continues, saying membership allows "access to peers, cutting edge education and help."

May your father's legacy continue at KLTJ, Scott. Your NRB colleagues wish you every success.



Scott Thomas

Anne W. Tower is director of member services for NRB and can be reached at 703-330-7000, ext. 511 or [atower@nrb.org](mailto:atower@nrb.org).

### 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

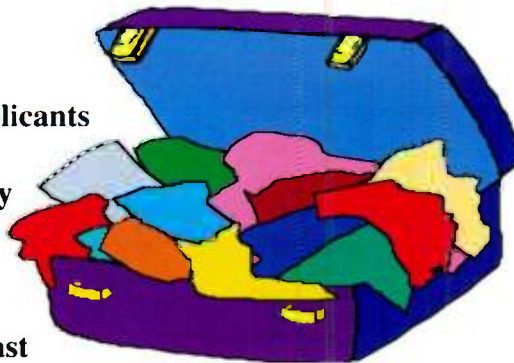
- Airborne Express Delivery
- SureFax
- PennyWise Office Products
- Business, Life, Disability, Dental & Vision Insurance
- Alamo Car Rental

#### In-House Benefits

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

## NRB Membership Offers A Suitcase of Opportunities at Convention

-  Prize Drawings
-  Refreshments
-  NRB Watches for Applicants
-  Benefits Information
-  IRB Awards Ceremony
-  IRB Super Bowl Reception
-  Job Fair with Continental Breakfast



**Stop by the Membership Booth for Your FREE Gift!**

NRB Membership Department  
 Phone: 703-330-7000 x511      Fax: 703-330-7100  
[atower@nrb.org](mailto:atower@nrb.org)      [www.nrb.org/member.htm](http://www.nrb.org/member.htm)



# This year at the Convention ...

**W**alk in the footsteps of Jesus right at the NRB Convention by visiting Israel's extraordinary interactive Holy Land Exhibit.

So close to the real thing, this one-of-a-kind exhibit transports you to the most important and awe-inspiring places in the Holy Land — the land where time began.

And short of visiting Israel, there's no other way to experience what it's really like to walk where Jesus walked some 2,000 years ago. You'll see Bethlehem, the Sea of Galilee, the Via Dolorosa, the Upper Room, and the Garden Tomb all reproduced in amazing, lifelike detail. You'll almost feel like you've been there.



Viewing the Life of Jesus



See Replicas of Ancient Artifacts



Upper Room Scene

## WALK WHERE JESUS WALKED

Admission is free, but you'll need a ticket reserving a date and time for your special visit. So come to the Israel Ministry of Tourism booth in the main exhibit hall and reserve a tour time that's convenient for you. Take our beautiful full-color brochures, and talk to our helpful staff about leading your own millennium trip to Israel.

No other nation in the world holds so much meaning for you and the people you'll bring — now more than ever as a new millennium dawns on the Christian faith.

**While you visit the exhibit, enter to win a free trip for two to the Land Where Time Began.**

### Join us at the convention ...

- The exciting, walk-through exhibit is open Sunday, 1-6 p.m., Monday 9:30 a.m. - 6 p.m. and Tuesday, 9:30 a.m. - 4 p.m. You'll find us in the main exhibit hall.
- Stop by the Israel Pavilion (Booth #1415) in the Exhibit Hall. Our helpful staff and travel organizers will be on hand to answer questions about planning your millennium journey to Israel.

# ISRAEL

The Official Destination of the Millennium

ISRAEL MINISTRY OF TOURISM  
Yitzhak Rabin Way, 800 Second Avenue,  
New York, NY 10017

888-77-ISRAEL  
www.GolIsrael.com

**Enter our drawing to win a FREE trip for two to Israel, courtesy of El Al Israel Airlines**

**H**and in this coupon when you visit the interactive Israel exhibit at the Israel Ministry of Tourism Pavilion (#1415), and find out more about leading your own group to Israel.

Name \_\_\_\_\_

Company/ Organization \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

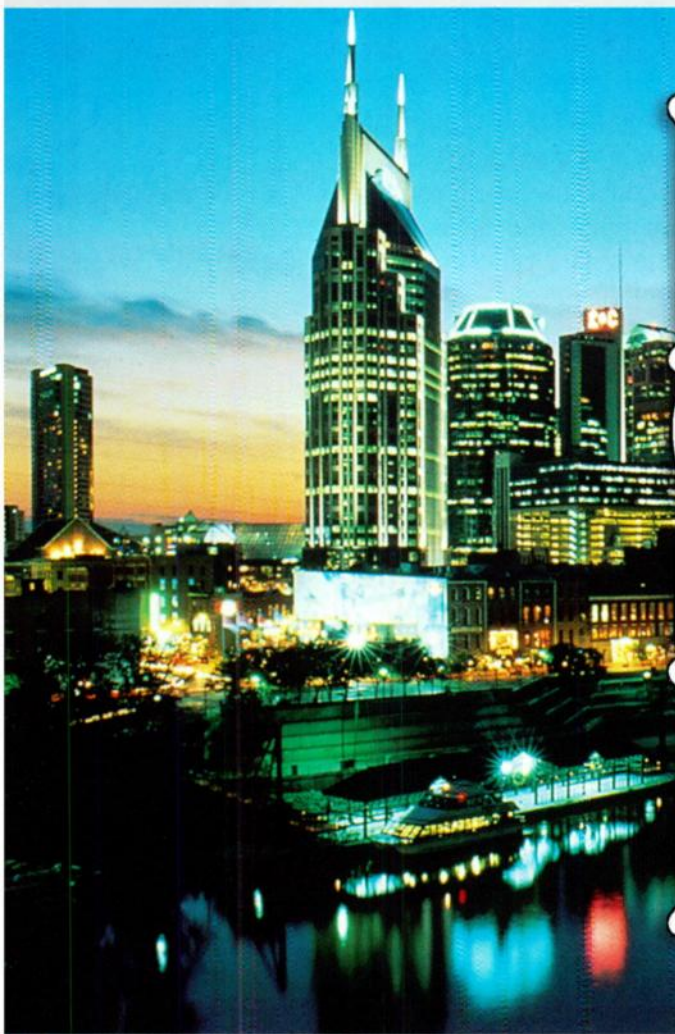
Phone (\_\_\_\_) \_\_\_\_\_ E mail \_\_\_\_\_

Have you been to Israel?  Yes  No

Would you like to be contacted with more information?  Yes  No

Number of constituents \_\_\_\_\_ (members/ readers/ listeners)





# NRB '99 Swings by Nashville

*Editor's Note: Parton the Tennessee Stroll Strait through this introduction, but since NRB '99 will be held in Nashville, TN, we felt inclined to Cash in on another chance to whet your whistle and give you a Hank-ering for the Gayle-a event. We take Pride in presenting a view of the city that will take your boots scootin' and is guaranteed to Tucker you out. Judd sit back and let Mattea 'bout Music City USA.*

*by Sarah E. Smith*

**K**nown as the home of country music, Nashville also houses tourism, printing and publishing, music production, higher education, automobile technology and health care management. Nashville nicknames abound — Music City USA, Athens of the South, Third Coast and City of Parks. The Opryland Hotel Convention Center, site of NRB '99, boasts thousands of rooms, three tropical atriums which collectively cover more than nine acres, cascading waterfalls, more than 30 unique gift shops and the quarter-mile-long Delta River, which runs through the hotel. The hotel is a tourist site, attracting thousands of visitors per day.

