

NRRB

National Religious Broadcasters

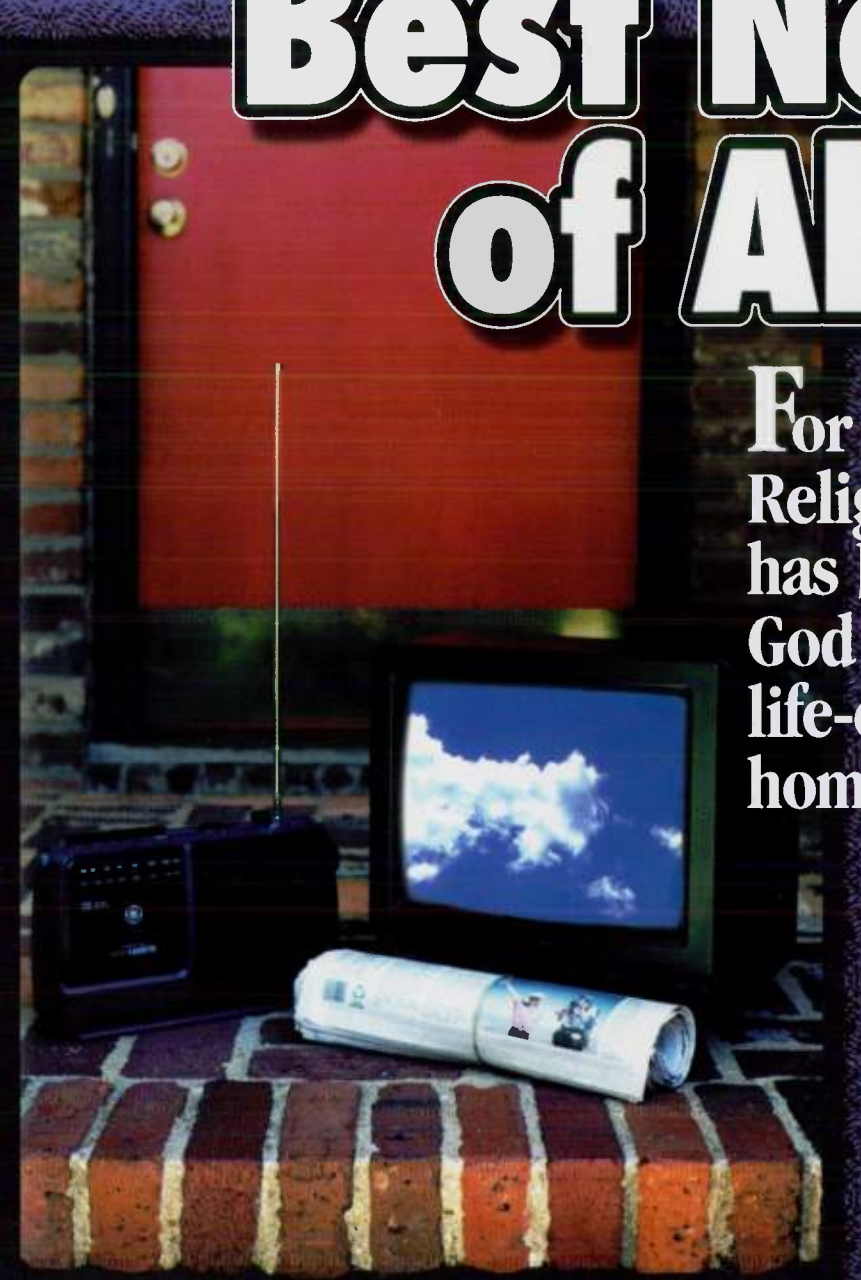
February/March 1999



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Dr. Michael Youssef: Leading the way into the 21st century, he proclaims the Word with power and urgency.

Founding pastor of the Church of the Apostles in Atlanta, Dr. Michael Youssef is a dynamic preacher of the Word of God. Now heard on hundreds of outlets in the United States, his *Leading The Way* radio program

is drawing tremendous listener response and acclaim from Christian leaders.

Leading The Way is both authoritative and personal. Each daily 24-minute program connects listeners with

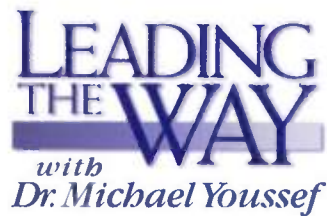
an in-studio segment that explains the relevance of Bible lessons to our daily lives and leads us into a deeper relationship with the Lord.

Preaching the whole counsel of God's unchanging Word, Dr. Youssef teaches with authority and a rich understanding of the land of the Bible and its people. Lessons are sprinkled with little-known details of Bible cultures and first-century Christianity, which make the Scriptures spring to life as never before.

Dr. Youssef pulls no punches to be "politically correct." *Leading The Way* is challenging, thought provoking, encouraging, inspiring, and sometimes disturbing as Dr. Youssef shows how the Word of

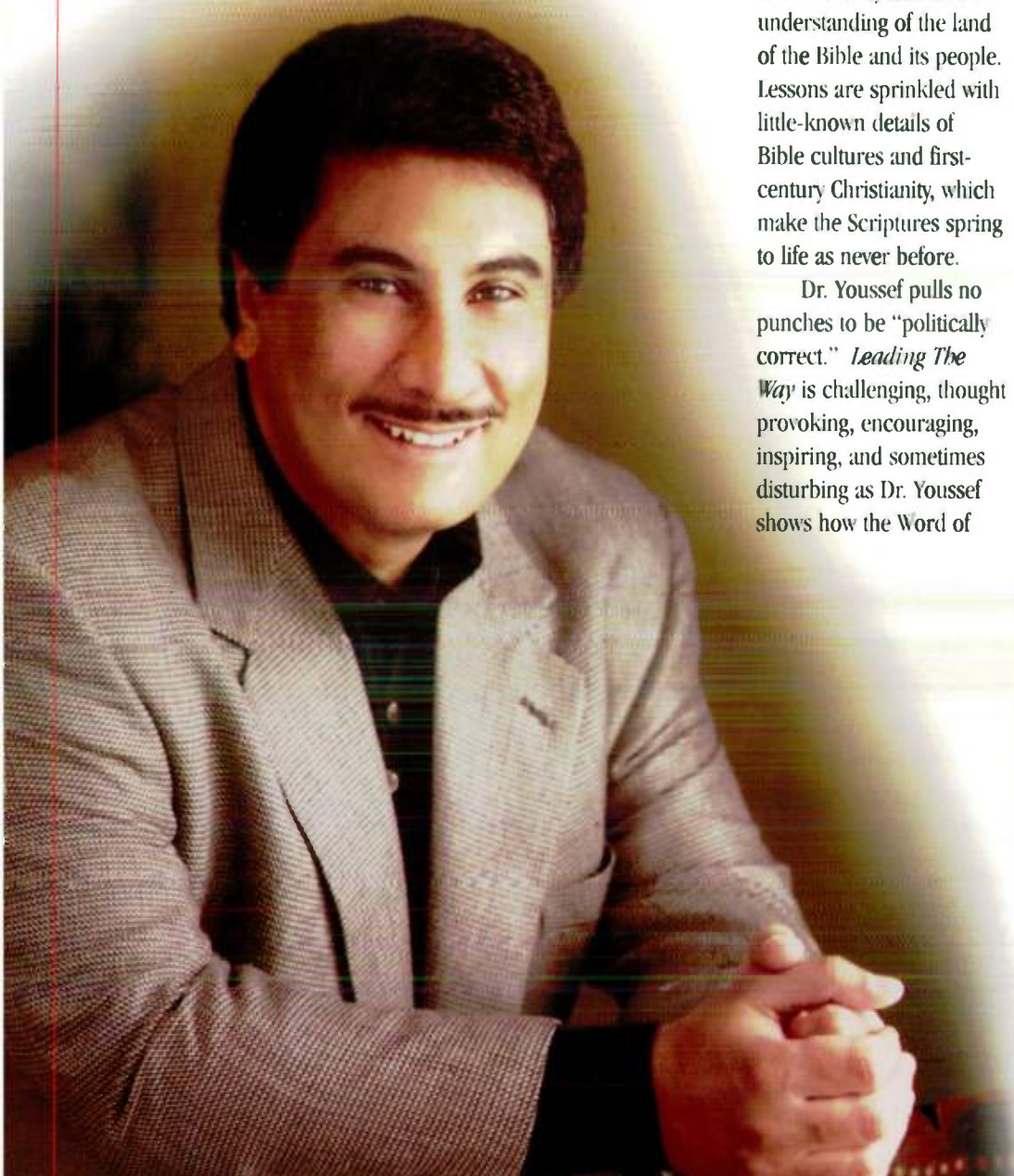
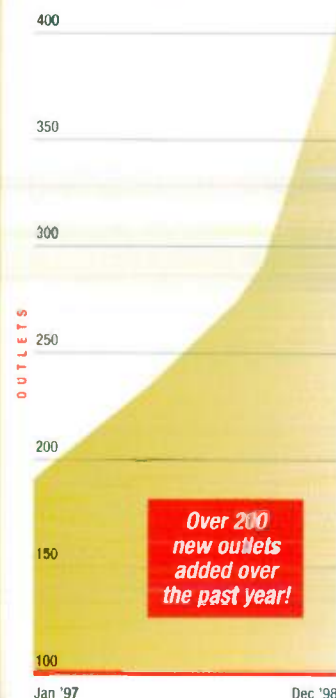
God applies to today's issues. His message is consistent and urgent—for both believers and seekers: Jesus Christ is the only way!

Clearly, Michael Youssef is leading the way in the next generation of Christian communicators.



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LEADING THE WAY with Dr. Michael Youssef program growth over the past year:



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■ "Simply put, *Leading The Way* leads the way. In this, the largest urban market in the United States, Michael Youssef has made a real impact. They say if you can make it here, you can make it anywhere. And you've made it, Michael, into our minds and into our hearts. Most important, you've driven us into God's Word, and for that, we are grateful."

—Joe Davis, WMCA & WWTJ
New York, NY

■ "Dr. Michael Youssef is one of today's great Bible teachers. He combines tremendous biblical knowledge and insight with a unique ability to communicate his passion for the Gospel, his integrity, and his deep desire to see others come to Christ. We hope that as *Leading The Way* continues to grow its ministry and impacts others for Christ, it will continue to make a difference in Detroit for years to come."

—Frank Franciosi, WMUZ
Detroit, MI

■ "I was driving to a lunch appointment the other day, listening to Michael's exceptional message on praise. And I thought to myself, 'You know, this guy is the best preacher/teacher we have on WRBS.' He's refreshingly biblical in his approach, and he comes with a hint of the intellectual, which is something that I like very much, and something I think we need in Christian broadcasting. *Leading The Way* is 'leading the way!' Michael Youssef is one of our key Christian broadcasters of the future. I believe he's that next generation we've been hoping for, waiting, and praying for, and I wish him Godspeed and God bless."

—Tom Bisset, WRBS
Baltimore, MD

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—Illinois

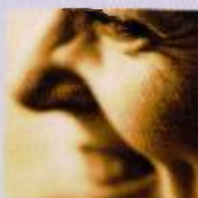
"I cannot begin to tell you the daily impact *Leading The Way* has been in my life.



My children and I listen in the car every morning. What a way to start the morning—step in His Word and His presence. God bless you, Dr. Youssef. You are the pastor that I've heard who is not afraid to speak all sin, sin."

—New York

■ "It is a rare and special thing these days to hear a message that pulls no punches but boldly speaks forth the Word, knowing it will deeply convict and maybe even 'offend' those who hear. We need more preaching like that. *Leading The Way* is a great source of comfort and encouragement, challenge and conviction—the perfect balance—and always comes across filled with love and compassion.



The added insights about Jewish and Middle Eastern culture bring a new light to so many passages."

—New Mexico

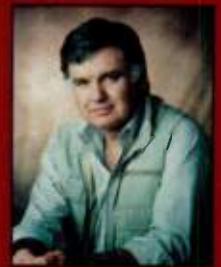
■ "The Holy Spirit uses your messages to refresh me and turn my eyes heavenward to Him. I so appreciate your candor and your honest, open style of preaching. Your humor always seems to lighten the burden of the day. Be assured God is using your ministry to reach His children in even the most unexpected places."

—Vermont



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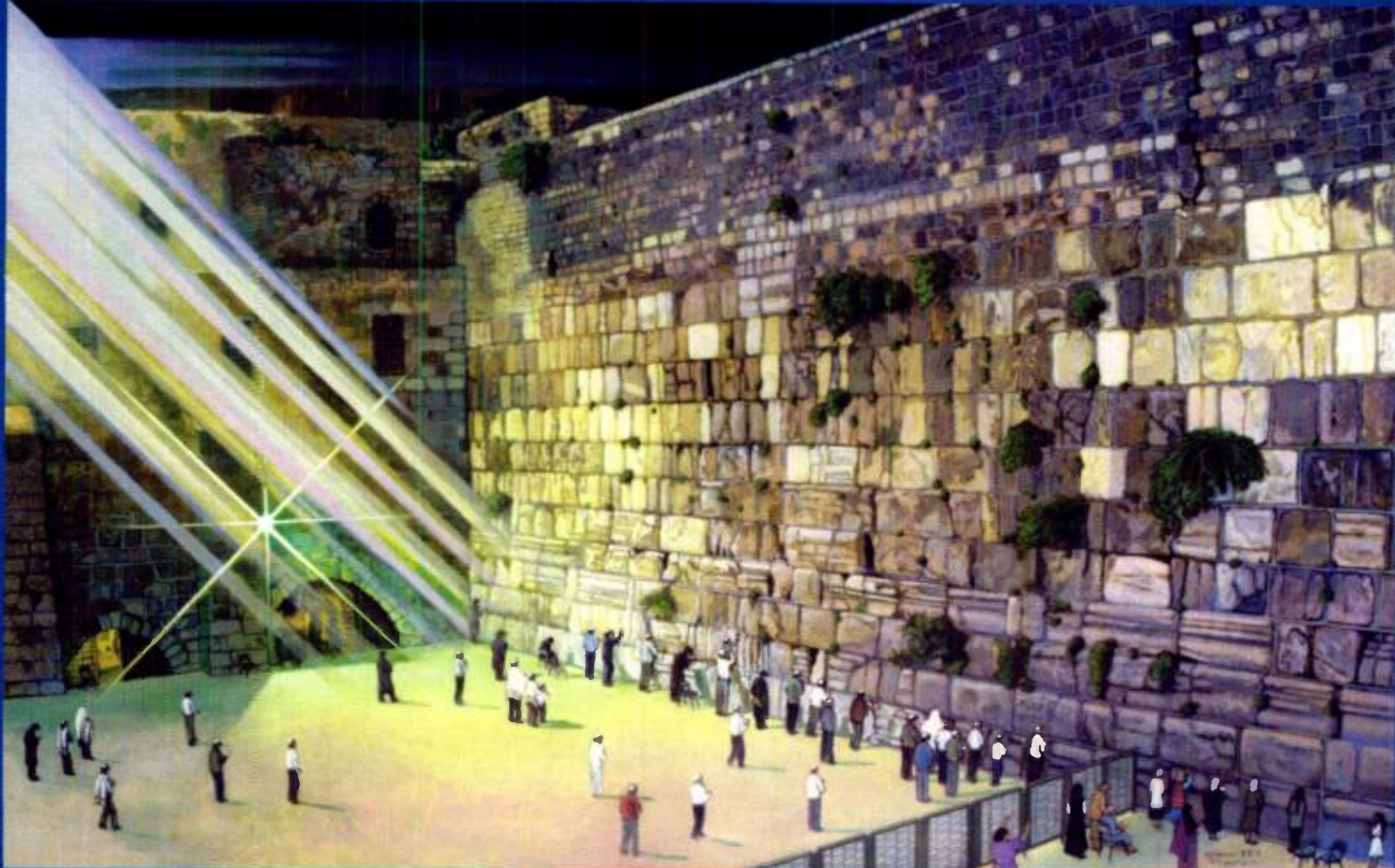
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Overcoming Evil With Technology

My friend Henry Blackaby recently made some insightful comments about the role of media in modern culture. Such roles have important bearing on our daily work.

No one can doubt the significant influence the media has on America. A haunting question for Christians: How do we need to respond?

It has been left to our generation to be stewards of such awesome tools as print, TV, radio, video, film, music and the Internet.

In the midst of all this technology, we must remember that our sovereign Lord has granted permission for it. He knows how these implements can be used for great good. He also knows how these tools can be employed for great evil.

The failure to use media for good can have as significant an impact as deliberately using it for evil. Blackaby sees media being used for good in three ways:

1. Media provide accurate information about the world, especially concerning tragedies. This can create compassion with truth, leading God's people to respond in love.

2. Media give God's people extensive opportunities to communicate the Gospel with integrity. Even people "behind closed doors" can have access to the Gospel.

3. Media create opportunities to greatly influence people for good, thereby counteracting evil. This must be done carefully and prayerfully, with holy integrity.

We have the God-given privilege of combining our talents with timely technological tools to impact our nation for good. Let's use every medium possible to call our nation back to truth, back to virtue, back to goodness ... back to God. NRB



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

Watchmen on the Wall

When historians look back on this period in American life, I fear we may see it as the time that our country once and for all turned away from truth and moral absolutes as the basis of government and other aspects of a civil society.

We have been warned that this is the inevitable outcome of the moral relativism of this post-modern time. When intentional prevarication can be officially excused at any level of our government — or any other institution — we know we are in deep trouble. The implications of such an approach to truth and moral absolutes are profound, indeed.

Virtually every aspect of our lives are governed by the assumptions that truth exists, that every normal person knows what it is and that when we fail to speak the truth we must face the consequences. Sliding down the slippery slope of moral relativism has always been a possibility.

Israel reached a point of moral chaos when "everyone did that which was right in their own eyes" (Isaiah 53:6). That is the best definition of moral relativism I know. It is morality by public opinion poll. Again God's Word speaks to the idea that man is a law unto himself. "There is a way that seems right to a man but the end is death" (Proverbs 14:12).

To give credit where it is due, I believe the secular media have done a very good job of holding up to public scrutiny the immoral behavior in high places. But uncomfortable with moral absolutes, they find it difficult — even nonsensical — to call for real punishment for such activity.

What is our role as Christian broadcasters in this moral plague that seems to engulf our great nation? God has called us as broadcasters to be spiritual watchmen on the walls of the nation. Compared to the secular media establishment, we are but a small minority. But God's truth is powerful and is able to set free captives of every enslavement.

We must speak forcefully but compassionately, prophetically but not as political partisans, sincerely but not sanctimoniously of God's moral standards for the nation. We are not unlike Gideon's little band of 300, whose torches brought light to lead the nation back to God. May our commitment in these morally dark days be, "This little light of mine, I'm gonna let it shine." NRB



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

January 30-February 2

56th Annual NRB Convention & Exposition; Opryland Hotel Convention Center; Nashville, TN. 703-330-7000 or www.nrb.org.

February 4-7

RAB '99, 19th annual Radio Advertising Bureau international conference; Hyatt Regency Hotel, Atlanta, GA. Wayne Cornils, 800-722-7355.



February 9-12

Milia, the international content market for interactive media; Palais de Festivals, Cannes, France. Patrick Lynch, 212-689-4220.

February 16-17

"DBS: The Five Burning Questions," presented by The Carmel Group; Sheraton Gateway Hotel, Los Angeles, CA. 831-643-2222.



February 22-24

North American National Broadcasters Association annual general meeting; the Freedom Forum, Washington, DC. 416-598-9877.

February 25

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

March 18

National Association of Black Owned Broadcasters Communications Awards Dinner; Marriott Wardman Park Hotel, Washington, DC. 202-463-8970.

April 6

SkyFORUM XI, direct-to-home satellite TV business symposium, presented by the Satellite Broadcasting and

Communications Association; Marriott Marquis Hotel, New York City, NY. Carrie Cole, 703-549-6990.

April 12

Gracie Allen Awards — American Women in Radio and Television; The Hudson Theatre on Broadway, New York City, NY. Laura Scot, 703-506-3290.



April 19-20

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

April 19-22

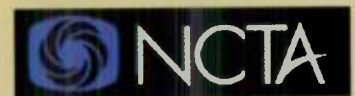
National Association of Broadcasters annual convention; Las Vegas (NV) Convention Center. 202-429-5300.

May 17-20

39th annual Broadcast Cable Financial Management Association conference; MGM Grand Hotel, Las Vegas, NV. Mary Teister, 847-296-0200.