## **Time Traveling**

Nashville wasn't always known for country music; nothing in its early history foretold its rise to prominence as the place for southern gospel-hillbilly-bluesy songs. Settled in 1779 as Fort Nashborough by colonists, the settlement was renamed Nashville and incorporated as a town in 1784. Chartered as a city in 1806, Nashville became Tennessee's state capital in 1843. During December 1864, the Civil War's Battle of Nashville was fought just south of the city.

Its country music roots date to 1925, when WSM radio began airing WSM Barn Dance, a Saturday night hoedown program. But it wasn't until two years later that one of the staples in country music got its name: after a classical music program, announcer George D. Hay quipped, "For the past hour, we have been listening to music taken largely from the Grand Opera. But from



now on, we will present the Grand Ole Opry." Music City USA had been born. Today, Nashville is home to Opryland theme park, the Country Music Hall of Fame and Museum, the Grand Ole Opry Museum, countless recording studios, Tennessee Performing Arts Center, TNN: The Nashville Network, CMT (Country Music Television) and a host of other country music tributes.

While this unique city has much to offer, this article showcases places in the Opryland Hotel Convention Center area.

## Fun Stops

### Ernest Tubb Midnight Jamboree

2414 Music Valley Drive,  
615-889-2474

This live country music radio program broadcasts every Saturday night on WSM-AM/Nashville and features Grand Ole Opry acts as well as the genre's newcomers.

### Factory Stores of America

800-746-7872

Want to capture some post-holiday bargains? Visit this mall of 70 factory outlets selling brand-name products for up to 70 percent off the retail price.

### General Jackson Showboat

2802 Opryland Drive,  
615-889-6611

The *General Jackson* is a four-deck paddle wheeler harking back to the days of riverboat entertainment. Choose from a variety of cruises and enjoy live entertainment.

### Grand Ole Opry

2804 Opryland Drive,  
615-889-3060

Now 73 years old, the nation's longest running live radio show is still a mainstay of the city's music industry. The Grand Ole Opry House is the world's largest broadcast studio, seating 4424.

### The Grand Ole Opry Museum, Roy Acuff's Museum and Minnie Pearl's Museum

2802 Opryland Drive,  
615-889-6611

The Opry Museum pays tribute to the Opry and its stars with extensive exhibits. Acuff's Museum features musical instruments, coins and records of the "king of country music." Pearl's Museum displays personal items, costumes, photographs and scenes from the comedienne's life.

### Jim Reeves Museum

1023 Joyce Lane,  
615-226-2065

Located in a lovely 1794 plantation house, this attraction features many of Reeves's personal belongings.

### Music Valley Car Museum

2611 McGavock Pike,  
615-885-7400

Across from Opryland Hotel, this automotive museum features antique vehicles, street rods and special interest cars, many owned by stars. The collection includes George Jones's 1981 DeLorean, an Elvis Presley limousine and a Dolly Parton Cadillac.

## Due Recognition

Each year generous organizations sponsor various aspects of the convention. Listed below are the NRB '99 sponsors:

Ambassador Advertising Agency

Bay to Bay Distribution, Inc.

Bott Radio Network

Campus Crusade for Christ

The Central Message

Christian Brotherhood Newsletter

Cornerstone TeleVision

Encore Productions

FamilyNet

Harvest Media

Hylton Memorial Chapel

Intereristo

KMA Media Group

KMA Companies

Lanier Worldwide

The Leadership Institute

LightSource

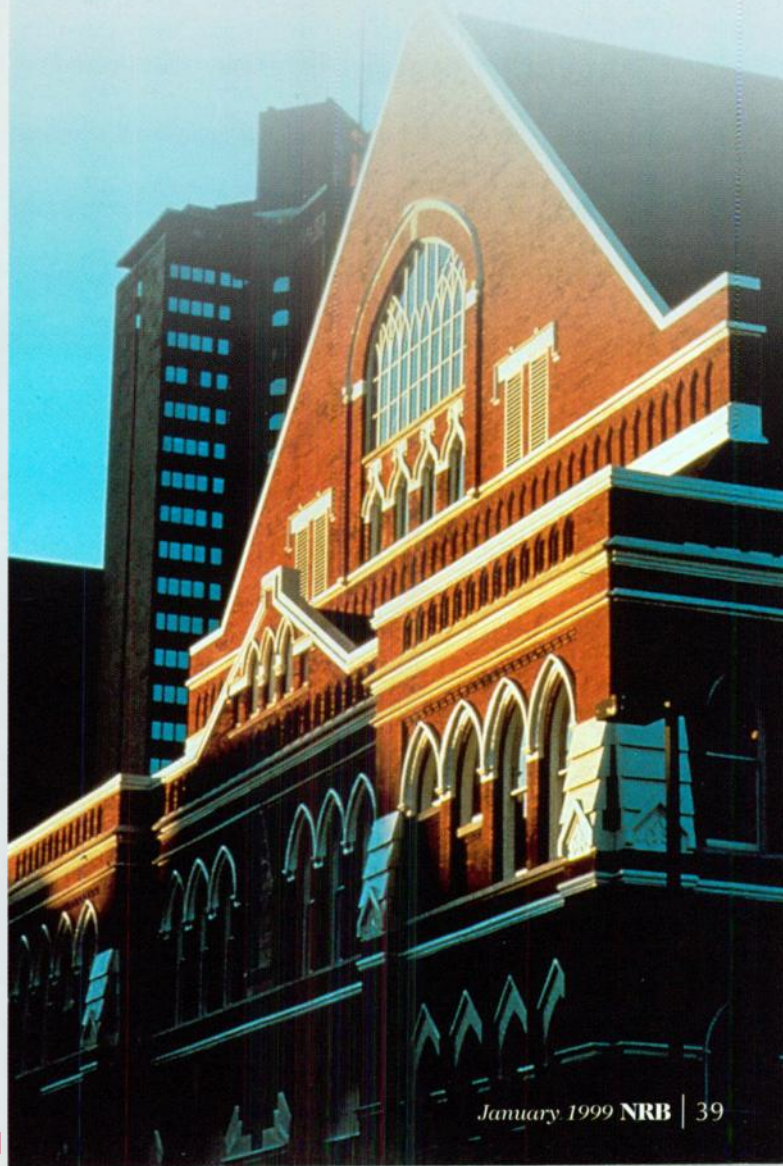
Nelson/Word

RBC Ministries

RealNetworks

Regent University

SpaceCom Systems





## Music Valley Wax Museum

2615 McGavock Pike,  
615-883-3612

Also located across from Opryland Hotel, this museum displays more than 50 life-like wax figures of country music stars dressed in original costumes. An added feature includes the "Sidewalk of the Stars," with footprints, handprints and signatures of more than 200 country music legends.

## The Nashville Toy Museum

2613 McGavock Pike,  
615-883-8870

This internationally known collection spans more than 150 years. Displays include running model trains, antique dolls, early European stuffed bears and hundreds of soldiers on parade and in battle scenes.

## Shotgun Red's Collection

2611-A McGavock Pike,  
615-885-7400

A museum for children of all ages, this gallery of Shotgun Red memorabilia is located in the Music Valley Car Museum. On display are his knife collection, player piano, Shotgun Red and Airplane and assorted other items.

## TNN: The Nashville Network

2806 Opryland Drive,  
615-883-7000

Visitors to the cable television station can watch programs in production.