June 13-16

48th Annual National Cable Television Association convention and exposition;



McCormick Place, Chicago, IL. Bobbie Boyd 202-775-3669.



June 27-29

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

Send calendar information to 7839 Ashton Avenue, Manassas, VA 20109-2883, fax 703-330-6996 or e-mail cpnyor@nrb.org.

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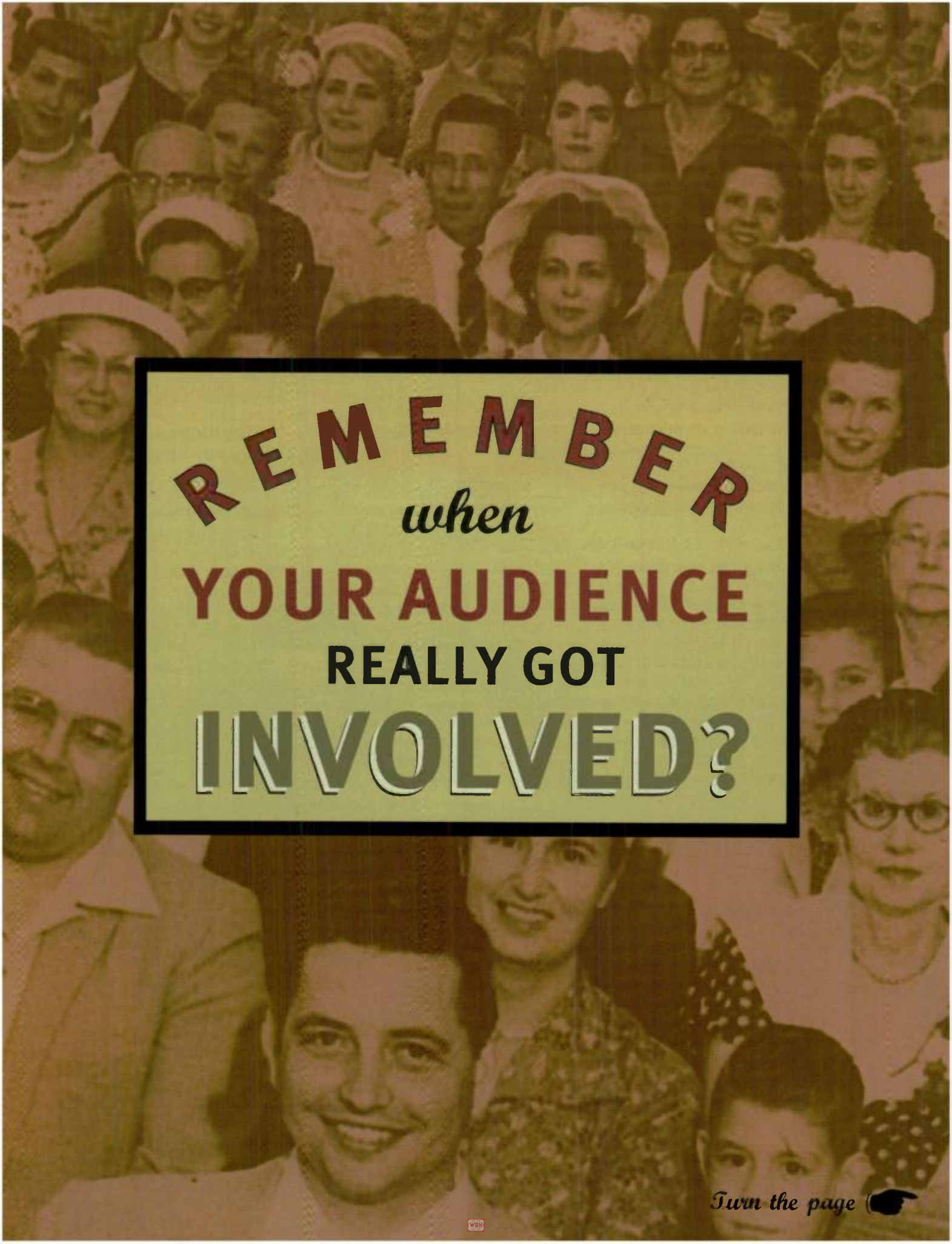
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Personal TESTIMONIES

WHAT BROADCASTERS AND LISTENERS
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Steve Brown
Key Life Network

"ICRN ALLOWS US TO REACH LISTENERS on their own time, whether in their offices, at home, or online anywhere around the world. It has helped open a whole new avenue of effective ministry for us."

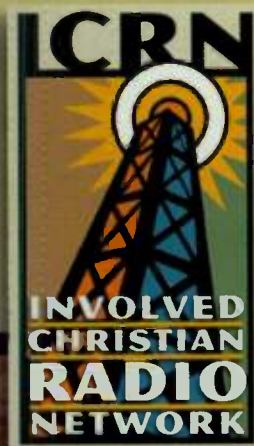
Buddy Williams
V.P. of Ministry Resources
Insight for Living

"MY HOME IS IN MALAYSIA where Christian Radio is not available. Now I can listen to all these messages without fear and not constantly depending upon the favor of men. Thank you."

E-mail from ICRN Listener

"ICRN ALLOWS ME TO LISTEN to broadcasts at my own time at my own pace. I can pause the broadcast while taking notes, I can rewind to hear a vital point all over again. I think the concept of Christian broadcasts on the Internet is just absolutely fantastic and incredible."

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Digital Public Interest Recommendations Delivered to White House

After 15 months of discussion and deliberation, the Clinton Administration's Advisory Committee on Public Interest Obligations of Digital Television Broadcasters recently delivered its final report to Vice President Al Gore, the administration's point person on telecommunications issues.

The 160-page document reflects some consensus recommendations for revising the existing public interest rules in the context of digital television (DTV), but the report also spotlights what the so-called "Gore Commission" itself called its "sharply different views" about contentious issues (establishing mandatory minimum standards for political broadcasting, public affairs programming, etc.)

The sometimes fractious debate among the 22 committee members — drawn from the TV industry, academic community and public interest organizations — seemed to attract as much media attention over the past year as did the substance of the arguments.

With its work complete, the Gore Commission disbanded. It remains to be seen what might happen to its recommendations. The group offered 10 general proposals for further consideration by policymakers, the most substantial of which are outlined below. Some recommendations would require Congressional action, others might fall within the power of the FCC to implement and a few call for voluntary action by broadcasters.

As of this writing, no legislative action on these proposals has been scheduled. However, some of the recommendations might resurface in a future FCC proceeding. The agency pledged in one of its 1997 DTV implementation orders to seek comment on whether existing public interest requirements should be amended in light of the expanded service options (such as transmitting data or several multiplexed video streams simultaneously) that digital technology affords TV stations. The FCC indicated that it wished to take the Gore Commission's recommendations into account in that process.

In response to the final report, Chairman Bill Kennard issued a brief statement thanking the presidential appointees for their "hard work on developing innovative ways for digital television to serve the public." No formal rulemaking on the matter has been opened.

Nevertheless, all broadcasters — including radio station licensees — would benefit from some understanding of the Gore Commission recommendations. At least some of these ideas may be actively debated in the DTV context; those that gain acceptance also might be raised in future rulemakings governing digital radio.

Major proposals include calls for:

Enhanced disclosure of broadcasters' public interest activities.

The Gore Commission recommends that the FCC require DTV licensees to make quarterly reports available to the public on programming devoted to matters such as campaigns, community events, etc., in a format like that now required for children's TV. A subset of prominent broadcasters on the panel agreed that improved disclosure is worthwhile, but opposed mandating it as a rule.

Adoption of updated industry standards of conduct. The Gore Commission urges the broadcast industry to develop a new set of aspirational principles to replace the old National Association of Broadcasters Code of Conduct (which was jettisoned in 1982 following anti-trust inquiries from the U.S. Department of Justice). Broadcasters in the group split over the question of whether a new code would be appropriate.

Some unspecified "minimum public interest requirements." This recommendation prompted vociferous debate among Gore Commission members — specifically over the degree to which such standards should be specified by law or FCC rule. They reached some consensus on the appropriateness of stations developing new methods for ascertaining community needs and interests: making commitments to air public affairs programs and public service announcements (PSAs); providing closed captioning of PSAs, public affairs, and political programming; and reporting quarterly to the public on such program offerings. Broadcasters on the panel opposed new government regulation to enforce the objectives.

Establishment of a trust fund for digital public broadcasting. The Gore Commission urged Congress to provide a stable funding source for public TV stations — defined as not only PBS affiliates but also any "independent noncommercial programmer" — to cope with transition and ongoing programming costs. The group also urged the FCC to allow each community to retain one vacated channel after the digital transition period for the establishment of a new noncommercial educational station.

Requiring broadcasters who transmit multiplexed digital video or data streams to undertake new financial or programming obligations. This was another area of sharp disagreement among Gore Commission panelists. As a consensus position (which broadcast members opposed), the group advocated that Congress or the FCC give such licensees the option of 1) paying a revenue-based fee to the government to support public broadcasting or another noncommercial programming purpose, 2) devoting one video stream to public interest programming or 3) making some type of "in-kind" contribution, such as free time for political parties.

Voluntary provision of five minutes of free time daily for "candidate-centered discourse" during the last 30 days of an election cycle. The Gore Commission debated a wide range of possible changes to the current regulatory regime governing political broadcasting, but members recognized that many ideas would require Congressional action to modify existing statutory requirements — an effort that might best be considered within the context of larger campaign-finance reform initiatives. Nevertheless, the group urged individual broadcasters to offer daily free time to candidates in the last month of campaigns, and recommended that Congress give the FCC authority to waive the so-called "equal opportunities" rule in order to afford licensees the flexibility to focus on only major races or major candidates.

A full copy of the Gore Commission's final report is available via the Internet at www.ntia.doc.gov/pubintadvcom/pubint.htm. I will continue to monitor the issue of digital public interest obligations and report on significant FCC action in future columns. ^{NRB}



Former FCC chairman Richard E. Wiley is 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.

“Thanks for Listening.

*God Bless You,
God Bless Your Family,
and God Bless America!”*

—Dr. Richard Land



With these words, Dr. Richard Land closes *For Faith & Family*, the talk show that's gaining a grassroots following across the nation. In just one year on the air, this hard-hitting, issues-oriented program has grown to over 218 outlets.

It's no wonder. Princeton-educated, Oxford-trained, and 10-year president of the Southern Baptist Convention's Ethics and Religious Liberty Commission, Dr. Land has opinions sought after by *60 Minutes*, *The News Hour with Jim Lehrer*, *Nightline*, and even the United States Congress.

And every day, *For Faith & Family* gives this national leader a chance to discuss biblically based viewpoints on a wide range of social issues. In a culture that has blurred the lines between right and wrong, Dr. Land is a voice of clarity—that makes *For Faith & Family* required listening for Christians nationwide.

For information about *For Faith & Family* or the daily one-minute commentary *Faith & Family Insight*, contact: KMA media group • 12001 N. Central Expressway, Suite 900 Dallas, Texas 75243-3788 • (972) 560-7000

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Airwave Anniversaries

Branson West, MO – Cecil Todd will mark 50 years of ministry during a celebration with Revival Fires Ministry April 5-8 at the Grand Palace in Branson. Todd hosted more than 900 episodes of the TV program *Revival Fires* and 12 one-hour TV specials. One special, *Pass It On*, was aired prime-time on 200 stations. (Denice Cox, 800-733-4737)



Cecil Todd

Ardent Records artist Clear visits WAY-FM/West Palm Beach, FL. Back (L-R): Clear members Nate Larson and Alison Ogren, DJ Chris Carson, band member Matt Berry. Front (L-R): Clear members Pete Sanders and David Caton. (561-881-1929)



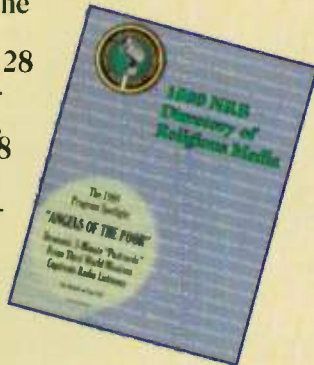
Kalamazoo, MI – Effective February 1, WAYK-FM/Kalamazoo will leave the Christian Hit Radio Satellite Network. (Scott Veigel, 616-383-3688)



Airwave News

Hermitage, TN – During the week of January 18, Mastering Life Ministries relocated its headquarters from Nashville, TN, to Jacksonville, FL. (904-220-7474)

Manassas, VA – According to the recently released 1999 NRB *Directory of Religious Media*, 28 more radio stations are broadcasting religious programming this year, increasing from 1588 in 1997 to 1616 in 1998. The majority of stations airing religious programming are commercial (934) and the most frequently cited format is teaching/preaching. (Karl Stoll, 703-330-7000, x 517)



Zarephath, NJ – WAWZ-FM/Zarephath, serving the New York, New Jersey and eastern Pennsylvania region, experienced a record-breaking sharathon in late fall 1998, garnering more than \$550,000. Nearly 10 percent of the 3396 pledges were sent via Internet.



Nashville, TN – For the first time, the Gospel Music Association will recognize a “Radio Station of the Year” in three station categories: large (top 25 markets and networks), medium (26-150 markets) and small (151-plus markets). Nomination ballots will be sent to 2,000 stations and screened by a panel of judges representing contemporary Christian, southern gospel and gospel formats. Stations will be judged in four categories: community impact, aircheck, Arbitron ratings and industry leadership. (CCM Update, 615-386-3011)



Washington, DC – The National Association of Broadcasters and the Broadcast Industry Council announced the release of a special

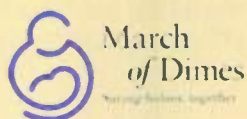
report for broadcasters, *Making Communities Safer: Programs That Are Working*. The report outlines crime prevention programs that have been proven to work and details how stations can use this knowledge to serve communities. (Stacy Siroky, 202-429-5350)



New Orleans, LA – WSHO-AM/New Orleans recently completed its second annual station-sponsored tour of the Holy Land. Listeners followed the 10-day tour through live broadcasts. (William Ainsworth, 504-527-0800)

Charlottesville, VA – The Rutherford Institute announces the availability of a new radio program, *The Contest for Truth*, a 56-minute program featuring an extensive interview with president John Whitehead and profiles of three cases of religious persecution. (Anne-Marie Tustin, 804-978-3888)

Nashville, TN – The March of Dimes Achievement in Radio awards recognized air talent from CHRNS's flagship radio station WAY-FM/Nashville. Receiving awards were *Live From Nashville With Doug & Connie* for "Best Morning Show," Ace McKay for "Best Evening Show," Scott Hawk for "Best Overnight Show" and Chris Buchanan for "Best Talent in a Non-Arbitron-Rated Station." (Michael Wilson, 615-370-9296)



local law enforcement officers. (Rich Bott II, 913-642-7770, x 3003)

Sacramento, CA – Pending FCC approval, K-LOVE Radio Network will merge with AIR 1 Radio Network and operate under the Educational Media Foundation. (Lloyd Parker, 916-928-1515)



Lake of the Ozarks, MO – Bott Radio Network announces the addition of KCRL-FM/Lake of the Ozarks. The full-power station features Christian talk radio 24-hours a day. (Rich Bott II, 913-642-7770, x 3003)

Memphis, TN – WCRV-AM/Memphis received a special award of recognition from Centurions for Christ, a non-profit ministry organization that shares the Gospel with

New York, NY – The Christophers announced its 12th Annual Video Contest for College Students. The competition includes cash awards of \$3,000, \$2,000 and \$1,000 for the top three entries. Winners will also have their work featured on the syndicated TV program *Christopher Closeup*. To enter, students must interpret the theme, "One Person Can Make a Difference." The deadline for entries is June 18, 1999. (212-759-4050 or www.christophers.org)



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Fort Worth, TX – COPE, a FamilyNet daily program hosted by Dr. Karen Hayter, added weekly guest host clinical nutritionist Doug Kaufmann. Hayter will host Monday - Thursday; Kaufmann will host Friday. (Leslie Davis, 817-737-4011)

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Int'l Airwaves

Virginia Beach, VA – Dayspring International joined the Mission Network News (MNN) service of Grand Rapids, MI, as an information contributing organization. MNN broadcasts daily on 905 radio stations in North America. (757-428-1092)

Cary, NC — International broadcasting ministry Trans World Radio launched its new broadcasting initiative to North America, after nearly 45 years of overseas ministry. TWR is partnering in this effort with American Bible Society. (David McCreary, 919-460-3778)



Grenada – Trinity Broadcasting Network placed *Fast Forward* into its program schedule. The TV program is produced by these smiling youths from St. Lucia and Trinidad, who fly in every two months to shoot and edit. (Michael Magnuson, 817-332-1246)

Garden Grove, CA – He Intends Victory, an AIDS outreach ministry based in Irvine, CA, aired *The Real Meaning of Grace* in Japan December 19-20. Based on Romans 3:23-24, the project was produced and directed for Harvest Time Ministries by Hiro Inaba, an award-

winning Japanese documentary filmmaker. (Dan Wooding, assist@compuserve.com)

Argentina – Two outlets for Red de Radiodifusion Biblica have been added in Argentina: F.M. Vida 90.3/ Metan and F.M. Libre 105.9/ Apolinario Sarabia. (Harold Richards, HRichards@bbradio.org)



Tibet – *The Wesleyan Hour* began broadcasting to Tibet in the Tibetan language on January 1. The broadcast is the 23rd anniversary project of the program and is Trans World Radio's only broadcast to Tibet. (Jerry Brecheisen, 317-570-5149)

Denver, CO – Promise Keepers

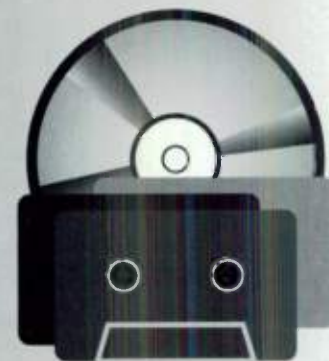


founder Bill McCartney will speak at the inaugural Promise Keepers South Africa conference on September 18, 1999, at Loftus Versveld Stadium in Pretoria. (303-964-7777)



La Mirada, CA – Death threats to broadcasters at Far East Broadcasting Company's (FEBC) offices in Indonesia have caused certain language programs to be temporarily suspended. FEBC hopes to have the suspended programs on air after Indonesia's 1999 elections. (Alisa Grace, 562-947-4651, x 3208)

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Dawson McAllister
McAllister Live



Jay Sekulow
Jay Sekulow Live



Greg Laurie
A New Beginning



Larry Burkett
Money Matters



Ravi Zacharias
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John Willke
Life Issues



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446-5725)



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way.com) offers users the ability to
preview, select, purchase, download
and own premium selections for
storage. (John Holmes, 800-572-
4624, x 0)



Music Notes

Nashville, TN – Rocketown Records
recently announced the signing of
singer/songwriter Ginny Owens.
(Lesley Burbridge, 615-457-2405)

Nashville, TN – Diadem/Alive
Records recording artist Bob
Carlisle's "Father's Love" was used
in the film *Jack Frost*, starring
Michael Keaton. (Melissa Hambrick,
615-662-1241)



Nashville, TN – Myrrh Records signed
Winans Phase 2 to a recording contract.
The debut is scheduled for a June
release and will be urban and pop,
geared toward a youthful audience.
Top row L-R: Carvin Winans Jr., Word vice
president Loren Balman, Myrrh vice
president of A&R Judith Volz, Myrrh vice
president and general manager Jim
Chaffee, Epic vice president David
McPherson. Seated L-R: Carvin Winans
III, Juan Winans, Michael Winans Jr.
and Marvin Winans Jr. (Sarah
Humphrey, 615-457-2244)



Nashville, TN –
Kirk Franklin
recently shot a
video for
"Revolution,"
from *The Nu
Nation Proj-
ect*, in Los
Angeles, CA.
(Brian Smith,
615-329-1007)

Kirk Franklin (L) in a
scene from his latest
music video. Credit:
Maury 4 Visual
Design

Nashville, TN –
Centergy
recording artist Daryl Williams Trio
recently made an in-studio guest
appearance on Solid Gospel Radio
Network's morning show. Williams
has written songs for artists such as
Gold City, The Talleys, LuLu
Roman and the Gaither Vocal Band.
(Terri Todd, 615-320-3600)

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Charles Billingsley celebrates his recent signing with Pamplin Music. His debut, *Between the Now and Then*, releases April 20. L-R: Vertical Entertainment's Scott McReynolds, Pamplin executive vice president Mike Schatz, Shae Billingsley, Billingsley, Pamplin vice president of marketing Jenny Lockwald and Vertical Entertainment's Jonathan Clements. (Brian Smith, 615-329-1007)

Atlanta, GA – Benson recording artist NewSong conducted two sold-out "Xtreme Winter Conferences" in Gatlinburg, TN. (Brian Smith, 615-329-1007)



Sparrow Records/EMI CMG representatives surprise Carman with a Recording Industry Association of America platinum certification for *The Standard*, his first recording on the Sparrow label. (L-R) EMI Christian Music Group president/CEO Bill Hearn; Joe Jones of Carman Ministries; Carman; Sparrow Label Group president Peter York.

Nashville, TN – Selah, a trio comprised of siblings Nicol and Todd Smith and friend Allan Hall, signed an exclusive long-term recording contract with Curb Records. Selah's debut recording *Be Still My Soul* releases in spring 1999. (Brian Smith, 615-329-1007)

Nashville, TN – Only a few months old, Fair Oaks Music released four albums through America's #1 music distributor, Distribution North America, a subsidiary of Valley Records. Valley Records places nearly 30 percent of music products in U.S. stores. (Gina Adams, 615-331-3314)

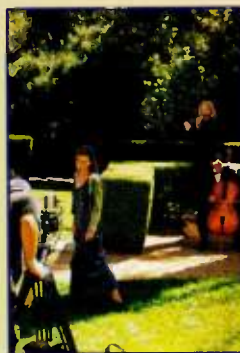


Inspirational recording artist Steve Amerson recently performed "A Choice for Life" from his album *To The Ends Of The Earth* on *Swan's Place*. The episode is scheduled to air May 2. L-R: host Dennis Swanberg and Amerson. (Brian Smith, 615-329-1007)

Nashville, TN – WB's *Dawson's Creek* used Sparrow recording artist Switchfoot's song "Underwater." Fox's *Party of Five* used the group's song "You" on a recent episode and will use "Home" in another. (615-371-6800)



Nashville, TN – NRB '99 performer and Sparrow artist Michelle Tumes recently shot a video for "Feel" from her debut album *Listen*. (Paula Houlette, 615-371-6889)



Michelle Tumes on the set of her music video "Feel."

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- *Affiliates include Promise Keepers, World Vision, Christianity Today*

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Nashville, TN – Award-winning vocalists Sandi Patty, Kathy Troccoli and Jeffrey Osborne performed a unique rendition of the National Anthem at the 1999 Tostitos Fiesta Bowl, the first “official national championship” game in the history of Division I collegiate football. (Lesley Burbridge, 615-457-1405)

Nashville, TN – The “Entertaining Angels” video by Sparrow recording artist Newsboys received “Best Clip” in the contemporary Christian music category for the 1998 Billboard Music Video Awards. (615-371-6800)



Nashville, TN – Myrrh recording artist Jaci Velasquez had the first single to top all of CRR’s (Christian Research Report) radio charts. The single, “God So Loved,” was also the “#1 Song of the Year” for CCM Update. (Heather Hargis, 615-777-2211)

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News Bites

St. Louis, MO – The FCC failed to file an appeal of the Federal Appeals Court Decision in the KFYO-AM-FM/St. Louis case to the Supreme Court. (Paul Devantier, fax 314-965-3396)



Washington, DC – Empower America co-director William J. Bennett and U.S. Sen. Joe Lieberman (D-CT) renewed their campaign against cultural pollution by dishonoring CBS Television with the second Silver Sewer Award. The award

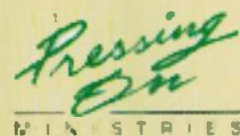
identifies the nation’s worst cultural polluters and aims to put a specific name to a cultural disgrace. The network received the award for airing *The Howard Stern Show* and a *60 Minutes* broadcast of the death of a man at the hands of Dr. Jack Kevorkian. (www.senate.gov/member/ct/lieberman/general/r120798c.html)



People

Nashville, TN – The William Morris Agency has hired veteran talent agent Darren Tyler in its Contemporary Gospel Music Division. Before opening his own company, Integrity Management and Booking, Tyler represented artists such as Jars of Clay, Third Day, All Star United, the Kingsmen and Dino at Vanguard Entertainment. (Charles Dorris, 615-963-3000)

Chattanooga, TN – Wayne Barber, speaker on the daily 30-minute radio program *Pressing On With Wayne Barber*, was recently named full-time teacher with Pressing On Ministries. (423-899-6282)



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Union, NJ – Yahweh's Music announced the hiring of William Casey to head the sales and promotions departments. (David Casey, 973-371-9514)

Nashville, TN – Rocketown Records added director of artist development Andy Peterson and promoted Derek Jones to director of media relations and promotions. Peterson was formerly tour promotions coordinator with Reunion Records; Jones served as manager of creative services for Rocketown. (Lesley Burbridge, 615-457-2405)


Covington, KY – Morning Star Communications announced the addition of Bob Kautz as marketing consultant. Kautz formerly worked for the NBC affiliate in Parkersburg, WV–Marietta, GA and Fox Television in Lexington, KY. (Mike Listermann, 606-291-1112)

Minneapolis, MN – In early December, John Cortis, NRB executive committee member and president/COO of Billy Graham Evangelistic Association (BGEA), addressed a group of 20 evangelists, mission strategists and theologians from six continents gathered in Los Angeles, CA, to plan Amsterdam 2000, the world's largest conference for preaching evangelists. The conference is sponsored by BGEA and is slated to begin July 29, 2000. Organizers anticipate some 10,000 participants from 185 countries at the conference. (Jan Pinkerton, 417-334-3404)

billygraham.org

Arlington, VA – WAVA-FM/Arlington appointed Steven LeVine director of Internet marketing. (703-807-2266)

Wichita, KS – Bott Radio Network recently appointed Jennifer Nolte area manager for KCVW-FM/Wichita. Nolte will oversee operations with special attention to community service. (Rich Bott II, 913-642-7770, x 3003)

 Alexandria, VA – The Satellite Industry Association (SIA) board of directors announced new officers and executive committee representatives for 1999. The new SIA chairman is Patricia Mahoney, assistant general counsel for Iridium LLC; vice chair is Michael Fitch, vice president of regulatory affairs and spectrum for Hughes Communications, Inc.; treasurer is Larry Atlas, vice president of government relations for Loral Space and Communications. New executive committee representatives include Patricia Cooper, director of international regulatory affairs for PanAmSat Corporation; Stephen Ganote, director of business development for Ellipso, Inc.; and Bob Martin, director of import/export control for Motorola. (Tracy Jones, 703-549-8697)

Nashville, TN – Brian Mayes resigned as president of Audience Records, the label he co-founded in fall 1997, and will spearhead Generation Records, a new contemporary Christian label which is a division of Generation Entertainment. Nashville-based Generation Records will concentrate on AC, CHR and Rock artists with strong commitments to ministry and the church. (LabelMail@aol.com)

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Publishing

Concord, MA – The Parents' Choice Foundation awarded a "1998 Parents' Choice Approved Seal" to *10 Principles for Spiritual Parenting* by daughter/mother team Mimi Doe with Marsha Walch (Harper Perennial). To schedule an interview, contact Doe at 978-369-7479. For a review copy, call Fran Rosencrantz at HarperCollins, 212-207-7061. (Rosencrantz)



Technology

Phoenix, AZ – Wireworks' computer-controlled multipin cable tester was awarded "LDI Sound Product of the

Year/Honorable Mention" by *Lighting Dimensions* and *Entertainment Design* magazines. The TEC256 Multipin Cable Tester is an automated testing system that tests assemblies up to 256 points in less than one second. The test programs check the cable for opens, shorts and cross wires. The tester also checks the resistance value of each conductor. (Gerald Krulewicz, 908-686-7400)

wireworks

Park Ridge, NJ – American Production Services is the first broadcast-level studio to purchase Sony Electronics' DXC-H10 high-definition video camera for graphics capture. (Mary Abram, 201-930-7160)

LaFox, IL – Richardson Electronics, Ltd. Solid State & Components Group signed a worldwide distribution agreement with PolyPhaser Corporation to distribute the company's full line of lightning protection products. Founded in 1979, Poly-

PolyPhaser



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Phaser designs and manufactures more than 2500 models of coax, power and twisted pair protectors at its facility in Minden, NV. (630-208-2200)

San Jose, CA – CBS Television Network purchased Sony HDVS gear to equip its first high-definition post-production suite for CBS Television City in Los Angeles. The suite utilizes the 1920 x 1080 @ 60 HDTV production standard. (Lisa Young, 408-955-5683)

Salem, NH – Newpoint Technologies, Inc., designer and manufacturer of computer software programs for satellite earth station control, monitor and network device management, moved its world headquarters to an 18,000 square foot facility in Salem. Another 14,000 square foot facility will accommodate future expansion. (Raymond Cavanagh, 603-898-1110)

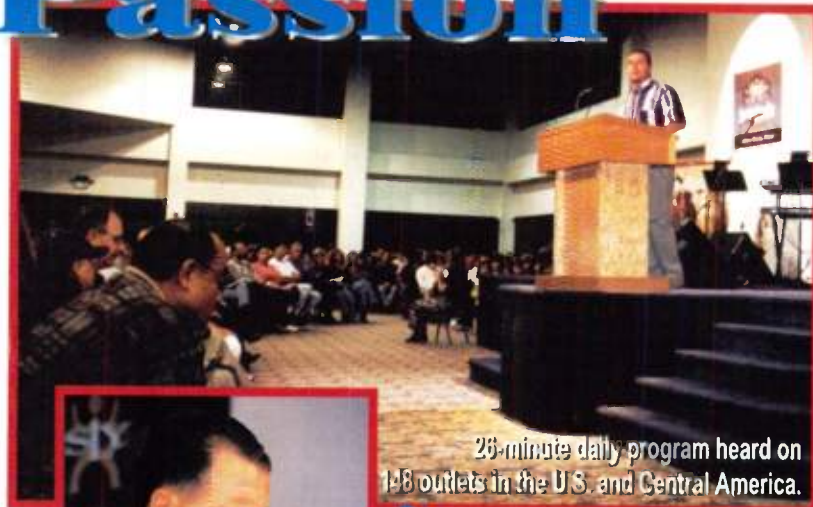


Waltham, MA – ICE shipped its ICEblast

stand-alone effects editing system. The system enables users to apply special effects treatments in Avid Media Composer and Avid Xpress, Media 100 and Adobe After Effects applications. (888-ICE-THIS)

Alexandria, VA – In late December 1998, the Satellite Industry Association applauded the governments of the United States and Mexico for signing a bilateral protocol agreement covering the provision of Mobile Satellite Services between the two countries. The "Protocol Concerning the Transmission and Reception of Signals from Satellites for the Provision of Mobile Satellite Services and Associated Feeder Link in the United States of America and

Passion



26-minute daily program heard on 198 outlets in the U.S. and Central America.

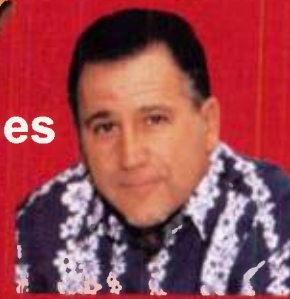


Compassion

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Raul Ries is the pastor of the 12,000-member Calvary Chapel of Golden Springs in Diamond Bar, California. He holds Masters Degrees in Ministry, Divinity and Arts from Azusa Pacific University, and a Doctorate in Ministry from Fuller Theological Seminary.

"Raul Ries is my friend. We have a friendship that's built on a common passion for the proclamation of the Word of God. I find myself often listening to his teaching with blessing." —Dr. John MacArthur, "Grace to You."

I would put Raul Ries up there in the top ten Bible teachers in this country. If a person is really looking for the truth in God's word, if they listen to Raul Ries, they're going to hear it." —Franklin Graham, "Samaritan's Purse."



From Fury to Freedom

is the title of the feature film dramatizing the powerful life story of Raul Ries. It is also available on video and in paperback.

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the United Mexican State” is an extension of a larger April 1996 U.S.-Mexico framework agreement on satellite services that has already yielded protocols in fixed and direct-to-home satellite services. This protocol covers mobile services from any orbit, in addition to MSS feeder link frequencies, and establishes the conditions and technical criteria for the delivery of handsets and terminals between the two countries. (Tracy Jones, 703-549-8697)



New York, NY – MSG Network is using Orad’s CyberSet M virtual set system for its *National*

Finance SportsDesk program hosted by Marv Albert. In addition to the nightly *SportsDesk* show, the set is being used for MSG’s *Sharp Jets- Giants Report*. (Cara Taback, 212-465-5925)

Al Sanders Winners

Presented on January 31, 1999, at the Intercollegiate Religious Broadcasters Award Ceremony of NRB '99.

1st Place: \$3,000 scholarship

Jason Seeba, freshman, Azusa (CA) Pacific Univeristy, “Using the Internet to Broaden Your Ministry’s Scope”

2nd Place: \$1,500 scholarship

Alison Bixler, senior Huntington (IN) College, “Using the Internet to Broaden Your Ministry’s Scope”

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NRB '99 Awards

Presented January 30-February 2 at the 1999 NRB Annual Convention & Exposition at the Opryland Hotel Convention Center in Nashville, TN.

President's Award

Bill and Vonette Bright, Campus Crusade for Christ

Chairman's Award

Paul Nelson, Evangelical Council for Financial Accountability

Milestone Awards

John DeBrine, *Songtime*
 KTIS-AM-FM/Northwestern Radio, Minneapolis, MN
 John Osteen, Lakewood Church, Houston, TX
 Bill Pearce, *Nightsounds*
A Visit with The Joneses
 Earl Poysti, Russian Christian Radio
Your Story Hour
The Quiet Hour

TV Station of the Year

WPCB-TV/Pittsburgh, PA

TV Program of the Year

Life in the Word

Radio Station of the Year

WUGN-FM/Midland, MI

Radio Program of the Year

In Touch

Talk Show of the Year

Money Matters

News

KCBI-FM/Dallas, TX

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Need-Him Campaign

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High Adventure Ministries

Individual Achievement in International Broadcasting

Keith Strugnell, Go-Tell Communications

Hall of Fame

Oswald C.J. Hoffmann

Board of Directors' Award

Elizabeth Dole

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Country Profile: China

China represents the third largest country in area in the world (after Russia and Canada) and, with 1.2 billion people, has no rival in population. The majority of the population (93 percent) is Han Chinese and the remaining seven percent is comprised of 55 minority groups. The high population requires China to enforce the strictest birth control policies known — each couple is allowed one child.

Research indicates that there are now approximately 60-100 million Christians in China. Most of this can be attributed to the growth of house churches. It was reported that at the beginning of the church movement, the early Christian conversions occurred as a result of Christian radio. Until then, no outside missionaries or influences were allowed into the country. Currently, religious freedom is controlled by the Three-self patriotic movement, which requires churches to register with the government to receive government approval.

In July 1997, Hong Kong was returned to China after more than a century under British rule. The world curiously waits to see how a capitalist Hong Kong will function under its powerful, communist mother country. An agreement made in 1984 states that China would allow Hong Kong to maintain its free enterprise for at least 50 years. In the meantime, Hong Kong will be allowed to carry out its religious practices under two conditions: no outreaches to Mainland China and no criticism of China's government.

Only 10 percent of Hong Kong's six million people are Christian. Media outlets contribute significantly to a growing Christian community; several Christian radio stations and literature publications are produced on a massive scale.

— Courtesy Melinda Wong of Far East Broadcasting Company, based in La Mirada, CA. Fax her at 562-943-0160.



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1. (1) Just Like Jesus, Max Lucado, Word
2. (4) Lucado 3 in 1, Max Lucado, Word
3. (3) The Lady, Her Lover, & Her Lord, T.D. Jakes, Putnam
4. (5) The Weigh Down Diet, Gwen Shamblin, Doubleday
5. (6) Be Anxious for Nothing, Joyce Meyer, Harrison House
6. (7) Power, Money, & Sex, Deion Sanders, Word
7. (2) The 21 Irrefutable Laws of Leadership, John Maxwell, Nelson
8. Life in the Word Devotional, Joyce Meyer, Harrison House
9. (16) Fresh Wind, Fresh Fire, Jim Cymbala & Dean Merrill, Zondervan
10. (10) The New Strong's Exhaustive Concordance, James Strong, Nelson

Albums

1. (4) WoW 1999, various, Sparrow (Chordant)
2. (1) Supernatural, dc Talk, ForeFront (Chordant)
3. (3) Steady On, Point of Grace, Word
4. (2) The Nu Nation Project, Kirk Franklin, Gospo Centric (Word)
5. (5) Step Up to the Microphone, Newsboys, Star Song (Chordant)
6. (8) Veggie Tunes, Everland (Word)
7. (16) Pray, Rebecca St. James, ForeFront (Chordant)
8. (11) Veggie Tunes 2, Everland (Word)
9. (12) Live the Life, Michael W. Smith, Reunion (Provident)
10. Quantity Is Job 1, Five Iron Frenzy, 5 Minute Walk (Chordant)

Videos

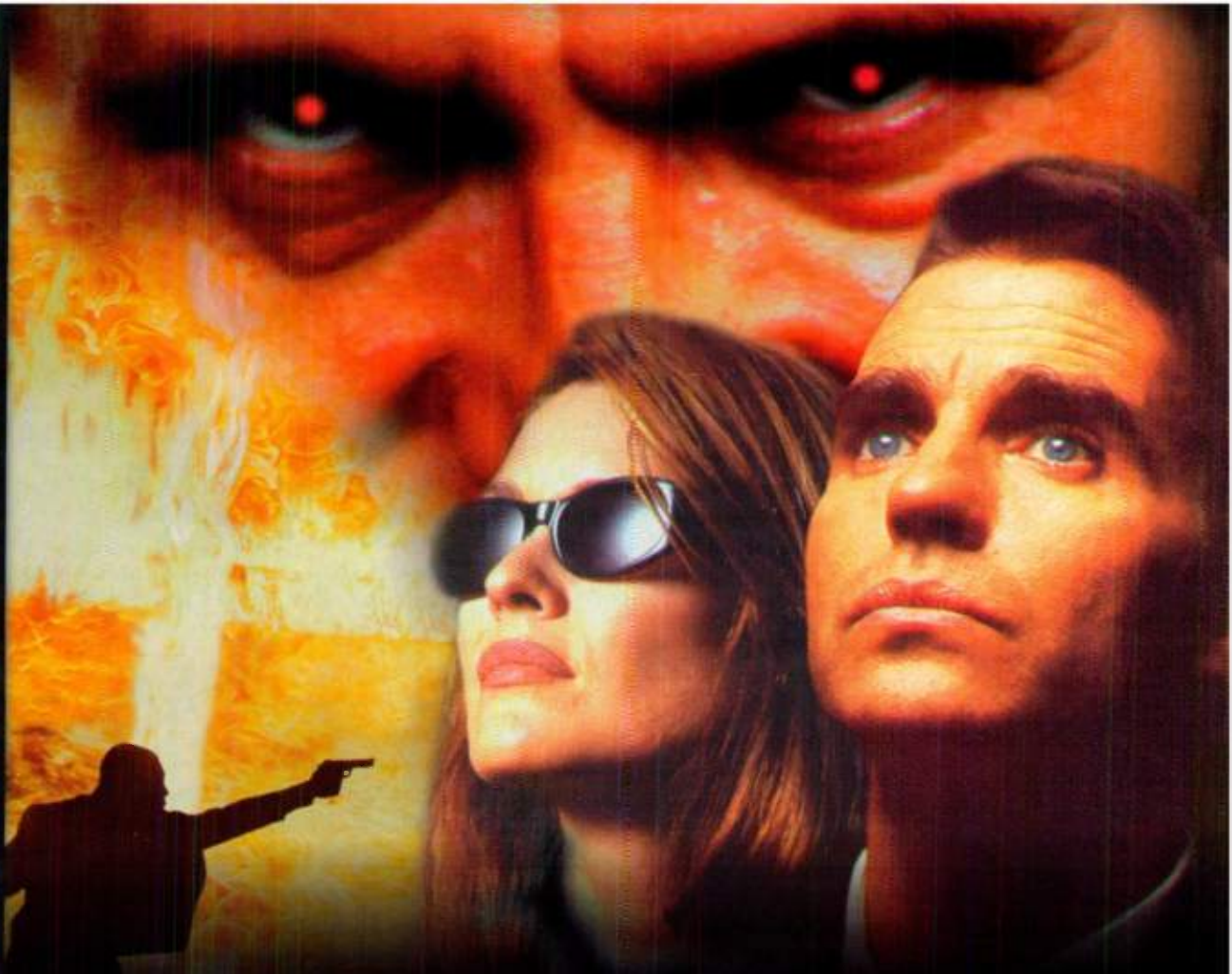
1. (1) Veggie Tales-Madame Blueberry, Everland (Word)
2. Veggie Tales-A Very Silly Sing-Along 2, Everland (Word)
3. (4) Veggie Tales-A Very Silly Sing-Along, Everland (Word)
4. (3) Veggie Tales-Josh & the Big Wall, Everland (Word)
5. (6) Veggie Tales-Dave and the Giant Pickle, Everland (Word)
6. (7) Veggie Tales-Where's God When I'm S-scared?, Everland (Word)
7. (5) Veggie Tales-Larry Boy & the Fib From Outer Space, Everland (Word)
8. (9) Veggie Tales-God Wants Me to Forgive Them?!, Everland (Word)
9. (8) Veggie Tales-Rack, Shack, and Benny, Everland (Word)
10. (10) Veggie Tales-Are You My Neighbor?, Everland (Word)

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Recent Releases

Books

America's Real War, Rabbi Daniel Lapin, Multnomah Publishers
The Gift for All People, Max Lucado, Multnomah Publishers

Music

Be Still My Soul, Selah, Curb Records
The Best of Promise Keepers, Vol. 2, various, Maranatha! Music
Faith in My Savior, Magnificent Melody Boys Quartet, Wright Music
Fight of My Life, The Insyderz, KMG Records
The Fire of Love, Tim Valentine, S.J., GIA Publications, Inc.
House of Faith, various, CMN Distribution + Records
International Anthems for the Human Race, All Star United, Essential Records

Intimacy, Vineyard Music
Longplay Wedding, Maranatha! Music
Love + Anger, Iona Community, GIA Publications, Inc.
Prints, Bob Kilpatrick, TPG Records
Sacred Love Songs, Bishop T.D. Jakes Sr., Island Black Music
Simply Worship 3, Hillsong Music Australia
This Very Morning, Cooney, Daigle, Donohoo, GIA Publications, Inc.
To the Ends of the Earth, Steve Amerson, Amerson Music Ministries
A Tree by the Water, Chris Falson, TPG Records

Videos

The Healing Touch of Jesus, The Topical Bible Series, Visual Entertainment, Inc.