## Willie Nelson and Friends Showcase Museum

2613-A McGavock Pike,  
615-885-1515

Conveniently located in Music Valley Gift Emporium, Nashville's largest souvenir shop, the museum pays tribute to Patsy Cline, Elvis Presley and other country legends and displays Nelson's guitars, personal items and gold and platinum albums.

Come visit Nashville for NRB '99. No matter what you call the city — Athens of the South, City of Parks, Music City USA, Third Coast — it's the place to be January 30 – February 2.

*Sarah E. Smith is former managing editor for NRB.*

REPRINTED FROM RELIGIOUS BROADCASTING JANUARY 1995.

## Down-Home Dinin'

It is said that one will never go hungry in the South, and Nashville is no exception. Culinary delights abound in and around Opryland Hotel, which houses 15 restaurants, including: Beaugard's, Beignet Café, Caffe Avanti, Cascades Restaurant, Conservatory Café, Delta Food Court, Old Hickory Restaurant, Rachel's Kitchen, Rhett's Restaurant, Sunday Brunch and The Veranda.

### Cock of the Walk

2624 Music Valley Drive,  
615-889-1930

Reasonably priced seafood in a casual family atmosphere.

### Cracker Barrel

2406 Music Valley Drive,  
615-883-5440

Reasonably priced Southern dining in a casual family atmosphere.

### Krystal Music Valley Drive

2450 Music Valley Drive,  
615-872-9280

Easy priced, quick-service sandwiches.

### Nashville Palace

2400 Music Valley Drive,  
615-885-1540

Moderately priced steak and seafood with dancing on the side.

### Rudy's Farmhouse Restaurant

2520 Music Valley Drive,  
615-391-5220

Moderately priced steak, seafood and buffet.







*You Are Cordially Invited...*

## **The Eighteenth Annual International Christian Prayer Breakfast Celebrating Israel's "Year of Jubilee" 1948-April 1999**

**At the 56th Annual National Religious Broadcasters Convention and Exposition  
"To Pray for the Peace of Jerusalem" — Psalm 122:6  
and to express our unconditional love for God's ancient people.**

The World's Foremost "Prophetic Expression" of religious leadership attesting to the trustworthiness of the Word of God. Participate in "Prayer for the Peace of Jerusalem." "They that love her shall prosper." — Psalm 122:6



Governor of Tennessee  
Don Sundquist



Israeli Ambassador  
Zalman Shoval



Christians for Israel  
David Sudlow



Host  
Ed McAteer



CBS Correspondent Israel  
David Dolan



Bellevue Baptist, Memphis  
Dr. Adrian Rogers



Congressman  
Ed Bryant



Congressman  
Bob Clement



Israeli Consul General  
Hon. Arye Mekel



Hon. Lamar Alexander



President, NRB  
Dr. Brandt Gustavson



Family Research Council  
Hon. Gary Bauer



Religious Freedom Coalition  
Mr. Bill Murray



Robin Leigh Massie  
Soprano

### ■ **Special Honored Guests** ■

**Nashville Area Holocaust Survivors from Adolph Hitler's Death Camps  
Christ Church Choir**

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

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

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

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

**Opryland Hotel — Jefferson Room, Nashville, Tennessee  
Tuesday, February 2, 1999 7:00 a.m.**

**Sponsored by The Religious Roundtable**

For Reservations/Advance Tickets, contact:

Religious Roundtable • P.O. Box 11467 • Memphis, TN 38111 • (901) 458-3795 or (901) 685-6542  
If space allows, tickets will be available in the hotel lobby for \$35.00 per person.

### ■ **Co-Sponsors** ■

- Americans for a Safe Israel • Intercessor for America • American Family Association • American Vision • Family Concerns, Inc.
- Christians' Israel Public Action Campaign • Awareness Ministry • Apostolic Churches Worldwide • Wall Builders, Inc.
- Home School Legal Defense Association • Riverside Apostolic Church • Cornerstone Church • End Time Handmaidens • American Christian Trust
- International Right to Life Foundation • David Sudlow, Christians for Israel • National Liberty Journal • Volunteers for Israel
- Women in Green • Religious Freedom Coalition • Family Christian Academy





## NRB '99 Nashville Notes

### Meeting Information

NRB '99  
January 30 - February 2, 1999  
Opryland Hotel Convention Center  
Nashville, TN

### Registration Through January 15th

Full member: \$295  
Associate member: \$345  
International rate: \$200  
Non-member: \$475

### Registration After January 15th

Full member: \$345  
Associate member: \$395  
International rate: \$250  
Non-member: \$525

### Lodging

Opryland Hotel Convention Center  
2800 Opryland Drive  
Nashville, TN 37214-1297  
Phone: 615-871-5824  
Fax: 615-871-5843  
Web: [www.oprylandhotel.com](http://www.oprylandhotel.com)  
Convention Rates (Traditional Rooms):  
\$123 Single; \$138 Double  
Convention Rates (Garden Rooms):  
\$148 Single; \$158 Double

### Travel Agent

Association Travel Concepts (ATC) is the official travel agent for NRB. Receive up to 10 percent discount by using ATC for your convention travel (discount available for travel January 27-February 8).

Phone: 800-458-9383  
Fax: 619-581-3988  
E-mail: [assntravel@atc.com](mailto:assntravel@atc.com)

### Exposition

The annual exposition features more than 200 exhibitors. Visit the expo to meet the people who make broadcasting better!

#### CATEGORIES

Radio and TV Stations  
Shortwave Radio  
Radio and TV Facility Group Ownerships  
TV Facility Group Ownerships  
Radio and TV Satellite Services  
Radio and TV Programs/Producers  
Radio and TV Program Networks  
Video Program Producers  
Computer Multi-media Producers  
Film/Entertainment Companies  
Production Facilities/Services  
Equipment Manufacturers/Distributors  
Agencies/Consultants/Research Services  
Media Buyers  
Law Firms/Station Representatives  
Internet Services  
Publishers/Printers  
News/Print Media  
Music Companies  
Fund-raising/Donor Management Companies  
Ministries/Missions/Churches

### Boot Camps — January 30

**TV**—techniques to dramatically improve the quality and effectiveness of your TV production

**STEWARDSHIP**—practical ideas to take your fund raising to the next level

**NON-COMMERCIAL RADIO**—learn how to creatively fund your non-comm station

**RADIO SALES**—pros from Radio Advertising Bureau Training Division share how to earn your share of marketing dollars

### Educational Session Topics

More than 40 workshops offer training and insight from industry experts. Learn the fundamentals of new technologies, polish your management skills, participate in discussions on key issues. NRB truly offers something for everyone. A sampling: "Y2K: Facing the Challenge," "Determining a Media Mix," "Generating (Inter)Net Income," "Religious Liberty Lost? Is My Audience Informed?," "13 Keys for Effective Conflict Management," "Gender Communications in the Workplace," "Keeping Your Broadcast Ministry Tax Exempt," "Contemporary Christian TV: Not Only Talking Heads."