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Opinion: NRB's Millennial Agenda



Karl Stoll

There are only 11 months left in this year, in this century, in this millennium.

Before the calendar turns to January 1, 2000, Christians should consider refocusing their

attention on the reason we are here.

We are surrounded by irrefutable evidence that the United States of America is morally bankrupt. Situational ethics and moral relativism are pervasive. We see it on the news every day, we see it in our neighborhoods, we see it in our churches, and if we're honest we see it in ourselves.

The struggle with sin affects everyone. But thanks be to God that He is transforming us by the renewing of our minds, and that He has made us righteous. Though it is heartening to see polls reveal 90 percent of Americans say they believe in God, we know there is a major disconnect between what people say they believe, what they really believe and their behavior.

Some of us have spent enormous amounts of time and money wringing our hands over the decline of our nation. But we have been short on solutions. We hoped that the government, the church or someone else would fix it. Only the Lord can restore us.

If 90 percent of this country seriously believed in the God of the Bible and obeyed Him, our culture would be dramatically different.

However, there is evidence that more people are searching for something or someone to believe in. Your audience is searching for answers to life's hard questions. In the past year,

the number of radio and TV stations carrying religious programming has increased.

In economic terms, broadcasters are supplying an increased demand. But the NEED HIM campaign reveals that more than 26 percent of people listening to Christian radio are not believers. They are seekers.

It is an incredible opportunity for the Gospel. Are your listeners, viewers and readers finding what they are searching for? Are you maximizing your medium to save souls? When was the last time you extended an invitation for salvation? As Dan Betzer reminded us, we are in the redemption business.

Time is short and the fields are ripe for harvest. Now is the time for each of us to ask God what He would have us do to fulfill the great commission. To this end, NRB has committed to pray and fast for our nation, asking God to send revival so that we can reach a lost world with the Gospel.

This month NRB is launching Comm-LINC (Communications Leaders in Communities) to equip religious broadcasters with materials to impact their community with the Gospel.

Comm-LINC is volunteer led and enables flexibility for you to be creative and adapt the ideas and material to your stations and communities.

During 1999 you'll be challenged to collaborate with others in your towns to seek a closer walk with the Lord and to use the tools He has given you to see your community transformed by His mighty power — the power of the Gospel.

Karl Stoll is director of communications for NRB and is coordinating NRB's Comm-LINC agenda for prayer and fasting. He may be reached at 703-330-7000, x 517.

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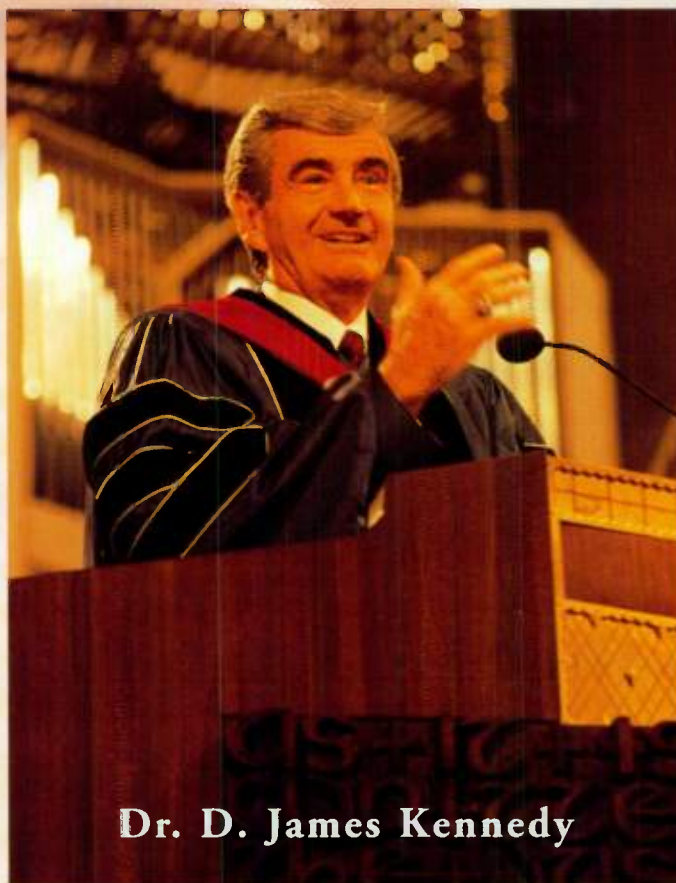
Dr. D. James Kennedy commands an audience of millions. From the pulpit of the 9,000-member Coral Ridge Presbyterian Church, he has faithfully and boldly proclaimed the Gospel to a national audience for nearly 25 years. His television and radio broadcasts have contributed to his reputation as one of the country's leading Christian statesmen.

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★ *The Coral Ridge Hour.* Over 500 television stations already carry this acclaimed weekly program, which was honored as the NRB Program Producer of the Year.

★ *Truths That Transform.* A daily half-hour radio broadcast, this excellent program not only delivers Dr. Kennedy's sermons on the solid truth of Scripture and the power of God's Word, it also features national experts and biblically oriented discussions on moral issues facing our nation.

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NRB Launches Member Campaign for 1999

During NRB '99, the association's board of directors will be given the opportunity to refer broadcasters and related industry personnel to the membership department as potential NRB members.

Each referral will be telephoned by the membership department and invited to apply to NRB. It's an exciting campaign in that both the referring party and the new member will receive a gift if the candidate joins the association.

The membership drive will continue after convention, when NRB members will be asked for referrals. It is my desire that we tie the membership campaign to our year of prayer and fasting. (See "Opinion" on page 36.) I hope that while members are thinking about whom to refer to NRB they will also brainstorm a plan to promote the year of prayer and fasting.

Won't you take part in the membership campaign, gather friends and business acquaintances from your community and pray and fast? With your help we can further the work of the kingdom in our nation and renew old friendships at the same time.

Al Sanders Presents Scholarship Awards

NRB is proud that Al Sanders will present to Jason Seeba of Azusa (CA) Pacific University the first-place award in the Al Sanders Scholarship contest. A check for \$3,000 will be sent to Azusa toward Seeba's tuition. The second place winner, Alison Bixler of Huntington (IN) College, will be awarded \$1,500.

Seeba, a freshman, chose the topic, "Using the Internet to Broaden Your Ministry's Scope," detailing his experience with Internet broadcasting at his high school.

Bixler, a senior, also wrote on the Internet topic. Her entry was impressive due to the vast amount of examples and telephone interviews she used to write her paper, compiling statistics from several stations to demonstrate the large number of people reached through this medium.

Congratulations, Jason and Alison. Your papers are excellent!

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

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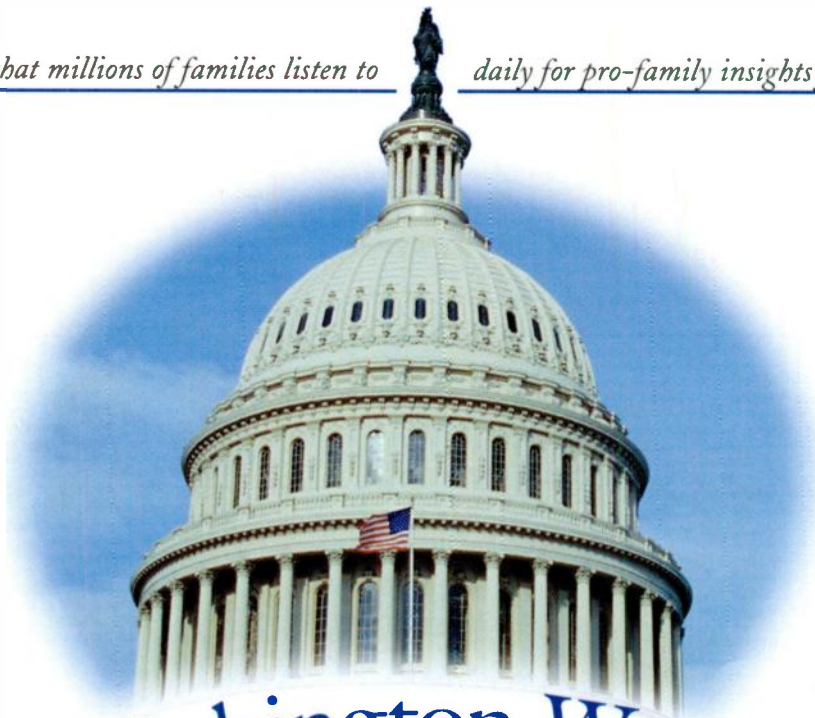
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Vice President and General Manager
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Starr Watson

listener

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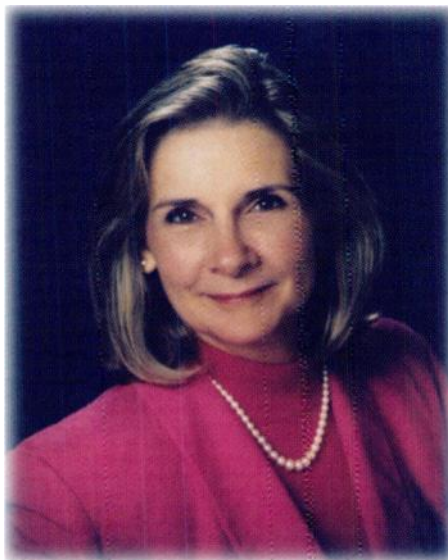
Carl Miller

General Manager
WHK-AM, Cleveland, Ohio

"'Washington Watch' has become something of a benchmark for us. It tells us what issues we ought to be talking about, and what to do if we want to change the culture."

Joe D. Davis

Vice President and General Manager
WMCA, New York City



*Janet would like to meet you at the F.R.C.'s
Radio Rendezvous at the NRB convention.*

*Mini concerts by recording artist Dave
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of NRB. Please come to the*

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January 30, 1999

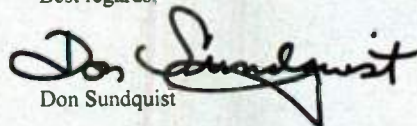
Dear Convention Attendee:

As Governor of the state of Tennessee, it is my honor to welcome you to the 1999 National Religious Broadcasters Convention.

I join your hosts in bidding you welcome and in wishing you a productive conference. Nashville will provide excellent meeting facilities and a wealth of attractive sites and locations for your enjoyment.

Best wishes to each of you for a successful and enjoyable convention.

Best regards,


Don Sundquist

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Transforming Your Community with Comm-LINC

by Mike Tilley and Tom Terry

God is raising up a network of radio and TV stations coached by NRB to bring about prayer, revival, and evangelism in America. With the new Communications Leaders in Communities (Comm-LINC) campaign, NRB is working to help leaders like you build movements that will transform communities and make an impact around the world.

Our desire is to develop a movement of prayer, fasting and evangelism, something we call a transformational community. Acts 2:42-47 describes the first transformational community. Everyone felt a sense of awe because they saw God at work. Believers were devoted to biblical teaching, prayer and real koinonia (fellowship). And God was adding to their number daily those who were being saved.

That first community was a true movement of God's Spirit. It is the kind of movement we are trusting God to create through the catalyst of radio, TV and ministry partnerships. While the

these questions will help you tailor your ministry approach to the specifics of your community: 1) What is the level of spiritual interest?; 2) What keys will open doors for the gospel?; 3) What is the ethnic diversity?; 4) What do people do for fun?

Who Are the Leaders?

A third key question that must be answered is, "Who will lead the effort with the radio and TV stations?" We believe God has already placed the people and resources to reach a community within that community. Your station can reach and recruit those people. We want to discover who those people are and help that key leader gather the essentials needed to get started. This is called assembling critical mass.

In Mark 4, Jesus talked about the small mustard seed, which, when planted, grew into a huge tree. Critical mass is like the seed; it contains all the future elements needed to build a transforma-

tive and community-friendly. We need to unleash the power of the believers' witness in natural relationships. You have a natural network made up of people who listen to your station and want to see your community transformed for Christ. Your network of these friends, combined with family, neighbors and co-workers provides the most natural and potentially powerful context for evangelism.

You can also move well outside of your relational networks by using simple tools such as surveys at sponsored events, which enable you to 'cast a big net' and gather critical mass (Christians) as well as spiritual seekers. Implementing a basic strategy will enable you to build the base for a future transformational community.

Beyond that, you can expose the entire community to the message of Christ through broad sowing strategies such as simple presentations of the Gospel on the air, free cassettes with tract materials (quality materials presenting Christ in contemporary ways) and shared media and promotional strategies among all stations.

3) Discipleship

Building transformational community requires more than just prayer and evangelism; it requires the spiritual growth and discipleship of both new and mature believers. At times, our view of discipleship is mistakenly limited to only using a one-on-one approach. However, much of the New Testament describes life change happening in the context of relationships and biblical community (Ephesians 4; Colossians 3:12-17). God uses a variety of means to transform a life, and this often occurs in small groups where there is an environment of grace and truth.

In a community-oriented cell group, believers can study the Bible, pray together, experience biblical fellowship and be trained for outreach. The small group should also be committed to church

local Christian radio or TV station is the facilitating point for such a movement, we'd like to see it grow into something that goes beyond the broadcast studio and tower and into the heart of each community. We believe that God has positioned Christian broadcasters to help accomplish this objective in a unique way.

In 1997, Christian broadcasters in Houston, TX, came together to promote fasting, prayer and revival in their community. (Read about it in the January 1999 issue of NRB.) The stations partnered with churches and local ministries, sharing air time and resources to advance a special day each month of prayer and fasting for the community. What began as an idea for a few stations grew into a movement of an entire community, with a real revival of spiritual interests — and it all began with radio.

In order to begin the transformation of your community, a few key questions must be answered.

What Is Your Dream?

Take a few moments now to think of your community. What would you like to see God do there? What is your dream for your hometown?

If you don't know the answers yet, God will show you His desire for your community as you continue to trust Him. Vision develops and deepens as people like you pray and dream together, reaching out to others through your stations. There is room to fill in the specifics of your vision over time to reflect the character and flavor of your unique community.

What Is the Community Like?

Another important question to ask is, "What are people like in my community?" Many communities are so multifaceted that many transformational points will be needed to reach them. Answering

tional community. How do you know if you have critical mass to reach your community through your media movement? You have achieved critical mass when four things are in place: 1) Aligned leaders; 2) The mustard seed of community; 3) Prevailing prayer; 4) people engaging the lost.

In some cases, the best way to assemble critical mass is to partner with a church or lay volunteer. Whether you start with a key media person (like yourself) or partnering church, you do not have critical mass unless a core group of people or stations is poised to reach the community together.

How Do We Go from the Station to the Community?

Ask yourself, "How will I go about it? What will it take to turn my dreams into reality?" There are at least four critical path steps for building a community to transform your community for Christ:

1) Prayer

In Colossians 4:2, Paul encourages the believers to "devote yourselves to prayer." We are engaged in spiritual warfare, and prayer is critical. E.M. Bounds wrote there could be no devotion without prayer and no prayer without devotion. A passion for God and His work is born in prayer.

Be creative here. Try morning prayer meetings with representatives of the other Christian radio stations and media in your community or prayer in small groups. You might want to contact local churches to ask them to be involved with representation. In any event, prayer is essential for the advancement of the kingdom.

2) Evangelism

Powerful biblical motivations for evangelism are found in Luke 15:1-6 and Colossians 4:2-6. It is to find ways of doing evangelism that are both effec-

involvement. Training and vision can also happen as you bring people with you to retreats, conferences and special projects. For this reason, the involvement of churches in your campaign is essential. As media, you are best suited to promote and persuade — even to lead — but radio and TV are not suited to carry out the real work of the local church in building cell groups and conducting small group discipleship.

With the growth of the Internet, you, as a leader, have immediate access to a wide range of discipleship resources.

4) Sending

In Matthew 9:37, Jesus said, "The harvest is plentiful but the workers are few." He went on to say that we need to ask the Lord of the harvest to send out workers. Media personnel like you can be used by God to change the world. A global culture of common technology, mobility and even language makes this a time of great urgency and potential for the worldwide spread of the Gospel.

With the increased opportunities available through missions internships, people now have more options to serve Christ and investigate the possibility of using their skills in full-time ministry. Many organizations like National Religious Broadcasters, Campus Crusade for Christ and others are more than willing to partner with local stations to develop these kinds of strategies.

Comm-LINC is a media and community-led ministry team, not only for every station, but also for every community the stations serve.

Mike Tilley is national director of Campus Crusade for Christ's Catalytic Campus Ministry. Tom Terry has been in broadcasting since 1981. He currently serves with Campus Crusade for Christ working on radio projects.