### Speakers and Artists

African Children's Choir  
Steve Bridges  
Brother Andrew  
Steve Brown  
Amy Burritt  
The Cathedrals  
Steven Curtis Chapman  
Chuck Colson  
Gold City  
Vestal & The Happy Goodmans  
Steve Green  
Kim Hill  
T.D. Jakes  
Cheri Keaggy  
Alan Keyes  
Erwin Lutzer  
Linda McKechnie  
NewSong  
Fernando Ortega  
Janet Parshall  
Chonda Pierce  
Dennis Rainey  
Chuck Sullivan  
Joni Eareckson Tada  
Russ Taff  
Harvey Thomas  
Becky Tirabassi  
Michelle Tumes  
Sheila Walsh  
Deniece Williams





# Three Good Reasons To Broadcast Our Radio Program.

## *The Voice of Life From Our Nation's Capitol*

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

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



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

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

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

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

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

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

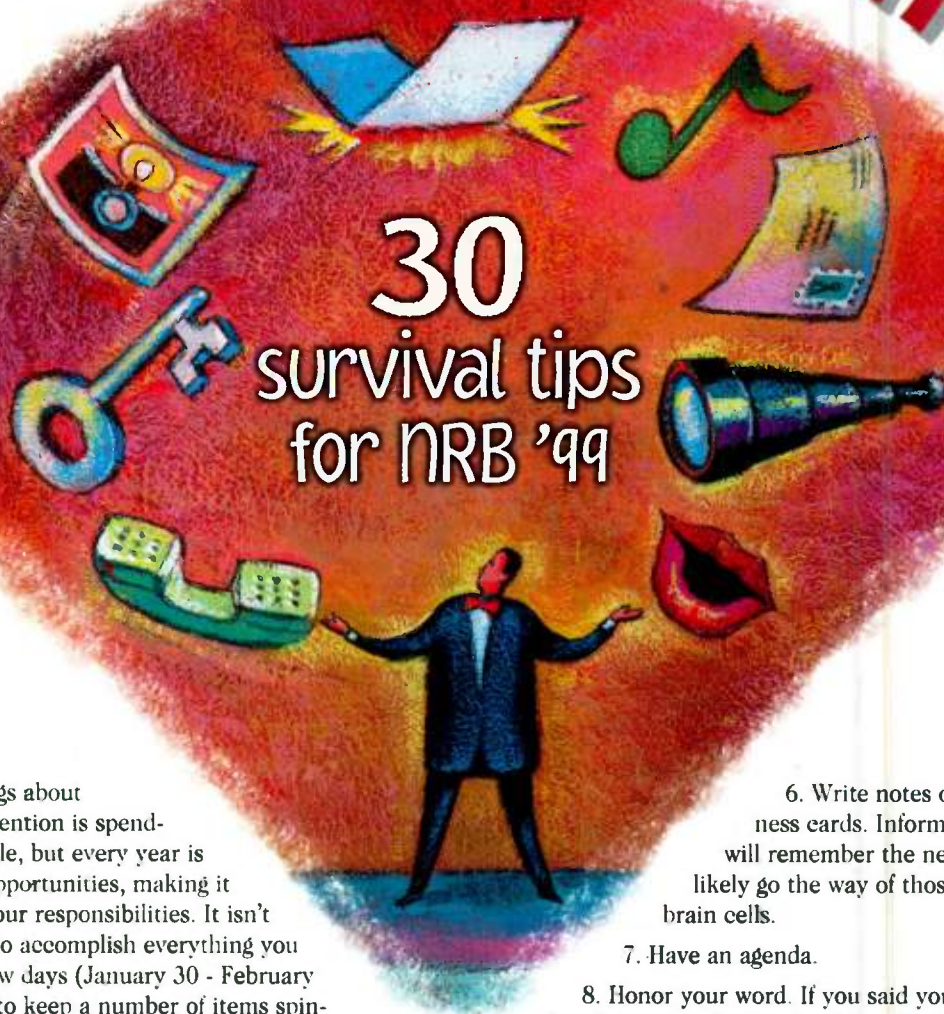
**Pro-Life  
Perspective**  
*America's  
Pro-Life Voice*



419 Seventh St., N.W., Suite 500 • Washington, D.C. 20004 • [www.nrlc.org](http://www.nrlc.org)



# It's a Juggle Out There



## 30 survival tips for NRB '99

by Robin Jones

One of the best things about NRB's annual convention is spending time with people, but every year is busier and holds more opportunities, making it difficult to juggle all of your responsibilities. It isn't easy to see everyone or to accomplish everything you desire in the span of a few days (January 30 - February 2). But you can manage to keep a number of items spinning in the air if you follow a few typical — and not so typical tips. Take 10 minutes to read through these ideas. While some of them are more light-hearted than others, they just might put the frantic pace, the obligations and the opportunities in proper perspective. Plan, invest well and enjoy the final NRB convention of the 20th century.

### Beginning Juggling

1. Be prepared.
2. Make appointments with those you want to meet. Do not assume you will be able to "meet up with them."
3. Take a zillion business cards, and then add 10 more.
4. Pack several brief sheets or pamphlets on your business/ministry and keep one with you at all times.
5. How often have you looked at a receipt in your wallet and asked yourself, "What was this for?" Write down the details for each receipt.
6. Write notes on the back of business cards. Information you think you will remember the next week will most likely go the way of those dead memory brain cells.
7. Have an agenda.
8. Honor your word. If you said you would attend a luncheon or gathering, be there. Don't be like the friend you can count on only if nothing better comes along.
9. Always introduce yourself, even if you think the person should know your name.
10. Assuming you shake hands with your right hand, be sure to wear your name badge on your left side.
11. Come to make friends not contacts.
12. Remember the ancient saying, "There is never a second chance to make a good first impression."
13. Don't forget your personal quiet time. Four days are a long time to go at breakneck speed without spiritual reprieve.
14. Wear comfortable walking shoes. If you are concerned with fashion, you might want to forego comfort and focus on image with cowboy boots for the Nashville gathering.
15. Keep some personal effects with you on the plane. The law of averages for losing your luggage never works in your favor.



# Hit Your Target!



**JOINT MEDIA LIMITED**

**1-800-738-3971**

[srichey@jmlinc.com](mailto:srichey@jmlinc.com)

Visit us at Booth #2817 at the NRB Convention.



# Inspirational Radio

**WRIS**  
5,000 Watt  
**1410**

**Roanoke, VA**

**AFFORDABLE  
RATES**

*Thru the Bible*  
*Radio Bible Class*  
*Grace to You*  
*Back to the Bible*  
*Focus on the Family*  
*God's New*  
*Behind the News*  
*Hour of Decision*

**WRIS**

P.O. Box 6099 • Roanoke, VA 24017  
540-342-3131 • Fax 540-345-2650

**Listen Monday – Friday**  
**11:05-12:00 Midnight**

**Back Home  
Hour**

**WRVA Dial 1140 AM**

*Can be heard in 38 states  
and Canadian provinces*

*—Lloyd Gochenour, President*

## Advanced Juggling

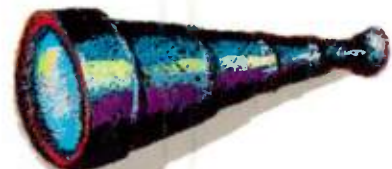
1. Pack an extra, good-sized bag for the freebies from the sold-out exhibit hall.
2. Ask exhibitors to mail literature and samples instead of carrying them with you.
3. Drink water regularly (instead of soda) to avoid dehydration.
4. Meet with employees who cannot attend NRB '99 to discover what questions or needs they have that you might pursue at the convention.
5. Look for stuff to take back to your staff to give them a national perspective on the industry.
6. If you aren't as healthy as those who will follow the #3 advice and you drink soda, consider bringing your own selections. If you buy it at the hotel, you could get soaked.
7. This may be difficult to get approved as a legitimate expense at work but everyone likes a challenge, don't they? Buy one of those motorized skateboards, approximate retail price \$695. The Opryland Hotel could fit more football fields inside than I ever care to run down.
8. Be careful what you're saying to your friends in line about Chuck Swindoll or Max Lucado — either could be in the same line right behind you.
9. Consider bringing your whole family for the learning experience at the convention as well as sites around Nashville. Did you know the city boasts an exact replica of the Parthenon? What a great home-school field trip for your kids. Call the Nashville tourism office at 615-259-4700 for more information.



10. Take a small camera. You never know when you might see old friends or want to document meeting someone new.



11. Check author signings in the convention schedule and determine which ones are worth the investment of up to a one-hour wait. These make great gifts for your friends and family who are often jealous of your library of autographed books.
12. Be sure you are sitting down when you receive your bill from the hotel.
13. If you are not a frequent airline user but are flying to Nashville, be sure to sign up for frequent flyer miles. There's no cost to you and you never know when they might come in handy.
14. Frequently check out the Presidential Lobby where registration, NRB Store, Convention Office, News Media Center and Membership Booths are located. It is the nerve center of the convention.
15. Remember, one purpose of attending the convention is to be seen. Create a walking route in the exhibition hall that encompasses the full perimeter and high traffic areas. Follow this course for 30 minutes at a time.



*Robin Jones juggles many responsibilities as creative director for GSF & Associates, based in Nashville, TN. She thanks survey respondents and Bob Lepine for assistance in writing this piece. Jones may be reached at [whyrljones@compuserve.com](mailto:whyrljones@compuserve.com).*



# **“UNSHACKLED!”**



## **Dramatic True Stories of Sinners Set Free!**

***Real stories ... compelling drama ...  
tough issues ... with Biblical solutions!***

**“UNSHACKLED!”** captures and holds an audience with gripping, relevant, and powerful dramas...clearly presenting the Gospel message of salvation through faith in Jesus Christ! A favorite worldwide on over 1,100 radio outlets in 147 countries and in 4 languages. **“UNSHACKLED!”** ... the longest running radio drama in the history of broadcasting...now available on CD, Cassette, or Reel.

Contact Dudley Donaldson  
Pacific Garden Mission, Chicago, IL 60605  
(312) 922-1462 ext. 208  
e-mail: [unshackled@pgm.org](mailto:unshackled@pgm.org)  
Visit us on the web: [www.unshackled.org](http://www.unshackled.org)



PACIFIC  
GARDEN  
MISSION™



# Radio Demolition Crews

Houston radio stations break down walls to reach out ... to each other

by Tom Terry

Once upon a time, churches in America barely acknowledged one another, preferring to stay busy behind walls of brick, plaster or wood. And Christian radio stations in the same market did the same, barely acknowledging one another, rarely talking and concentrating primarily on their own audience, formats and interests. Some stations are still living behind those high walls. But not in Houston, Texas. In Houston, unity among radio stations is demolishing barriers. The cooperation of the city's Christian radio broadcasters sparks unity among churches and encourages a city-wide emphasis on prayer and revival.



GE  
CORDLESS  
PHONE DRAWING  
BOOTH #2729

# NRB MINISTRIES AND ATTENDEES SPECIAL RECOGNITION OFFER

SAVE!!

GE  
CORDLESS  
PHONE DRAWING  
BOOTH #2729

## Bible Software

NavPress  
WORDSearch 5  
Discipleship  
299.95 159.95

AGES Master  
Christian Library v6.0  
69.95 49.95

- Best Selection
- 400+ Titles
- Lowest Prices

Logos Scholars  
Library  
599.95 299.95

Biblesoft PCSB  
Complete Ref. Lib.  
349.95 184.95

## NRB CONFERENCE FEATURED ITEMS



Adobe  
PageMaker 6.5  
\$795.00 \$545.00



CorelDRAW 8.0  
\$695.00 \$139.00

501(C)(3) qualification required



Microsoft Office  
Pro 97  
\$649.00 \$535.00



McAfee VirusScan  
Single 4.0 Dlx Ed.  
\$79.00 \$49.00

## CCB WILL . . .

- BEAT ALMOST ANY PRICE . . . CALL 800-397-6802
- PROVIDE PRODUCT UPGRADES AT LOW, LOW PRICES
- ALWAYS OFFER 10,000+ PRODUCTS
- OFFER FREEBIES, SPECIALS @WWW.CCBMINISTRIES.COM

### COMPAQ DeskPro EP

Pentium II 350, 100 MHz Bus,  
512 K cache, 64 MB SD RAM,  
10.0 GB Hard Drive,  
8 MB Video RAM, **\$1549**  
3.5" drive, 6 slots/5 bays,  
32x CD Rom,  
Premier Sound Card, Win 95,  
3 year warranty  
1 Year On site, 2 yrs. depot



monitor not included

### ACER Laptop Extensa 710dx

Pentium 233  
32 mg, 2.0 Gig HD  
2 Mg video, 24x CD  
Dual scan Color

**\$1,499**



Shipping &  
Admin. charges not  
Included

## CONSISTENT COMPUTER BARGAINS, INC.

6220 Washington Ave. Suite D Racine, WI 53406

800-342-4222

Fax: 800-440-5036

All Prices & versions  
subject to change

Email: info@ccbministries.com

Web: www.ccbministries.com



*"We decided we would promote our city to pray and fast the first Monday of every month during 1997."*

— general manager  
Tim McDermott,  
KSBJ-FM/Houston

## Peeking Over the Top

The unusual outreach story began in 1992 when Tim McDermott took over as general manager of KSBJ-FM/Houston. "I wanted to know the other [Christian radio] managers in town," he says, explaining why he formed the Fellowship of Christian Radio Managers (FCRM). "There was no agenda, just fellowship. We'd have lunch, meeting at a different station each month. Five to 10 different radio and TV managers met regularly."

As the managers fellowshiped together over the years, sharing their hearts for radio and reaching the community, a common vision began to emerge. According to McDermott, in 1996, "Bruce Munsterman of KICB-AM-FM had the idea of promoting fasting and prayer for revival. We decided we would promote our city to pray and fast the first Monday of every month during 1997." Coordinating the project was no small effort. Munsterman notes that making it work required some help. "Oliver Price of Bible Prayer Fellowship in Dallas spearheaded the whole thing for us. Oliver has been doing this for a while." With Price's help and a common commitment from all the stations, everyone had a role to play. Stations worked together to produce promos on the history of prayer and revival. Prayer spots were aired and events took place designed to call people to fast and pray.

## Sharing Tools

The stations involved included every variety of format and license: talk, teaching, contemporary, inspirational; commercial and non-commercial. Though Houston ranks as one of the top seven Arbitron markets, the potential audience is divided between 10 Christian broadcasters among 60 total stations in the market. As any broadcaster knows, when the audience is sliced thin, the tendency is toward self-protection. Yet in the midst of market realities, the most important representative element of the campaign came as the station managers agreed to sacrifice their sacred cow. They shared their air time. This was unprecedented.

In a move revolutionary for radio, managers and air personalities made appearances through spots and live interviews on one another's stations. Each station contacted local pastors and programmers to get them involved with an entire emphasis on prayer and fasting. Once they agreed to appear, the pastor or programmer was handed off to a different station. Station clients were literally handed to other stations. In addition to sharing air time and clients, the stations also cooperated by sharing article space in their newsletters.