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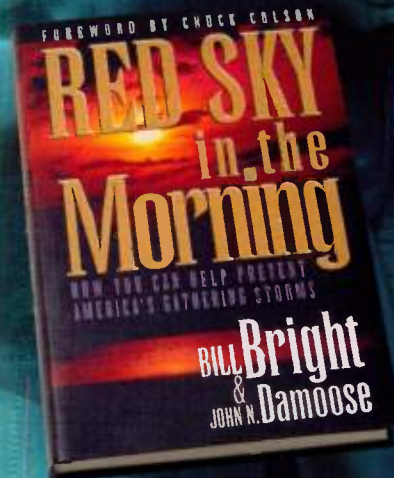
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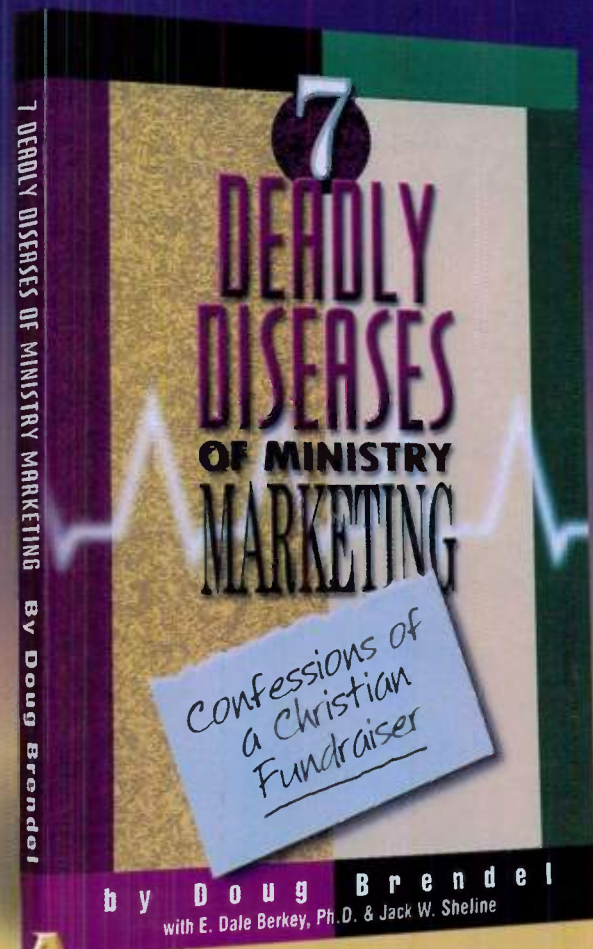
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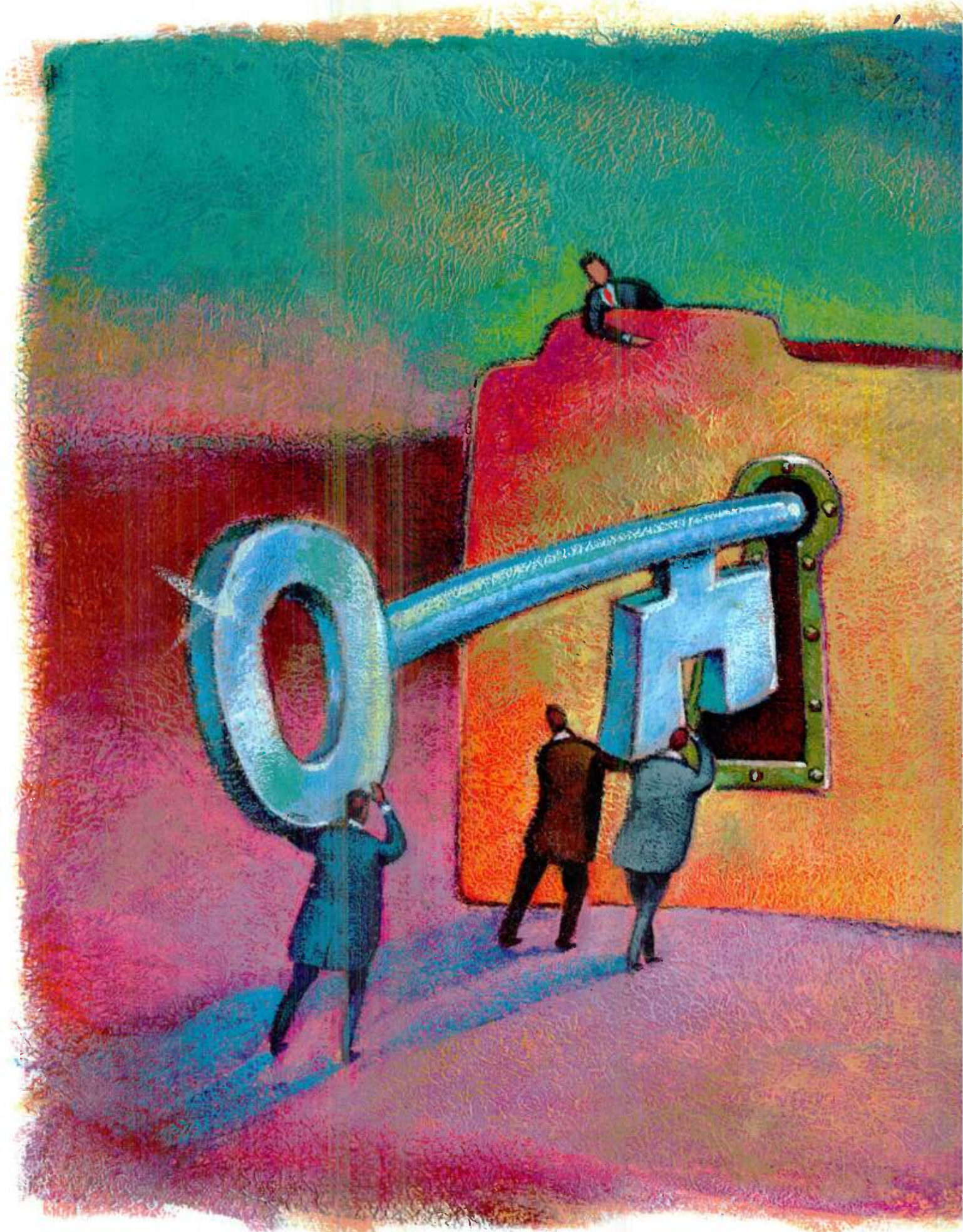
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On Agencies: 10 Keys to Accountability

by Jon Campbell

The New Testament writer may have overheard comments about agencies when he wrote "... from the same mouth come both blessing and cursing" (James 3:10). Over the years a great deal, good and bad, has been said of Christian agencies.

One thing is clear, they've been greatly used of God in the foundation and development of many para-church organizations. In 1951, God laid it on the hearts of Ted Dienert and Walter Bennett to travel to Portland, OR, to meet with a young evangelist named Billy Graham, intent on urging him to consider using radio for his evangelistic outreach.

In 1959, Al Sanders raised the question as to how to better serve the *Biola Hour* and *Ambassador* was founded. And it was in the fall of 1978 that James Dobson knocked on *Ambassador's* door and asked, "What do I do with radio," after having

The partnering of spiritually-minded people in trusting and supportive relationships is a key element in equipping the saints and fulfilling the Great Commission.

broadcast *Focus on the Family* for a year-and-a-half as a 25-minute weekly.

In the early '60s, John Jess of Chapel of the Air partnered with his sister and her husband, Faith and Doug Mains, to extend the impact of his program as the Domain Agency began serving broadcast ministries.

In each instance, a Christian agency was used of God to come alongside a ministry organization to encourage and support its development and growth for kingdom effectiveness.

Webster's Dictionary defines an agency as "a representative or emissary; in effect the relationship between a principal for the purpose of engaging in ministry [business] for another; capable of producing an efficient case." In most agencies, the definition takes shape in a mission statement. For example, at Ambassador our mission is taken from II Corinthians 5:20, "Therefore we are ambassadors for Christ, as though God were entreating through us; we beg you on behalf of Christ, be reconciled to God."

Christian ministry and outreach have never been more impacting than they are today. Whether it be radio, TV, publishing or the Internet, avenues of communication in reaching people with the saving message of Jesus Christ are at an all-time high. The partnering of spiritually-minded people in trusting and supportive relationships is a key element in equipping the saints and fulfilling the great commission.

The mandate and function of a Christian agency is, therefore, biblical in its very nature. The body of Christ is to be in harmony, each member complementary to the whole. In the same measure, an agency must be equipped with spiritually gifted people who create, produce, counsel and provide marketing expertise in a truthful and self-sacrificing environment for the good of the ministry and the dissemination of the message. An

agency must understand its role as facilitator in support of a ministry's mission statement and applied to day-to-day objectives in fulfilling its specific calling.

Key Areas of Accountability

It might be helpful to consider 10 key areas of accountability crucial to any discussion of agency involvement in ministry.

1 The role of an agency first and foremost is to serve. If that service is to be effective, the agency must constantly look out for what is in the best interest of a particular ministry. It will complement but never compete; facilitate but never control. And if the agency is to be totally creative in helping a ministry maximize its potential, services must be efficient and economical.

2 The role of an agency is to provide specific giftedness. Because of its structure and personnel, agencies are specialists. That specialty may be to produce, market, syndicate, enhance listener support, provide biblically based fund-raising counsel or strategically address the future. It's critical that an agency function in those areas of true gifting. And there should never be a standard for business and ministry that isn't demanded of individuals as well in implementing their spiritual gifts.

3 An agency, although a representative, doesn't replace the ministry. For example, an agency should diligently facilitate relationships between principals of a broadcast and media relationships (i.e., radio stations). In the same regard, it's important that ministries learn firsthand the spiritual passions and community involvement of

radio station owner/operators. It's equally valuable for station leadership to understand the heartbeat of a broadcaster's passion for equipping the body, yet appreciate and work effectively with the agency to accomplish those goals.

4 An agency brings depth and breadth to the marketplace. Because of the quantity and quality of relationships developed with stations and other ministries, agencies can be wise counselors in program development, placement and perpetuation. Hopefully, an agency will bring an economy of scale to the services provided as a result of the volume of work handled with a capable staff and honed infrastructure.

5 An agency provides a fresh objectivity to ministry. While viewing the agency as a true extension of a ministry in another location, there's the unique capability outside the organization to evaluate program development and fund-raising concepts and provide input for efficiencies in operations. For example, who better than the service agency to help calendar all the attributes of ministry and outreach of a spiritually focused organization? That kind of layering can assist a ministry in staying focused on its mission statement, while organizing each outreach endeavor to its potential. In other words, the integration of broadcast content, resources, premiums, fund-raising efforts, speaking schedules and publishing, among areas of outreach, are interwoven to maximize each serving entity.

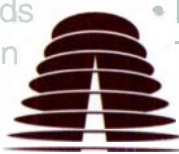
6 An agency should bring balance and equity to financial relationships. Agencies undertake the difficult and often challenging work of business in the marketplace — specifically, program placement. There is a communication chain that exists between the biblical communicator and the radio listener. If any link in that chain is weakened, the chain may ultimately break, ending ministry. An agency is in the position to help balance the sometimes conflicting self-interests of the program producer and station operator, resulting in a stronger, more enduring chain of ministry effectiveness and partnering.

We should never lose sight of the fact that the financial resources an agency handles as a ministry's representative belong to God. They've been entrusted to

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a specific ministry and were sacrificially given by caring and involved individuals.

This stewardship concept, although fully embraced by radio stations, can at times be a point of unintentional consternation. Through analysis and experience, an agency understands the market value of airtime offered by a station and the ability of its audience to support that cost, while correlating that to expressed specific ministry objectives. It's never pleasant to inform a station that its delivered audience can't support the rate card, and to propose alternatives that may be less (immediately) productive for the station.

While the balance of ministry objectives, stewardship discernment and relationships are at times delicate, there's the constant mandate for agencies and program producers to understand the financial challenges faced today by most stations — and, conversely, for stations to understand the unique objectives (and financial equipping) that ministries must manage.

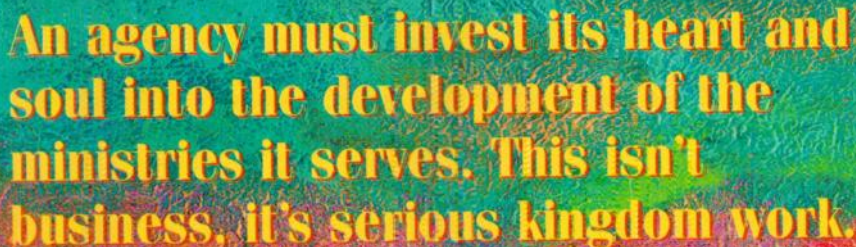
As an agency, we must do our part to help stations reach their community and self-perpetuate, while being responsive to ministry-articulated budgets and goals.

7 An agency must pay its invoices by the end of every month. While an agency serves broadcast ministries, it should also be a caring and involved representative of the station. Probably the most significant way of doing this is to assure that every contract entered into with a station is fully honored even if the broadcast ministry isn't timely in paying the agency. If a TV or radio station, printer or fulfillment house is to recognize the professional services and support provided by an agency (including in-house agencies), then their invoices must be paid within 30 days or less.

8 Agencies need to listen to the marketplace and understand its needs. Being good question askers and listeners to the passions of station owner/operators is critical in being effective representatives of the broadcast ministry as well as stations. Facilitating for ministry specialists, program producers and stations in an environment of trust, respect and personal care should always be the objective.

If we're to be effective into the next decade, it's imperative that we help develop programming that's viable to a station's format, meets listener needs, provides unique ministry and potentially offers

avenues for funding (either ministry-initiated or via local advertising/sponsorship potential). And as agencies use their giftedness, they will complement the ministries represented by participating in development of creative programming concepts. It will take place as we explore and ascertain programming voids in the marketplace, then assist in creation of those products.



An agency must invest its heart and soul into the development of the ministries it serves. This isn't business, it's serious kingdom work.

9 Agencies need to be excellent translators of information. As a facilitator, an agency's role is often to hear the bottom line and then convey that detail in the most effective manner to optimize communication. It's our responsibility to speak the truth in love — to communicate honestly and thoroughly ... but presented in the manner that most effectively expresses the issues at hand.

Frankly, there are times when we're "darned if we do and darned if we don't!" In such a position, we must occasionally convey criticism of ministry endeavors, and, conversely, relate disappointment to station relationships. The coinciding dynamic of accountability — on both sides of the equation — is also, sometimes, a challenging role to accomplish.

Ironically, it's this very tension that can contribute to a ministry evaluating or pursuing other media counsel. A change in the media relationship may occur even when an agency does a thorough job of serving the ministry.

In fact, depending on circumstances, agencies can educate and equip people within the ministry to fulfill, in great part, the services provided by an agency. There's no counterpoint when a ministry says, "You've done a great job, we're totally satisfied, however, we want to have our own producers and marketing representatives down the hall." As difficult as severing a partnership may be, the truth of it is that this is body life in function.

What are the dynamics when the agency decides to relinquish an existing

relationship? Often agencies do so because the perceived giftedness is no longer a match — for either party. In other cases, the initial commitment to a goal or vision may have been redirected. At that point, an agency has to evaluate its own priorities and use of resources. Again, if agency work is to be serious ministry, both entities have to be partnering in their gift areas for maximum effectiveness.

10 Agencies should be investing in their ministry partnerships for maximum impact.

It's an often debated issue whether agencies are cost effective. Whether it is in the launching stages as an agency is helping to develop a ministry, or at the other end of the spectrum in supporting maturing ministries, the issues of financial equity for services rendered and stewardship sensitivity must always be healthy and balanced, with the emphasis placed on tangible results.

When all is said and done, an agency must invest its heart and soul into the development of the ministries it serves. This isn't business, it's serious kingdom work. It requires a spiritual and emotional bonding to the vision statement and calling of a specific ministry in partnership with an agency that's doing all it can to enhance and perpetuate the message.

I doubt James was actually reflecting on agencies when he wrote his epistle ... but the final note of advice in James 3 remains most pertinent whether agency, broadcaster or station personnel: "Who among you is wise and understanding? Let him show by his good behavior his deeds in the gentleness of wisdom." Great counsel, indeed!

Jon Campbell is a member of the executive committee of NRB and president of Ambassador Advertising Agency, based in Fullerton, CA. He may be reached at 714-738-1501.

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Who Needs Research?

an interview with two guys who know their stuff

What do Christian broadcasting and marketing research have to do with each other? Not enough, according to two industry experts. Phil Cooke, the head of Phil Cooke Pictures, is one of the most respected producers in Christian television and film today. Ron Sellers is president of Ellison

Research, (a sister firm to Ellison Media Company). His clients include *The 700 Club*, Casey Treat, James Robison, K-LOVE Radio, TBN, and The Disney Channel. Cooke and Sellers joined *NRB* for an interview about how Christian broadcasters use research.

How is marketing research used in Christian broadcasting today?

Sellers (RS): Sporadically. Few Christian networks, stations or ministries do much in the way of research. Even some large ministries operate in a vacuum with no real knowledge of what the viewer wants, what motivates people to give or what they might be doing that's turning people off.

Why isn't more research being done by Christian broadcasters?

Cooke (PC): Two reasons — finances and inexperience. First, many broadcasters and ministries have a very tight budget, and therefore research is often the first thing that gets tossed out the window.

RS: If it's even considered in the first place,

PC: Research is often the key to discovering what the ministry's mistakes are, and what they should be doing. But that's because of inexperience. Many broadcasters are very short-sighted. They want a decision now — they can't wait on data to be analyzed and they aren't interested in what will work five to ten years from now, which results in always being behind.

RS: The financial issue also frequently means that when research is done, it isn't done properly. The focus is on doing it for almost no money. You don't have to spend a ton of bucks, but you have to do the research *right*. The only thing worse than no information is misleading information. I can't tell you how many times I've seen \$5 million decisions based on terrible research, because the organization didn't want to spend \$10,000.

Can broadcasters serve their audience for years and still not know that audience?

RS: I see it all the time. In one meeting, ministry leaders tried to convince me how tough it was to raise money in their city because the market was so low-income. They were flabbergasted when I pulled out Census information showing that their market was actually quite upscale. They assumed the whole market was low-income because that's who was being attracted to their ministry.

If Christian broadcasters are prayerfully following God's will, why should they need research?

PC: If this principle were true, we wouldn't need to have police to protect us ... alarms to



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CD Program Releases - *Radio That Hits Home*
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 Call to Worship - 54:00, Weekly
 Get Healthy - :59, 7 Days/Week
 Gospel Harmonies - 54:00, Weekly
 Heart of the Matter - :90, Daily
 Life Designs - 4:29, Daily
 LifePoints - 1:59, Daily
 Moments With The Word - :30, Daily
 Outreach Alert - :59, Daily
 Parent Talk - Live, 52:50, M-F
 Parent Talk Tip - :90, Daily
 Parent Talk Weekend - Live, 52:50, Sat.
 Shepherd's Heart - 28:25, Weekly
 Specials - Occasional
 Weekend Magazine - 29:00, Weekly
 Week's End - 54:00, Weekly
 Women of Virtue - 4:29, Daily

Counseling Centers - *Five Nationwide*
Resources - *For You, Your Family & Others*
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wake us up ... doctors to fix us when we're sick ... and we certainly wouldn't need to raise money for Christian TV. God would take care of all of it. But we live in a horribly broken and fallen world. Occasionally, God intervenes in our affairs and performs miracles — but we need to use the brains, insight and knowledge He's given us.

RS: Research is just a tool, like a fund-raising letter, a TV camera or a good air time. The great thing is that the research tool can help make all your other tools more useful — it's like what a knife sharpener can do for a drawer full of knives.

What are we really talking about by "research"?

RS: Let's focus on primary research — gathering new data that doesn't already exist in another form, such as Census Bureau information. There are two kinds of primary research: qualitative and quantitative. Qualitative, of which the most common type is focus groups, helps us understand the thought processes, emotions, doubts and perceptions of the target audience. Quantitative, such as telephone or mail surveys, provides projectable data: knowing the demographics of your donors or customers, what proportion believe various things about you, etc. How we do the research depends on the situation and the issues.

What issues should broadcasters be researching?

RS: The basic need is to understand the target market. Let's say your broadcast ministry

focuses on evangelism and teaching. Do your donors give because they feel they are being fed, or do they give because they're excited to partner with you and evangelize the world? If what really gets them excited about giving is supporting evangelism, why try to raise funds by encouraging them to give because of the teaching they receive?

Do you know who's watching or giving? There is a big difference between communicating to a 28-year-old, college-educated Black man who's a new Christian, and a White, church-raised, 60-year-old woman who never finished high school. Many ministries eyeball the people in the live audience and figure that's who supports the TV ministry, as well. It's crucial to see your communication through the eyes of the viewer, listener or donor.

One of the most common mistakes in any industry is "marketing to yourself." Decision-makers really like the product, program or appeal, so they figure the target market must, too.

So once you do the research, how is it used?

PC: At the start, it helps us decide which project to do. Are patriotic themes "hot" right now? Are religious themes in demand? Do people want episodic dramas with continuing characters they can follow from week to week? Is the audience interested in music or drama or real-life documentaries? So it starts with research.

Next, we use that information to design our approach and write the script. It doesn't

matter if it's a preaching program, a music program or a dramatic program. Accurate audience information can be used to help shape and structure a program they would be interested in.

I wish pastors, evangelists and Bible teachers would use this information more. That doesn't mean a watered-down message — it means really understanding the struggles and frustrations the audience has and designing an effective message based on that knowledge.

RS: The information is also used in the other aspects of ministry: writing donor communications letters, designing and marketing ministry products, dealing with customer service issues — you name it.

PC: Essentially, what we're doing is evangelism — finding the most effective way to preach the Gospel message to as many people as possible. If understanding how they think, react and respond increases my chances of getting through to them, then I'm going to take advantage of it. Not to do that is to turn our backs on marvelous information and tools God has given us.

Phil Cooke is producer/director for Phil Cooke Pictures, Inc., based in Burbank, CA. He can be reached at 818-563-2125 or e-mail phil@cookefilm.com. Ron Sellers is president of Ellison Research, based in Phoenix, AZ. Contact Sellers at 602-493-3500 or e-mail RonSellers@EllisonResearch.com.

Knowing the Basics

According to Cooke and Sellers, broadcasters should be able to answer some basic questions with factual information:

- ↑ Why do people watch/listen to you? Why do they buy products or make donations?
- ↑ What are the real strengths of the program — in the minds of the consumers?
- ↑ What are the "land mines" — the things which cause concern or make them unnecessarily uncomfortable?
- ↑ How strongly is your message getting across?
- ↑ How do potential viewers/listeners (those people who fit your target market but aren't currently in your audience) perceive the program?
- ↑ What are the demographics (e.g. age, race, denomination, gender) of your audience? Of your donors/customers?
- ↑ What is your organization's image?
- ↑ How are your written communications (catalogs, direct mail, etc.) perceived?

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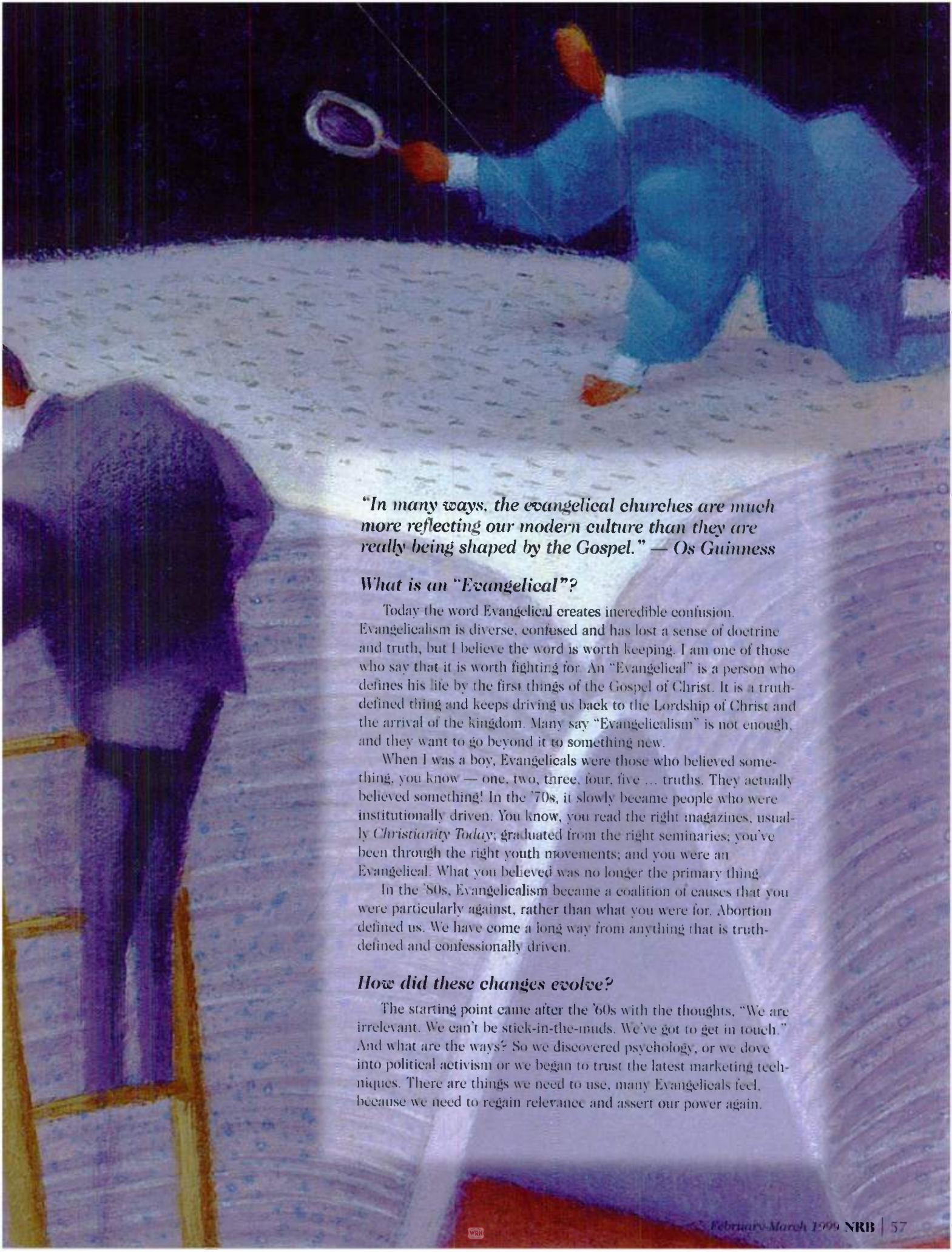
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Defining Evangelicalism

*A conversation with Evangelical
apologist Os Guinness, senior fellow
at the Trinity Forum in Burke, VA*

by Don Matzat



“In many ways, the evangelical churches are much more reflecting our modern culture than they are really being shaped by the Gospel.” — Os Guinness

What is an “Evangelical”?

Today the word Evangelical creates incredible confusion. Evangelicalism is diverse, confused and has lost a sense of doctrine and truth, but I believe the word is worth keeping. I am one of those who say that it is worth fighting for. An “Evangelical” is a person who defines his life by the first things of the Gospel of Christ. It is a truth-defined thing and keeps driving us back to the Lordship of Christ and the arrival of the kingdom. Many say “Evangelicalism” is not enough, and they want to go beyond it to something new.

When I was a boy, Evangelicals were those who believed something, you know — one, two, three, four, five ... truths. They actually believed something! In the '70s, it slowly became people who were institutionally driven. You know, you read the right magazines, usually *Christianity Today*; graduated from the right seminaries; you've been through the right youth movements; and you were an Evangelical. What you believed was no longer the primary thing.

In the '80s, Evangelicalism became a coalition of causes that you were particularly against, rather than what you were for. Abortion defined us. We have come a long way from anything that is truth-defined and confessionally driven.

How did these changes evolve?

The starting point came after the '60s with the thoughts, “We are irrelevant. We can't be stick-in-the-muds. We've got to get in touch.” And what are the ways? So we discovered psychology, or we dove into political activism or we began to trust the latest marketing techniques. There are things we need to use, many Evangelicals feel, because we need to regain relevance and assert our power again.

Here's how you can fulfill your biblical

IMMIGRATION TO ISRAEL **A Challenge and a Blessing!!!**



"Sound the great Shofar for our freedom and lift up the banner to gather our exiles, and gather us in from the four ends of the earth. Blessed be You God, Who gathers in the dispersed of Your people Israel."

HIRSCH SIDDUK, PAGE 139

- ▼ In fulfillment of biblical prophecy, Israel's population of Jews has multiplied eight fold in 50 years. Since 1990, it has increased by more than 20% through the return of Jews—from Russia and many other parts of the world—who have now become a vital and productive part of Israeli society.
- ▼ This is God's agenda. It has always been His plan for the Land that He covenanted to Abraham, Isaac, Jacob and their descendants. PSALM 105:10 & 11.
- ▼ Biblically, Israel's immigration from around the world is expected to grow significantly over the next two-three years, driven in part by the economic collapse and increase of virulent strains of anti-Semitism in Eastern Europe and elsewhere, and militant, fundamentalist Islam.
- ▼ It is also in fulfillment of specific biblical prophecies such as Jeremiah 16:15 "And I will bring them again into their land that I gave unto their fathers for I will restore them to the land I gave their forefathers."
- ▼ The return is important, but accommodating, integrating, and spiritually encouraging Israel's returning exiles is another matter!!! The need for participation from Israel's Bible-based Christian friends is critically important and affords an opportunity to bless Israel.

.....

Bible believers are instructed to
BLESS Israel and the Jewish people. GENESIS 12:3;
COMFORT Israel and the Jewish people ISAIAH 40:1,2;
SPEAK OUT AND ACT on behalf of Israel and
the Jewish people Isaiah 62:1-7; *and*
PRAY for Israel and the Jewish people PSALM 122:6.

mandate to bless Israel.

Shuva Israel's Biblical Mandate for Immigrant Absorption

Shuva Israel – The Return Israel Fund, a private, non-profit organization registered in the U.S.A., funds facilities and programs to provide for the immigrants' urgent needs during their early absorption into Israel's society—economically, socially, physically, emotionally, and spiritually—with special training in job skills, language and Jewish education.

Shuva Israel is also dedicated to assisting immigration and integration into the warm embrace of Israel's Orthodox community.

While the Israeli government's efforts are commendable, they do not sufficiently address the spiritual needs of the immigrants. This is a chief concern of Shuva Israel.

To accomplish these purposes, Shuva Israel is building specialized absorption centers in Judea and Samaria within established Jewish communities.

Shuva Israel's absorption centers will also encourage immigrants in their transition into a deep understanding of their Jewishness and active heart-felt Davidic Judaism.

The cost of building and operating the first of these crucial centers will exceed \$4.5 million. We need and invite our Bible Believing Christian

friends to bless Israel by participating financially in this important mission.

"Every place that the sole of your foot shall tread upon; that have I given unto you as I said unto Moses... from the wilderness of Lebanon, from the River, the River Eupharates, even unto the uttermost (western) sea shall your coast be." JOSHUA I & DEUTERONOMY 11:24.

Please fill out and return to the address listed below.

Yes, I want to bless Israel through Shuva Israel —

The Return Israel Fund. Please send me additional information on SHUVA ISRAEL – The Return Israel Fund

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 I'd like to schedule one of your speakers for our church, civic, or religious organization or as a guest on my program or talk show.
 Enclosed is my gift \$1,000 \$500 \$250 \$50 Other _____
 Comments _____

Address _____

Telephone _____ Fax _____ E-Mail _____

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Telephone: (818) 593-5715, Fax (818) 703-8339
E-Mail: [HYPERLINK mailto:iloveisrl@aol.com](mailto:HYPERLINKmailto:iloveisrl@aol.com) iloveisrl@aol.com

**Shuva
Israel**
THE RETURN ISRAEL FUND

Why have Evangelicals become so deeply involved in politics?

In the early Reagan years, Evangelicals were opened to the seduction. They felt a proximity to the President and to the White House. They thought they had influence. But the deepest things in this country cannot be done by political action — by passing legislation or by voting people into office. Evangelicals have trusted politics to do more than it can do and thus they have turned it into an idol. Abortion is an important issue, but as William Wilberforce said, “We do the Lord’s work in the Lord’s way.” Means either serve our ends or subvert our ends. I often hear the little phrase, “Whatever it takes ...” The pragmatic comes before the principled and that is always counter-productive. Principled ways of doing things are more effective in the long run. They are not only right. They are wise.

What is wrong with using modern insights and methods as long as they are effective?

All of the tools and insights of modernity are dangerous, but not when they are overtly hostile to Christianity, because people say, “That’s hostile! That’s against us. I don’t like that.” And we resist it. They are the most insidious when they are beneficial.

I often use the little illustration: One hundred years ago if you wanted to start a new church, you would have consulted with others in the fellowship, and you would have prayed and asked the Lord to guide. Today, you can just run your demographic statistics through, use your tele-marketing, and within three months you can have a booming church. Without realizing it, there is no need for God, and that’s the danger. If the church is not growing, we will use marketing. If we are not helping people, we will use psychology.

Is the Gospel of Jesus Christ a sufficient solution to the ills of society?

By the preaching of the Gospel, we are not talking about an individualistic, narrow, subjective, pietistic thing. The Gospel affects the heart and the whole of life. It touches a heart, changes a family, changes a neighborhood, changes a workplace and eventually touches the whole of life as a salt and light penetrating influence. There is nothing more powerful for taking on evil and unbelief than the Gospel. But we’ve shrunk the Gospel. Take even something like being born-again. It’s unquestionably biblical. But in the past, conversion was the deepest, most lasting, radical change the world had ever known. Today, it becomes a rather shallow suburban experience that does not change much at all. ... A generation ago,

I often hear the little phrase, “Whatever it takes ...” The pragmatic comes before the principled and that is always counter-productive.

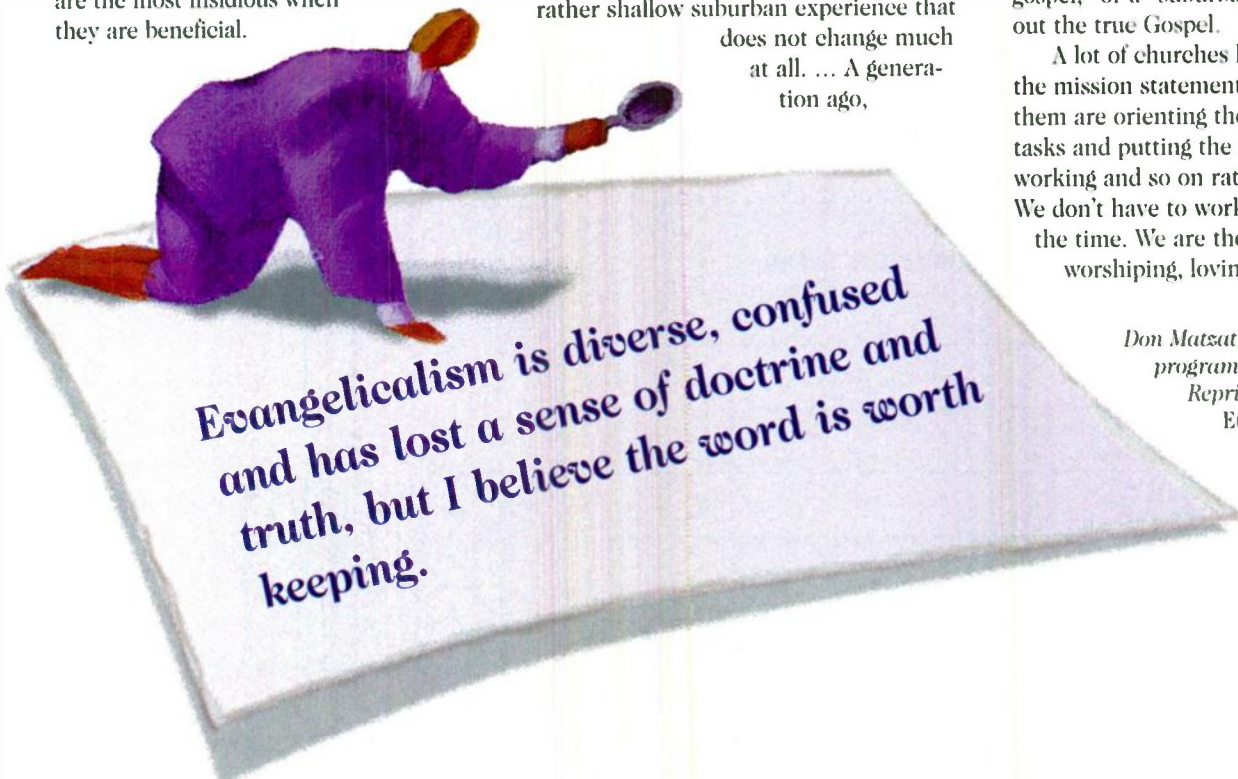
Fundamentalists were caricatured for their hellfire and brimstone preaching. We’d almost be happy to hear that today. There is such a soft, seductive, commercial gospel that has nothing of any toughness at all, let alone hell.

Is there anything wrong with marketing the church or developing a mission statement?

Not unless we sell out the Gospel. One famous church growth advocate said that the audience, not the message, is sovereign — a good marketing maxim. But it is absolute heresy theologically. Scripturally speaking, the Word is always sovereign, not the audience. Some churches have created a “boomer gospel,” or a “suburban gospel” and sold out the true Gospel.

A lot of churches have a passion for the mission statement. I think many of them are orienting themselves around tasks and putting the focus on doing and working and so on rather than on being. We don’t have to work at something all the time. We are the people of God — worshiping, loving, fellowshiping.

*Don Matzat is host of the radio program Issues, Etc.
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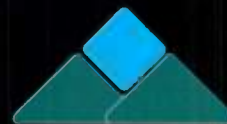
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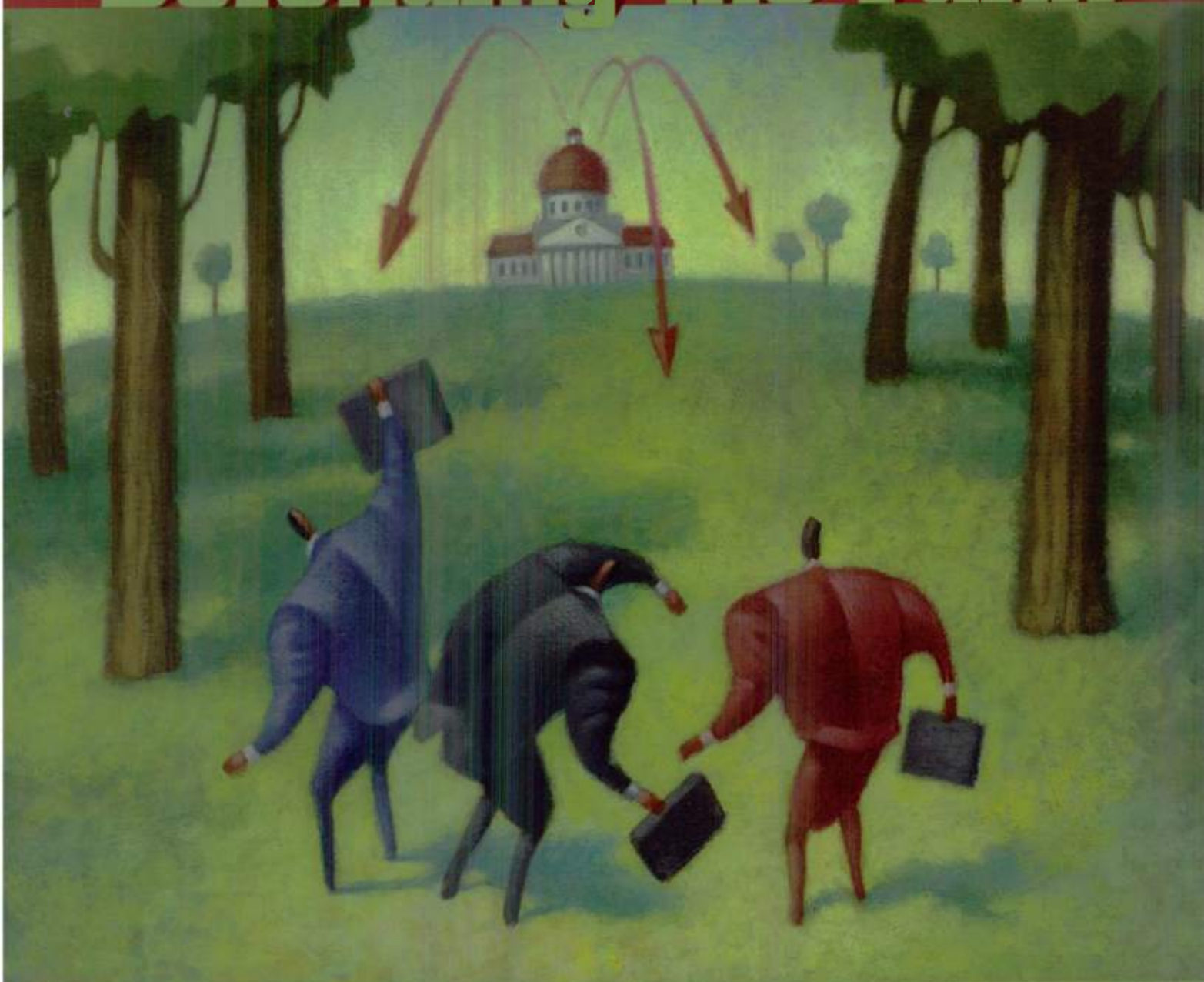


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Defending the Faith



Religious Liberty in the Year 2000 ... and Beyond

by David C. Gibbs, Jr.
and David C. Gibbs III

Each year at the National Religious Broadcasters convention, a panel of attorneys conducts an interactive session to highlight the ongoing battle for the future religious freedom of your children and grandchildren.

As America moves into the next century, the fight for continued religious liberty for Bible-believing Christians is at a watershed moment. If the Lord tarries His return, here are some of the cutting edge religious liberty battles which churches and faith-based organizations may face in the next century.

Does Evolution Really Matter?

THE FACE

THAT DEMONSTRATES
THE FARCE OF EVOLUTION

HANK HANEGRAAFF
FOREWORD BY PHILLIP E. JOHNSON



Evolution is much more than a theory about man's origins. It is a comprehensive world view that determines how you live your life. The far-reaching consequences of evolution are felt in every aspect of society, from the loftiest government office to the lowliest kindergarten classroom. Despite its all-pervasive influence, evolutionary theory is losing credibility. Dr. Louis Bounoure, former director of research at the French National Center for Scientific Research, calls evolution a "fairy tale for grown-ups."