"We got a lot of positive feedback in Houston," reports McDermott, "incredibly positive. Not just ourselves, but it seemed to spark a lot of efforts to pray and fast and witness in our city. It caught on in other cities, too." Munsterman notes, "It excited people to hear we were working together. We got reports of people motivated by [our effort] to get others together to pray. Several churches began to host other pastors to come and pray. They were making it the first Monday or Tuesday of the month. We never implemented a method of tracking response, but we heard a lot of stories."

## Maintaining the Opening

The cooperation extended from the locally owned stations to the corporate — Salem Communication Corporation's KKHT-FM/Houston general manager Gordon Marey was new to the market and just getting into the swing of things. "I sent two people to be involved and made sure we had guests on our talk shows. Price joined us on several occasions and also key leaders like Bill Bright of Campus Crusade for Christ. We also ran the spots."

Although recently acquired by Salem, KTEK-AM was owned by Children's Radio Group at the time of the prayer emphasis. General manager Jim Glogowski remembers, "We wanted to show unity as an example in the community. Some churches don't get along; we thought we could set an example and it would be a good testimony." The example

## DISCOUNTED AIRLINE AND CAR RENTAL RATES HAVE BEEN NEGOTIATED FOR THIS EVENT!

**NRB '99**  
**Nashville, Tennessee**  
**Jan. 30 – Feb. 2, 1999**

Association Travel Concepts, the official travel agency for this event has negotiated discounts with the following vendors to bring you special fares that are lower than those available to the public.

By calling ATC, you will receive 10-15% off tickets purchased more than 60 days prior to the meeting. For tickets purchased less than 60 days prior to the meeting, the discounts will be 5-10%. ATC will also search for the lowest fare on all other carriers serving this destination.

To take advantage of these great rates contact us at:

**ASSOCIATION TRAVEL CONCEPTS**

(800) 458-9383

atc@assntravel.com

www.assntravel.com



Official Vendors:

American	1-800-433-1790	6019UL
Delta	1-800-241-6760	DMN120793A
Alamo	1-800-732-3232	567643GR

Discounts apply to travel from 1/27/99 through 2/5/99



# The 56th Annual National Religious Broadcasters Convention & Exposition



## BRIDGING *the* CENTURIES

**NRB '99 • Saturday, January 30–Tuesday, February 2, 1999**  
**Opryland Hotel Convention Center • Nashville, TN**

### **SPEAKERS**

- T. D. Jakes
- Steve Brown
- Alan Keyes
- Brother Andrew
- Dennis Rainey
- Becky Tirabassi
- Chuck Colson

### **ENTERTAINMENT**

- Cheri Keaggy
- Steve Green
- Kim Hill
- Chonda Pierce
- Steve Bridges
- The Happy Goodmans
- Chuck Sullivan
- NewSong
- The Cathedral Quartet
- Gold City

### **HIGHLIGHTS**

- TV, Radio, & Stewardship Boot Camps
- Over 100,000 sq. ft. of exhibits
- Job Fair
- TV Program Showcase
- Countless networking opportunities
- 40+ educational sessions

### **EDUCATIONAL SESSIONS**

Information packed sessions like:

- Maximizing Your Web Presence: Starting Off Right
- Telling Your Story - Public Relations for the 21st Century
- Selling Spots Through Concept Communication
- Current EEOC Regulations
- Protecting Your Tax Exempt Status
- Determining a Media Mix
- Alternative Sources of Revenue for Radio
- Marketing Your Media Ministry Without Breaking Your Budget
- Informational Programming That Attracts & Maintains Your Audience
- Non-Linear Editing
- A Baker's Dozen: 13 Keys For Effective Conflict Management
- New Technologies: Help or Hindrance?

For registration information, call (703) 330-7000, ext 503; fax (703) 330-7100, or E-mail: [tsingleton@nrb.org](mailto:tsingleton@nrb.org)

You can also register on-line at our web site at [www.nrb.org](http://www.nrb.org)



didn't end in 1997. "We've (since) done other things together — blood drives, Christian college fairs and other events."

Several stations became involved in promoting the National Fasting and Prayer Gathering, held in Houston last November. KSBJ did promotion for the youth lock-in while other stations handled local promotions for the general sessions.

While it might be argued that there was serious promotional value for Christian radio in what the stations did, Glogowski agrees that the real value was spiritual in nature — as a result of the combined efforts. He reports seeing "pastors put more of an emphasis on prayer. Christian radio reinforced that. A lot of what we did was canned programming, but this was more special for our listeners."

McDermott adds, "You've got to get out of the mind set of competing with each other. We're competing against mainstream media, not other Christian broadcasters. This is more for us a walk of obedience. We love our city, and want to be effective, but the results are in God's hands. Don't expect to have customers come to your door [if you do something like this]. It's a spiritual thing; expect spiritual results."

## From Barriers to Boundaries

So what is the next step, now that the walls are down? According to the managers involved, more cooperation and further projects. Each emphasis is on reaching the community with the Gospel; putting aside the distracting issues of financials, station specific promotions and protection of territory. Those fences are important for the survival of a station — but only to a point. Houston's Christian broadcasters opt to build those necessary dividers from widely spaced slats placed knee high, allowing them to see the larger vision and put aside the differences that might stand in the way of fulfilling God's plan.

Many Christian radio stations in the same market stay behind high walls of impenetrable materials, barely acknowledging one another, rarely talking and concentrating primarily on their own audience, formats and interests. But not in Houston.

*Tom Terry heads international development for World Changers Radio, a ministry of Campus Crusade for Christ, and is director of Radio Development International, providing training and partnerships for broadcasters in the third world. He may be reached at [tterry@ccci.org](mailto:tterry@ccci.org).*

**Houston's Christian broadcasters opt to see the larger vision and put aside the differences that might stand in the way of fulfilling God's plan.**



### ANOTHER GREAT NASHVILLE PERFORMER SWITCHES LABELS.

Now that CBS has taken us under their wing, we've changed our name. Though that's the only thing that's changed. We may have joined forces with one of the biggest names in the business but we're still the same folks you've come to know and love over the past 10 years. We still produce the very highest quality duplications, including JVC-licensed VHS, D2, Digital Betacam, Betacam SP, S-VHS, 8 mm, 1", 2" and 3/4".

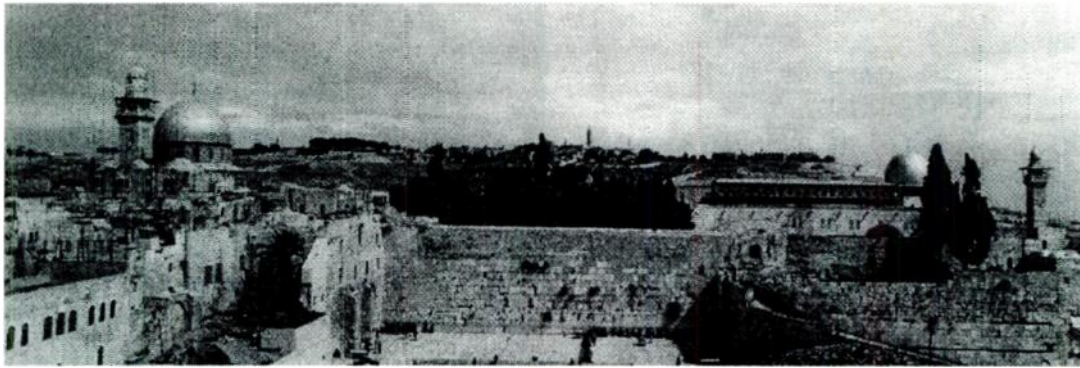


We can still take your project from start to finish, from specialized package design and customized printing to mailing anywhere in the country. We will still fulfill any order whether it's for a single duplication or five million. And our staff still checks duplicates for audio, video and tape stock quality before shipping. Even our phone number's the same, so make sure you don't lose it. In fact, make a copy. Make a copy. Make a copy.