CRI President Hank Hanegraaff calls it a cruel hoax. He looks into the face of our supposed ancestor and exposes the astonishingly weak arguments that support evolutionary theory. In Hanegraaff's new book, *The Face*, you will:

- Discover the undeniable link between evolution and such social horrors as racism, sexism, and abortion.
- Gain confidence in the validity of the creation model of human origins.
- Learn how to effectively question and counter school teachers and professors who confidently communicate that evolution is an established scientific fact.

Join the growing number of stations airing Hank Hanegraaff, president of the Christian Research Institute and host of the *Bible Answer Man* radio broadcast as he equips your listeners to defend their faith. Make the *Bible Answer Man* an exciting part of your program schedule by contacting:

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Christian Research Institute
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(949) 858-6325

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or by calling 1 (800) 231-0442 (07105). Also available through the

Christian Research Institute, by calling toll-free 1 (888) 7000.CRI

Defending the Faith

FREEDOM ONE:

Winning Children to Christ

Statistics indicate that more than 80 percent of those who trust Jesus Christ as their Savior do so before the age of 14. As you think back to your own salvation experience, it was most likely in your childhood or teen years. Through the years, Sunday schools, vacation Bible schools, and Bible clubs have pointed countless millions to Jesus Christ. Will those ministries be able to exist in the legal climate of the next century?

Today, ministries are increasingly being threatened for winning children to Christ without their parents present. Many times a child is led to Christ at church and returns home to tell his unsaved mother or father of this joyous event in his life. Rather than being delighted, many parents are now suing or threatening lawsuits against the church. Their complaint often focuses on the fact that they gave permission for their child to attend church, but they claim they never gave permission and did not understand that their child would be encouraged to make life-changing religious decisions.

FREEDOM TWO:

Remaining Tax Exempt

Churches and ministries are exempt from taxation in this country because our laws have traditionally recognized the existence of God. A fundamental tenet in American tax jurisprudence is the premise that only a greater may tax a lesser. The United States federal government (the greater) may tax a citizen of the United States (the lesser). The United States citizen may not tax the United States federal government.

The property and money of local churches and faith-based ministries have always been understood to be owned by God. Since no county, city, state or nation would hold itself out to be greater than God, the property of God was

exempt from taxation, because again, only a greater can tax a lesser.

Now in America, counties, cities, states and the United States federal government are desperately looking for ways to increase revenue. As many in our nation no longer deem the property of churches and ministries to be owned by God, there are numerous attempts to tax ministries across a multitude of fronts.

FREEDOM THREE:

Helping Hurting People

Can Jesus Christ heal the alcoholic?
Can the Bible help the drug addicted?
Should churches feed and house the homeless?

The answer to all of the above questions is absolutely yes. Yet in America, as alcoholism and drug addiction are deemed to be medical diseases, questions arise as to whether individuals who are suffering from those afflictions may legally be assisted through Bible teaching or whether this would now constitute practicing medicine without a license.

Traditionally, ministries in this country have been free to address the problems in their own communities. If people were hungry, churches and ministries fed them. If people were without shelter, churches and ministries housed them. Now, many ministries attempting to serve in these ways are told that these types of ministries are illegal and not allowed in any manner whatsoever. The concept is that the government must now regulate and control all forms of social service.

FREEDOM FOUR:

Making Parental Choices in Education

Does the government hold a monopoly on education? Must all children be educated by the state or do parents and local churches still have the freedom to provide educational alternatives for their children? Will Christian parents be disad-



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Defending the Faith

vantaged for making Bible-based decisions for their children?

Recent case trends provide some very disturbing answers to these questions. For almost 30 years, courts and legislatures have protected the right of Christian schools to exist. Now a more difficult legal battle has emerged — nationwide discrimination against Christian school students and graduates.

At a recent federal court hearing, the state argued that any decision made by a Christian parent that runs contrary to what the state deems best will result in the child being disadvantaged by the state. No exceptions. No flexibility. The government can punish decisions with which it does not agree.

This legal attack on parental choice is not limited to a few isolated incidents. Our legal missionary staff members receive numerous telephone calls daily from Christian school students who are being disadvantaged for having attended a Christian school. They are being told that their credits or diplomas from Christian schools will not be recognized. Implicit in the arguments put forward by the government authorities is an alarming message — parents cannot be trusted.

If a child attends church every Sunday, he will be under Christian teaching approximately 78 hours each year. In comparison, that same child will be taught in school 1,260 hours each year, and will watch an additional 1,260 hours of TV each year. Parents be free to make decisions regarding such profound influences in the lives of their children.

FREEDOM FIVE: Preserving Preaching

Will the preaching of the future be deemed “hate speech”? While America has become a land of “toleration,” it seems that all messages are now tolerated except those based on the absolute truth of the Word of God. Once a pastor speaks from a Bible-based position on which he is unwilling to negotiate or compromise, he

is often considered to be a “dangerous extremist.” While Christians are clearly commanded to love and not to engage in hate speech of any kind, there is a legitimate risk that the definition of “hate speech” could be expanded to include Bible preaching on abortion, homosexuality or any other politically sensitive issue which may arise.

FREEDOM SIX: Battling for the Christian Family

Some key court decisions will be made in the next few years. Will marriage in the United States remain limited to one man and one woman or will same-sex marriages be given legal validity? Will judges in divorce and child custody hearings be ordering parents not to share Jesus Christ with their children? Will the judges declare that spiritual training is not in the “best interest of the child”? Will children be allowed to divorce their parents and choose where and with whom they will live?

FREEDOM SEVEN: Speaking Freely in Public Places

Hardly a week goes by without telephone calls to the Christian Law Association from Christians who are being told that they cannot share their faith in the public streets and parks of America. Such calls are shocking because streets and parks have always been the place where Americans have been free to gather to share ideas — even unpopular ideas. Historically, courts have particularly protected the right of Americans to share their religious beliefs with others in these public venues. Such places, usually referred to as “the public square,” have traditionally been considered the most appropriate place for the exchange of ideas between citizens.

It is alarming to receive calls from Christians who have been arrested for



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Defending the Faith

sharing their faith in public streets and parks. Desperate calls have come from street preachers who have had their sound equipment confiscated by police while all around them bands with amplifiers were "entertaining" the public without interference. Church groups have been arrested for being "too noisy" as they distributed tracts in front of casinos and bars or at the entrances to fairs, even while the noise level of these other activities was significantly louder than the calls to salvation.

FREEDOM EIGHT: Witnessing in Public Schools

A second-grade child was told by her teacher that she could not distribute Gospel tracts to her classmates. The second grader was in tears, thinking that she had done something bad at school. Our attorneys immediately assured her that she had not done anything bad. The fact was that the teacher had done something illegal in preventing her from passing out tracts to her friends. The literature distribution had not been done during class time and it had not been disruptive. A legal opinion letter resolved the problem.

The little girl continued to take tracts to school. Eventually, many in her class were saved, and some of these children started attending her church. The next step was that she began to use her recess time to conduct Bible studies with her friends. Later, she was interviewed for a radio broadcast. Why had she so much wanted to witness to her friends in school, she was asked. The little girl replied that it was because she always saw her daddy winning souls to Jesus and she wanted to do the same thing.

In America, Christian children in the public schools should not have to leave their Christianity on the schoolhouse steps. All too often they are asked to do just that!

FREEDOM NINE: Living Out Faith in the Workplace

The Christian Law Association receives numerous calls each week from employees who have been discriminated against by their employers on the basis of their religious beliefs. These calls generally involve religious convictions against working on Sunday, workplace prohibitions against reading or distributing religious literature or displaying religious posters and witnessing to fellow employees.

In one case, while a crew of outdoor workers were taking shelter awaiting a severe storm to subside, a worker was reprimanded for reading his Bible, even though other employees were reading newspapers and other books. Such conduct is clearly unconstitutional on the part of the employer.

What Is the Answer?

According to the Word of God, the answer for our country is not in the courtroom, the legislative hall or the ballot box. The answer is in the home, the church and the prayer closet.

II Chronicles 7:14 commands God's people to humble themselves, pray, seek His face and turn from their wicked ways. It is only when those conditions are met that God promises to heal the land.

Religious liberty in the year 2000 and beyond will be determined by our level of obedience to His clear command. The religious freedom enjoyed in the future will be the result of spiritual decisions made today.

David Gibbs Jr. and David Gibbs III are attorneys for the Christian Law Association. To contact the legal missionary ministry of the Christian Law Association, telephone 727-399-8300, fax 727-398-3907 or visit www.ChristianLaw.org.





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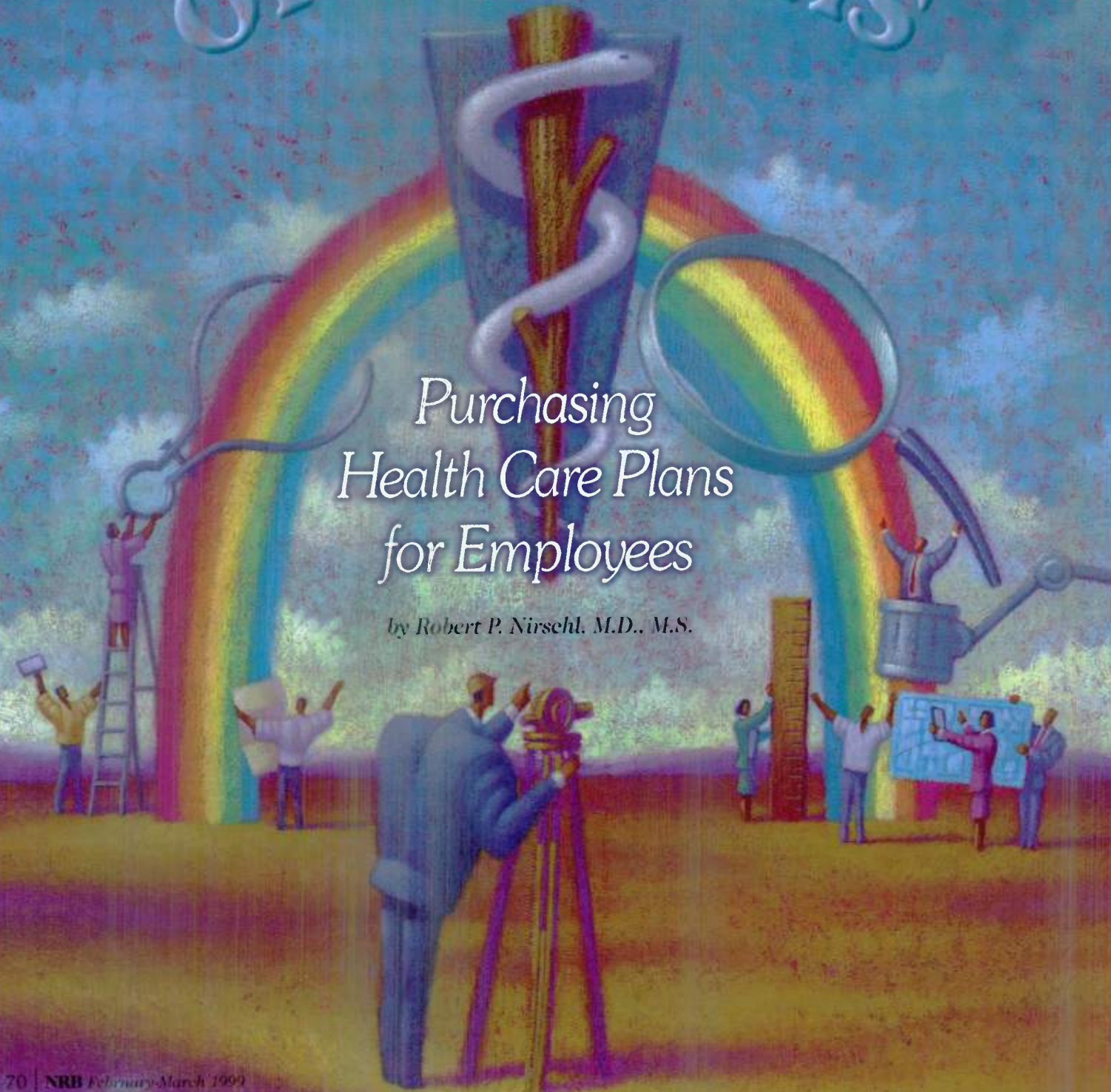
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A Rainbow of Options

Purchasing Health Care Plans for Employees

by Robert P. Nirschl, M.D., M.S.





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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*

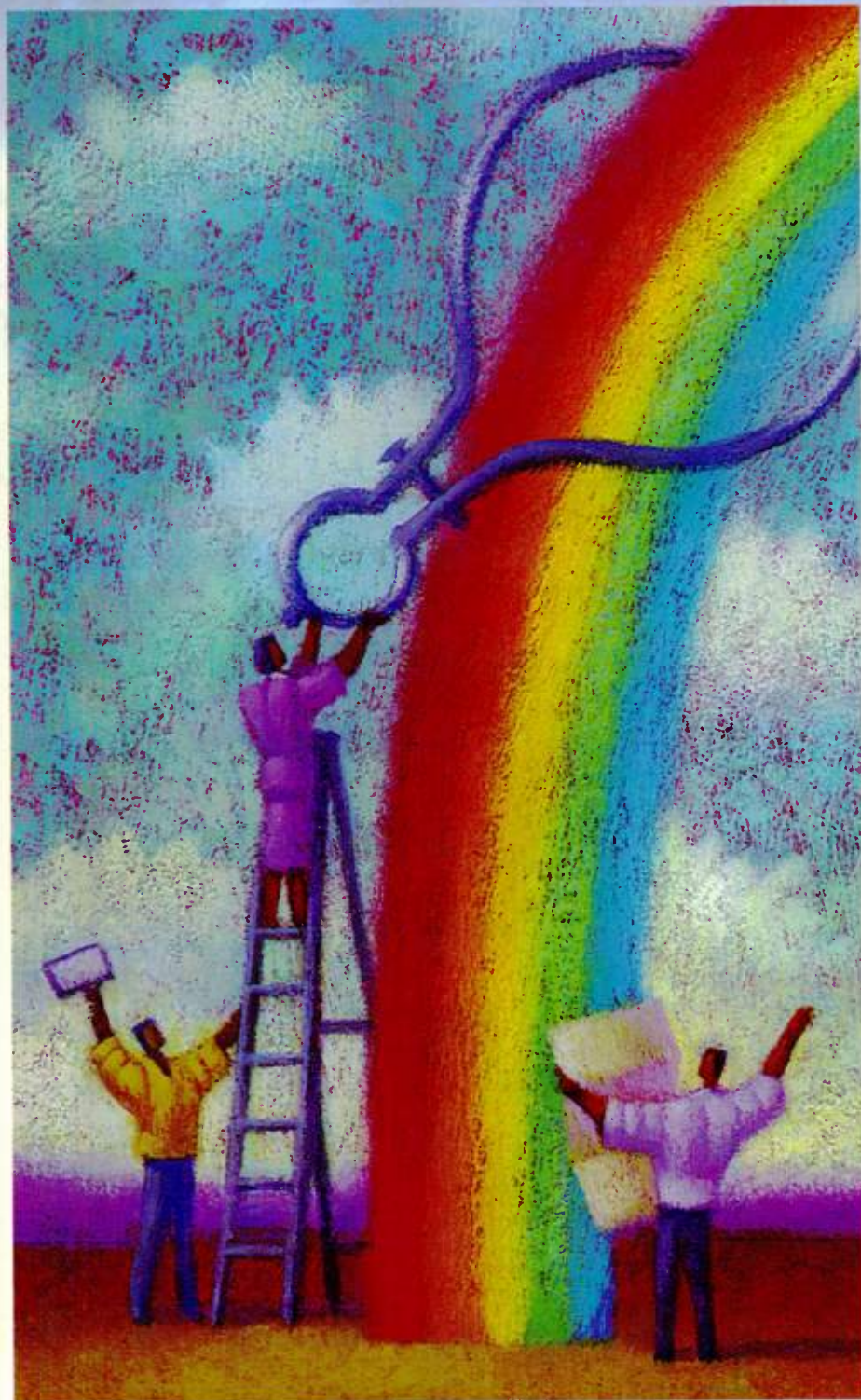
This topic has a direct effect on every American citizen. Read this article carefully and keep it for future reference. Although the topic refers to business control, the ultimate solution to the health care financing dilemma is individual and/or group buying association (such as church groups) purchase of health benefit plans. Ultimately, to restore value through true free markets the business community must extricate itself from supplying or controlling health benefit plans.

Introduction

Health care coverage, in many instances, has been mistakenly called insurance. True insurance is coverage for an unanticipated event and offers the lowest premium. Presently, most so-called traditional insurance coverage and all managed care is some form of a pre-paid contract for anticipated and unanticipated events. The prepayment is partially returned by the managed care company for the delivery of anticipated medical services. Any returned payment in the form of medical services is called a business loss by the insurance industry.

To control this "business loss" (the desired HMO industry standard is 70 percent), patient freedom is compromised, medical decisions between doctor and patient can be altered and some form of rationing (such as delayed or denied access) is the norm. In the managed care scheme, the doctor must consider the interests of the managed care company in treatment decisions or the physician is at risk of being deselected (e.g., fired) by the company.

The net result of a managed care system which profits by rationing care is a now evident backlash by the American public with resultant patient protection legislative initiatives. It should be noted that the more extensive legislation advanced by the Democratic party includes the legal liability of HMOs and



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1. Tax advantage of medical savings accounts.
2. High deductible (\$1,000.00 to \$3,000.00 or more).

The best cost and quality control occurs with the free market competition of indemnity insurance as the individual patient becomes the watchdog of services and expenses. In free markets, doctors and hospitals must

compete on the basis of quality of service. Conversely, true market competition does not occur when privately owned insurance companies compete (e.g., insurance bureaucrats do not deliver the medical service and individual patients have limited or no freedom to seek value).

3. Complete coverage for major unanticipated costs and events. Limited or no coverage for anticipated costs and events.
4. Lowest premium cost of all plan formats dependent upon deductible (e.g., high deductible results in less payout to insurance company). The money saved on lower premium cost can be used to pay for relatively inexpensive screening tests, immunizations and maintenance health services as well as satisfy the insurance deductible. If there is no need for care, the money is saved.

In spite of managed care promotion that preventative services are provided, immunizations are the only provisions. Early disease diagnosis screenings for blood pressure, mammograms, pap smears, etc., are helpful tools but are not true preventative services. Early screening and maintenance are valuable and relatively inexpensive (less than \$500 per year for a family of four) and should be purchased in the most cost-efficient way (direct payment). Preventative lifestyle activities are of almost no cost and include abstaining from smoking, moderate use of alcohol, proper diet and exercise, participating in sports/personal activities and avoidance of reckless driving.

5. Best opportunity for patient to retain choice of doctor, hospital, and treatment.
6. Best opportunity to eliminate insurance or management company interference in the doctor/patient relationship.
7. Patient freedom to choose specialist and highest quality doctors. [Quality clues: a) Doctors who have few or no managed care contracts; b) Doctors who are actively involved in the teaching of young doctors.]

The Future — Core Solutions To Health Care Financing

- A. Tax equality for the purchase of health benefits
- B. Individual ownership or control of health benefits package
- C. Restore free market competition



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.

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8. True insurance plans must be sought out. Most insurance companies, at least up to now, make higher profits with less risk in managed care programs; therefore, they often do not actively sell true insurance products.

Managed Care-HMO (Best to Avoid)

All managed care plans function by a system of price controls, price discounts, patient and doctor controls, loss of patient freedom and medical service rationing. The managed care approach is the antithesis of value-effective free market solutions which require the user of the service (the patient) to determine its value and have the freedom to seek that value. The ideology of the managed care format is collectivist with the goal of societal cost control rather than individual best interest.