1-800-554-2348



# HOLY LAND - ISRAEL



*On the eve of the 3rd millennium follow  
Jesus footsteps in the Holy Land*

*Jerusalem Tours International offers unique touring  
packages with the Jerusalem Tours advantage:*

- \* **Special itinerary covers from DAN to BEER SHEVA**
- \* **More sites included: Golan Heights, Caesarea  
Phillipi, Masada, Tunnels, Overnight at Dead Sea...**
- \* **First Class tourist hotels on half board.**
- \* **Free personal gifts package for each pilgrim.**
- \* **Excellent personal service.**
- \* **Affordable and very competitive prices.**
- \* **Clergy incentive program - Earn free travel.**

**Jerusalem Tours**  
*international*

*your best trip starts with us.*

*Ltd.*

Ask us about OBERAMMERGAU

*Please visit us at the Israel Ministry of Tourism Booth #1415*

**FOR MORE INFORMATION, PLEASE CALL  
TOLL FREE 1-888-373-8687**



## Radio Engineering Manager

High Adventure Ministries, Inc. is looking for an engineering manager for its missionary transmitter site (KHBN) in Palau. Position oversees, develops and manages engineering policies, procedures and all technical and operational staff for the Palau base. Includes all transmitting devices, antennas, studio equipment, generating systems and associated equipment. Qualifications: training and experience equivalent to five years as chief engineer or engineering manager at international broadcast station. Must be familiar with high-power HF transmitter operation and be able to troubleshoot to the component level. Must have transmitter, studio and supervisory experience. Certificate of proficiency in radio engineering and technical achievement helpful. Telephone director of engineering Paul W. Hunter at 805-520-9460 or fax resume to 805-520-7823.

## On Air Sales/Promotions

Be part of the startup of a new Christian AC in Elmira, NY. Rush tape and resume to GM, WDBA-FM, 28 West Scribner Ave., DuBois, PA 15801 or telephone 814-371-1330. EOE

## InfoCision Management, p/u Dec 98, page 36

### Station for Sale

FM noncommercial educational. Located on 70 acres in Ohio with studio and other buildings available. Prefer network affiliation or outright sale of radio ministry. Nondenominational. Principals looking to retire. PO Box 301, Bradenton Beach, FL 34217. Telephone 941-778-7824.

## Want more classifieds?



[www.nrb.org/class.htm](http://www.nrb.org/class.htm)

## Openings at Total Living Network (formerly WCFC-TV38/Chicago, IL)

### Sales Manager

Focus on spot and program sales. Need skills to identify the best sales opportunities for TLN and build a client base of advertisers. Must have experience in Christian radio or TV sales. Good communication and social skills. Professional appearance a must.

### Assistant Chief Engineer

Highly motivated individual to coordinate all aspects of system design, installation, modifications and maintenance of production facility and transmitter. Digital technology familiarity a must.

### Lighting Director

Experienced in studio and remote productions. Must manage lighting crew, maintain and repair equipment and establish, design and execute lighting requirements. Basic knowledge of electronics and TV camera theory required.

Telephone H.R. Dept. after January 4 at 312-433-6413 or send resume to TLN, 38 S. Peoria, Chicago, IL 60607.

## Advertising Index

Advertiser	Web Address	Page
All American Syndication	<a href="http://www.aatv.net">www.aatv.net</a>	13
American Family Association	<a href="http://www.aft.com">www.aft.com</a>	BC
ATC	<a href="http://www.assntravel.com">www.assntravel.com</a>	50
Berkey Brendel Sheline	<a href="http://www.servantheart.com">www.servantheart.com</a>	17
Bott Radio Network	<a href="http://www.fott.org">www.fott.org</a>	15
Briargate Media	<a href="http://www.bsusa.com">www.bsusa.com</a>	5
Broadcast Software	<a href="http://www.worldchangers.net">http://worldchangers.net</a>	IBC
Campus Crusade for Christ	<a href="http://www.cebministries.com">www.cebministries.com</a>	9
Consistent Computer Bargains	<a href="http://www.coCEC.com">www.coCEC.com</a>	49
Creative Edge Communications	<a href="http://www.thedomaingroup.com">www.thedomaingroup.com</a>	19
The Domain Group	<a href="http://www.familynet.org">www.familynet.org</a>	11, 37
FamilyNet	<a href="http://www.backtothebible.org">www.backtothebible.org</a>	31
Good Life Associates	<a href="http://www.infocision.com">www.infocision.com</a>	7
InfoCision Management	<a href="http://www.inserviceamerica.com">www.inserviceamerica.com</a>	2
InService America		25
JML, Inc.		45
Jerusalem Tours	<a href="http://www.jerusalem tours.com">www.jerusalem tours.com</a>	53
KMA	<a href="http://www.kma.com">www.kma.com</a>	22
KMS Software	<a href="http://www.kmssoftware.com">www.kmssoftware.com</a>	23
KVBM		34
LIM Productions		35
LTI Net	<a href="http://www.ltinet.com">www.ltinet.com</a>	1
Life Issues Institute	<a href="http://www.lifeissues.org">www.lifeissues.org</a>	33
NRB Convention	<a href="http://www.nrb.org/conv.htm">www.nrb.org/conv.htm</a>	51
NRB Membership	<a href="http://www.nrb.org/member.htm">www.nrb.org/member.htm</a>	36
NSN Network Services	<a href="http://www.nsn.net">www.nsn.net</a>	32
National Right to Life	<a href="http://www.nrle.org">www.nrle.org</a>	24
Network Duplication	<a href="http://www.eriesonmkt.com">www.eriesonmkt.com</a>	43
Pacific Garden Mission	<a href="http://www.pgrn.org">www.pgrn.org</a>	47
Religious Roundtable		41
Salvation Army	<a href="http://www.salvationarmyusa.org">www.salvationarmyusa.org</a>	55
Shively Labs	<a href="http://www.shively.com">www.shively.com</a>	20
Three Rivers Health & Nutrition	<a href="http://www.trv.org">www.trv.org</a>	26
Total Living Network	<a href="http://www.totallivingnetwork.com">www.totallivingnetwork.com</a>	IFC
USA Radio Network	<a href="http://www.usaradio.com/pov">www.usaradio.com/pov</a>	3
Valtim, Inc.	<a href="http://www.valtim.com/home.shtml">www.valtim.com/home.shtml</a>	21
WRIS		46





# Relief for Body and Soul

For over a century, The Salvation Army has been providing relief for body and soul. Last year, with the support of private donations, we helped more than 26 million people. Some received relief for the body — a hot meal after a tornado, a cool drink in a raging wildfire, or support in recovery from addiction. Others received relief for the soul — guidance in confusion, counseling during calamity, or spiritual help in despair.

We also provide relief for the soul with radio: Wonderful Words of Life, a 15-minute weekly program of inspirational music and talk; its Spanish version, Maravillosas Palabras de Vida; and Heartbeat, a 1-minute spot about life issues. Our programming stands for enduring integrity — for caring in action. Over 1,300 radio stations are now carrying our programs. Share some time with us and help us bring relief for the soul to others.

Call for a free audition kit: phone (404) 728-6727 • fax (404) 728-1331 • voice mail (800) 229-9965.

## Radio Ministries of The Salvation Army

Wonderful Words of Life • Maravillosas Palabras de Vida • Heartbeat

Visit us in booth #511 at NRB '99. Free coffee & donuts, Monday morning, Feb. 1





# Century Retrospective

January

The evolution of communications technology from 1900 to the present is remarkable. From the days of crystal sets to ISDN lines, fiber optics, digital transmission and the Internet, the Lord provides an incredible array of tools with which to broadcast the Gospel. As the 20th century draws to a close, each issue

of NRB will remind us of the journey of Christian broadcasting and those who have gone before us. The people, the places, the stations and the technology may change — indeed, they will change — but the message these elements carry is timeless.

Here's a look at some of the events in broadcast history for the month of January.



Pat Robertson

**January 1, 1948**

The Lutheran Hour broadcast on KSD-TV/St. Louis marks the first TV worship service.

**January 1, 1998**

HCJB (Heralding Christ Jesus' Blessings) World Radio begins broadcasting shortwave programs in eight languages to listeners in North Africa, Middle East and Euro-Asia from a site in the United Kingdom.

**January 2, 1921**

KDKA/Pittsburgh, PA, airs the first religious radio broadcast. The service at Calvary Episcopal Church was conducted by associate pastor Lewis B. Whittemore.

**January 11, 1960**

Christian Broadcasting Network was founded by Pat Robertson. The first broadcast took place October 1, 1961, on WYAH-TV/Portsmouth, VA. Robertson was inducted into the NRB Hall of Fame in 1986.

**January 24, 1918**

Oral Roberts is born in Pontotoc County, OK. In 1954, he began a TV ministry and soon became the first evangelist to produce programs directly from his tent services. Oral Roberts and You began in 1969 and became one of the highest rated religious TV programs in the 1970s.

**January 25, 1927**

Charles Cruseford's first broadcast on KFGQ/Boone, IA. Later that year, his daughter Lois becomes the first woman to receive a first-class radio telephone operators license. Lois was inducted into the NRB Hall of Fame in 1977.

**1967**

NRB establishes a national office and names a full-time executive secretary, Benjamin Armstrong. He wrote The Electric Church in 1979 and led NRB until 1989.

**1968**

Lester Sumrall signs on WTIME-FM (World Harvest Mission Evangelism) in South Bend, IN, which led to the development of LeSEA Broadcasting Network — radio, shortwave and TV.

**1979**

Dan Betzer replaces C.M. Ward as host of Assemblies of God radio broadcast Revivaltime.

**1997**

Al Sanders is inducted into the NRB Hall of Fame. Sanders is widely known as the founder of Ambassador Advertising (in 1959), which represents, produces and syndicates Christian programs. His credits also include joining the staff of WMBI radio in 1949, hosting The Biola Hour beginning in 1952, producing Day of Discovery with Richard De Haan and assisting in the development of Insight for Living with Chuck Swindoll.



Oral Roberts



Benjamin Armstrong



Lester Sumrall



Al Sanders



Charles Cruseford



Lois, Charles & Bonnie Cruseford

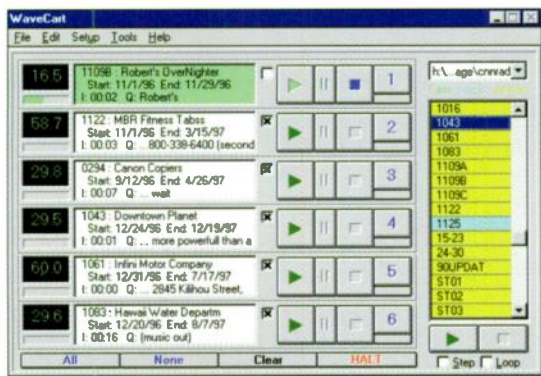


More than 2000 stations  
**WORLDWIDE**  
 use our digital software

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

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

## On-Screen Cart Machine



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

**\$249**  
complete

**24 HOUR  
FREE  
TECH SUPPORT**

## Affordable Digital Automation



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

**\$999**  
complete

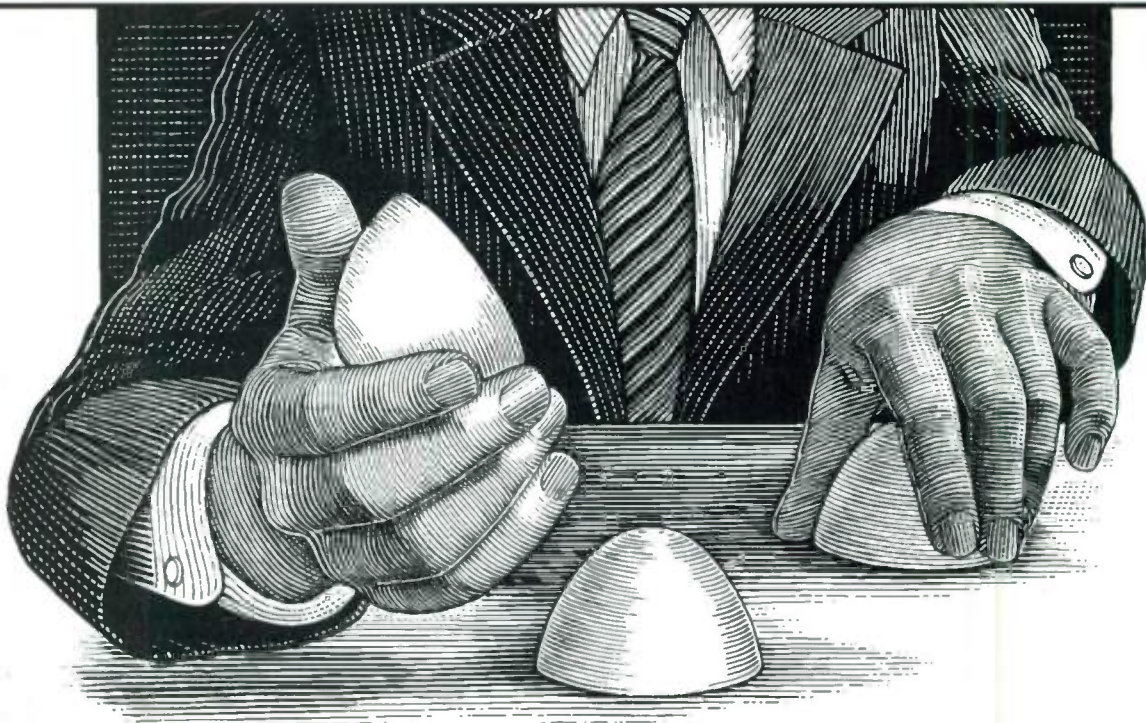
**BSI**  
Broadcast Software International

**Try It, Before  
You Buy It!**

Download the REAL software  
from our web site. Test and try  
before you buy.

**888-BSIUSA1 or www.bsiusa.com**





# Tired of playing a guessing game?

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

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

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

## **AFR PROGRAMMING IS FLEXIBLE**

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

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

## **AFR PROGRAMMING IS FUN**

AFR turns casual listeners into loyal listeners. Our on-air people are encouraging, engaging and

just plain fun. Your audience won't get bored because AFR is live – never automated.

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

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

## **AFR PROGRAMMING IS FREE**

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

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



AFR programming is now on the Internet. Hear us at [www.afa.net](http://www.afa.net). You can click to hear 4 1/2 minutes of AFR news anytime.

*American Family Radio*