General Concepts:

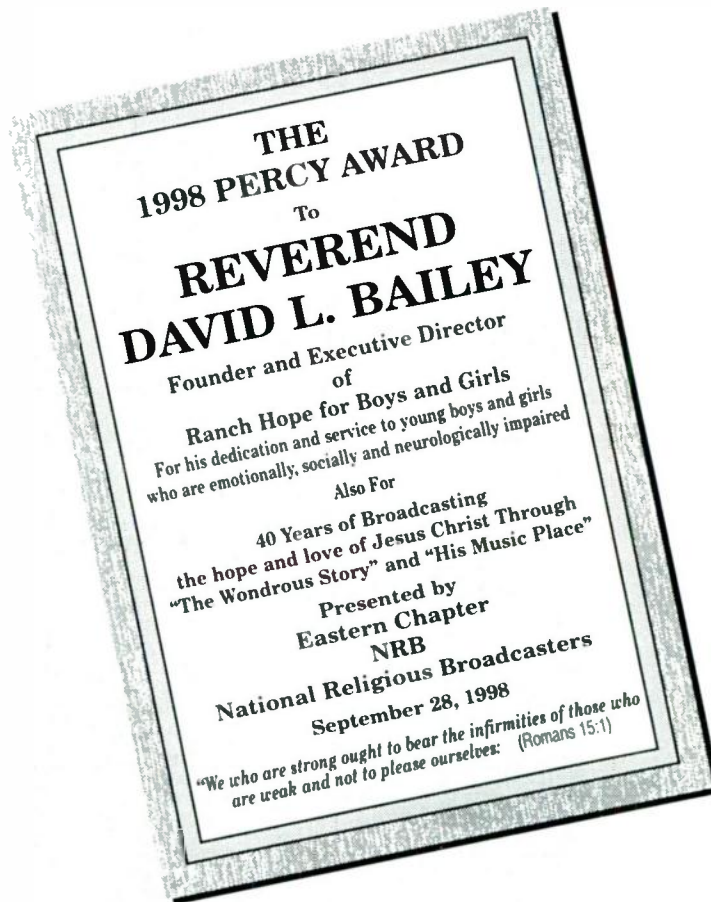
1. Pre-payment for anticipated services is not cost efficient as it adds administration and profit costs to a managed care bureaucracy without improvement of medical services.
2. Pre-paid provision gives the management company high profits with control of pre-paid money (a major bias to limit medical services by the mechanism of rationing through price controls and patient manipulation; also major potential for legal liability).
3. Gatekeeper denies or limits access to more qualified specialists. The gatekeeper may not even be a family practice physician but a nurse practitioner or physician assistant. Check carefully on this point.



Finding the Pot of Gold: 14 Points to Ponder

1. Negotiate contract to meet needs of individual employees.
2. Do not accept contract as is — although it is the salary of your employee, you are the purchaser.
3. Look closely at the fine print.
4. Can the doctors in the network be fired without cause and without appeals process? If so, individual best interest is threatened by the interest of the insurance/management company.
5. Is there a prompt and independent appeal process for patient grievances?
6. Who controls access to medical specialists?
7. Are there gag clauses in the doctors contract resulting in restrictions of information available to the patient?
8. Is there a capitated system of payment to the doctor?
9. Is there a benefit cap? How much?
10. Is the premium guaranteed? If not, is there a cap on premium increase?
11. What is the termination criteria of the benefits plan?
12. Is there a guaranteed renewal clause? Can you be dropped easily without an appeal process?
13. Are there exclusions for experimental treatment? Who defines experimental?
14. Is the insurance company financially stable? This is a key issue as HMOs are now experiencing major financial distress.

*Rev. Dave Bailey thanks
the NRB Eastern Chapter
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4. Overall freedom of choice is significantly restricted in HMO (e.g., limited or no choice of hospital or doctor).
5. Standard policy is to provide no financial voucher to seek care outside of the HMO network. Negotiate for outside point-of-service voucher at a fair price so care can be obtained elsewhere as needed.
6. Absolutely avoid a capitated system. This system is a pure bonanza for the insurance company. Doctors or hospitals are paid an annual set fee to provide services for a specific number of patients. In effect, the hospital or doctor becomes the insurance company and assumes total financial risk. To avoid financial disaster or to realize a profit, the medical provider must deliver as little medical care as possible.

Managed Care Preferred Provider Organization (PPO Better choice than HMO)

General Concepts:

1. Doctors in a PPO network are chosen on the basis of their willingness to give price discounts in return for exclusive contract with management company. This financial arrangement (contract referral) is quite different from a quality referral which is made on the basis of doctor or hospital established reputation.
2. Consider a PPO only if a reasonable financial voucher exists to seek care outside the PPO network care (point-of-service option) and freedom to negotiate costs outside of the PPO network. A reasonable financial voucher should be at least 90 percent of inside network payment rate. Insist on 10 percent or less to management company for extra administrative activity.





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Medical Savings Accounts

Council for Affordable Health Insurance (CAHI) members that offer medical savings accounts. (SOURCE: CAHI)

AIA Insurance • 208-799-9000

American Community Mutual • 800-233-3444

Brokers Insurance Corporation • 800-227-8711

Eclipse MediSave America • 800-MSA-3440

Fortis Health, Inc. • 888-846-3672

Golden Rule Insurance Co. • 317-297-4123

Mega Life and Health Insurance Co. • 817-255-3105

Mellon Bank • 888-200-0515

Trident National Corporation • 804-354-0697

Most managed care companies will attempt to impose punitive fees to discourage or eliminate outside referral. Do not accept this abusive practice.

3. Look at details as to how the PPO-managed care company determines customary rates. I have had companies state customary fees to me concerning surgical techniques designed by me and of which they had no knowledge, so the rate is usually arbitrary and without statistical basis or objective evaluation.

Medical Savings Accounts

Medical Savings accounts offer the best value of any of the benefit options. The format utilizes true indemnity insurance with additional tax benefits. This approach allows the money saved by the lower premiums of higher deductible true indemnity insurance to be saved and accumulate tax free. This money is then

available for the direct purchase of anticipated maintenance and diagnostic screening services (eg. the most value efficient purchaser in a free market environment system). If the individual were prudent in lifestyle and maintained good health, medical savings account funds could be accumulated for long-term care such as nursing home costs or ultimately for inheritance.

Another option concerning the purchase of anticipated medical services in association with the indemnity insurance or a PPO benefit program is to use a cafeteria plan (tax deduction to employer and pre-tax dollars for employee). This maneuver would be unnecessary if congress passed a fair tax law for the purchase of health benefits.

Dr. Robert Nirschl is a practicing orthopedic surgeon in Arlington, VA. He is director of orthopedic and primary care sports medicine fellowship programs in conjunction with Arlington Hospital, associate clinical professor of orthopedic surgery at Georgetown University and chairman of the Arlington County Medical Society Legislative Committee. He may be reached by telephone at 703-525-2200, fax 703-522-2603 or e-mail nirschl@erols.com.

Recommended Resources:

Council For Affordable Health Insurance

112 S. West Street
Alexandria, VA 22314
www.CAHI.org

Patient Power

(an informative booklet)
CATO Institute
1000 Mass. Ave. NW
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Policy Statement — Individual Ownership of Health Benefits Plan

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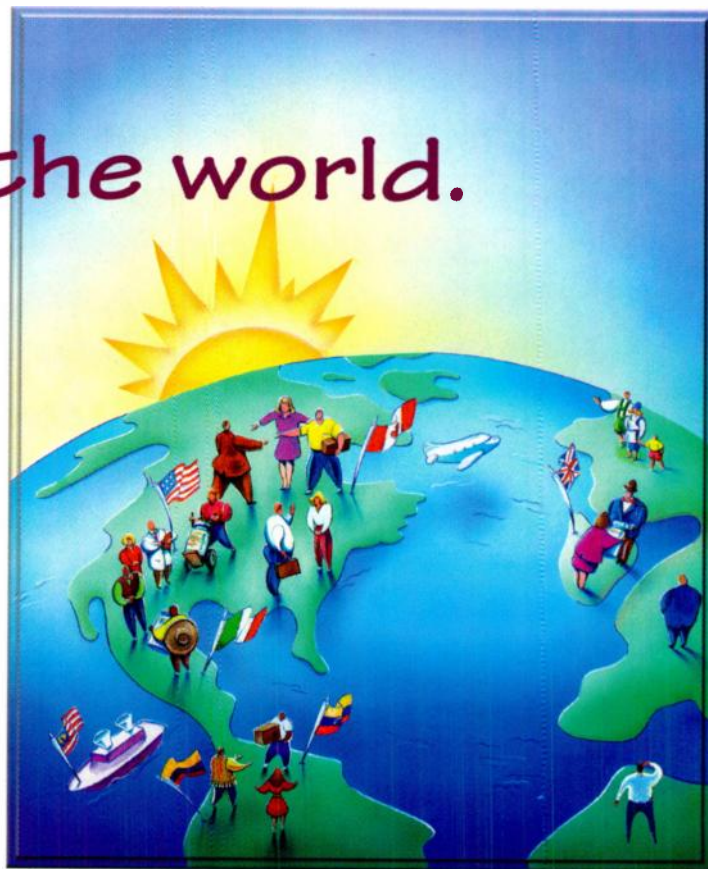


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Pensacola Christian College

WAYFM

World Radio Network

Believers Express (Democratic Republic of Congo)

Estonia Christian Mission

Little Samaritan Mission (Moldova)

Radio Evangélique du Sud Quest (Burkina Faso)

Romanian Mission Society

United Christian Broadcasters (England)

BLUEPRINT FOR DIGITAL TRANSITION

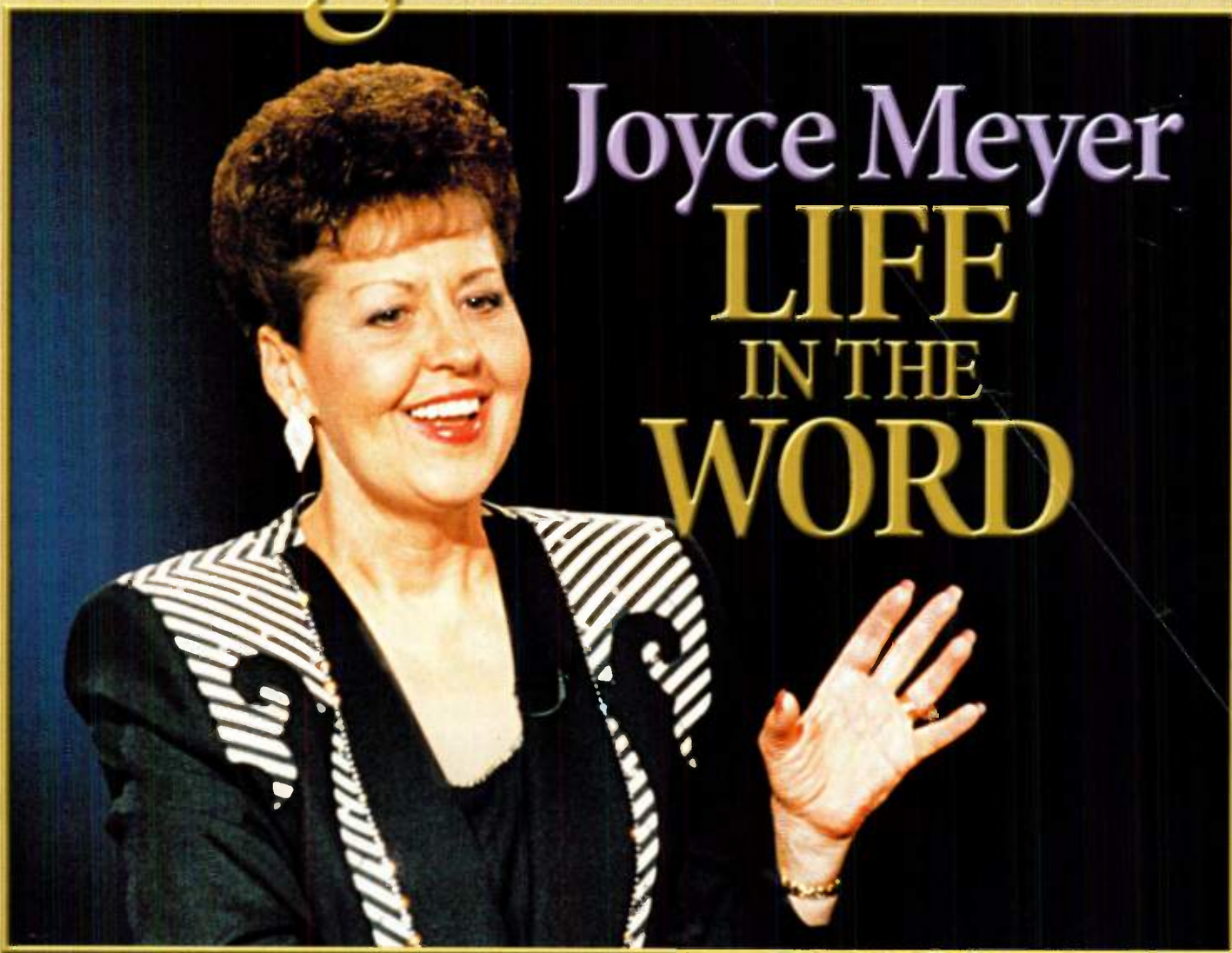
An interview with Cornerstone TeleVision
vice president of engineering Blake Richert

by Dave Fleeger

Nearly 30 years ago the Lord spoke to Norma Bixler in a vision and gave her a chance visit to the Christian Broadcasting Network (WYAH - TV27). Sitting in the lobby of that still-fledgling network, she felt a clear call that God wanted her and her husband, Russ, to build a Christian TV station back home in Pittsburgh, PA.

It took many months and some marvelous revelations before Russ came to share that conviction — and even then, the couple found that they had their work cut out for them. Their prospective station faced nearly every imaginable hurdle — financial, legal, personal, logistical ... and one by one, over the next 10 years, God helped them over, under, around and through each obstacle — with miracle after affirming miracle to affirm the vision He'd given them.

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Dave and I are excited about what God is doing. With the Holy Spirit's direction and help, we are reaching multitudes of hurting people worldwide with the truth of God's Word and helping them find practical Christian answers to their problems.

Along the way, He guided and helped them through the inspiring leadership of men like Pat Robertson, Loren Cunningham and Jim Bakker ... through the remarkable talents of dedicated professionals like Bill Freeman, Oleen Eagle, Stan Scott, and Eleanor Clarke ... and through the faithful gifts and generous support of countless caring Christians who volunteered their time, their talents, their prayers and even their life savings to make the vision of Christian TV a reality.

The first broadcast was on Easter Sunday, April 15, 1979 — and in the two decades since, God has used it in powerful ways to bring His Word to people all over America and beyond through preaching, music, drama and a rich variety of other programs.

After the government mandate requiring all TV stations to convert to a digital operation was passed, what did the officials at Cornerstone TV decide to do?

We investigated firms that might advise us as to what the process would entail. One of them, Synergistic Technologies Inc., (STI) was whom we chose to speak with.

What did you glean from Synergistic Technologies and what was the course of action?

In the Master Control (MC) area we felt the need to consult with someone. STI was our logical choice. We needed to investigate what the Standards for Digital TV would be. Since then, the FCC has defined them. With STI's assistance, we would design an updated MC that would meet our future needs.

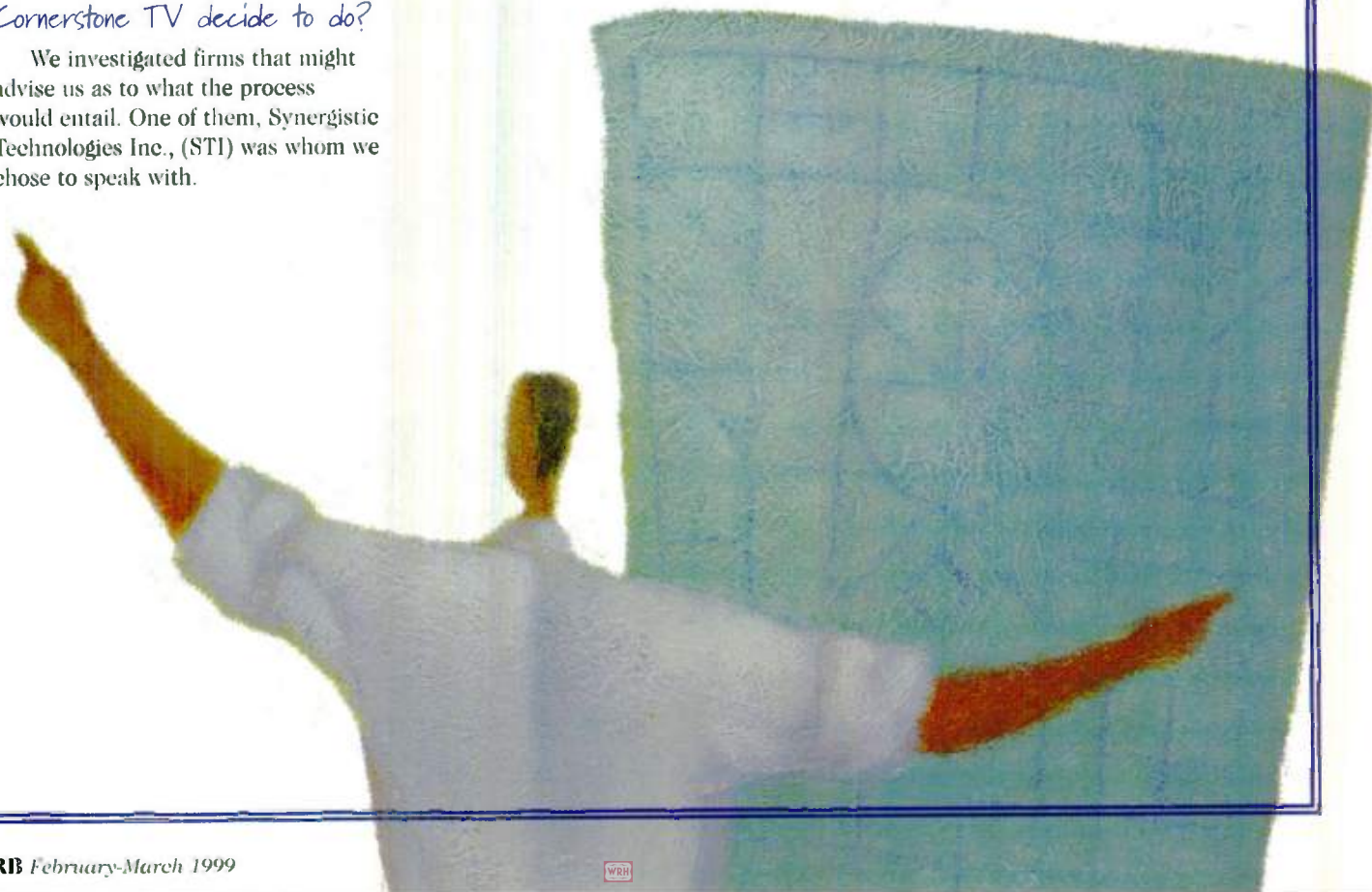
When did that occur?

We met with STI in the first quarter of 1998, before NAB. By the time we went to the conference, we had a fairly good sense of the direction we wanted to go. The FCC had standards and we felt on track with our plan of using serial digital to transfer the video and audio throughout MC.

We elected to go with Panasonic DVC Pro format for a couple of rea-

sons. First, it appears that Panasonic is going to step up to a D-50 format and then a D-100 format. The tapes that we create today on our DVC pro VCRs will play on the upgraded models. This is a definite advantage for our archive tape library. Secondly the output of these VTRs is SDI and can be fed directly into a server for storage. Tape size is much smaller and costs are reasonable.

Next, we looked at server systems. We decided on the Hewlett Packard Media Stream. We felt that the HP would take us into the DTV age with ease. We must be capable of expansion along with reliability and storage options. We also felt that we must be capable of simultaneously playing back multiple video and audio streams. We desire to have the capability of playing back four different streams of programming from the same server system.



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RADIO NETWORK

When you say "air four programs," you mean that one program would be airing on the local market here in Pittsburgh, one to the affiliate station in the Altoona/Johnstown area, then one via satellite to North America and another somewhere else?

Yes, that means four different programs at the same time to all of our stations or any combination that we desire. The server in itself does not make this possible. It requires some external equipment and software. We need to have more hard drive space within the server, and there needs to be a digital linear tape drive system for extended storage capacity. This will require the programming and automation software to be capable of talking to the entire server for playback of any interstitial and any program at any time.

This becomes a very complex system with no really easy solution. We have to develop a business plan that will guide us on how we will use our DTV channel. We may air strictly HDTV programs during primetime and do a mixture of two, three or even four channels at other times of the day and night.

Is this going to require training of the Master Control Operators?

Yes, a fairly intense and comprehensive training period. The people from STI, Pro-Bel and HP have been here and have spent somewhere in the time frame of 4 - 6 weeks training people on the system. This doesn't count the time spent just "playing" with the server and automation to see "What happens when I do this?" We are able to connect by modem to the computers

in all of the offices of the vendors and their support people. They have been able to spot problems and to repair them rapidly and keep the system online while training the Video Data Administrator at the same time.

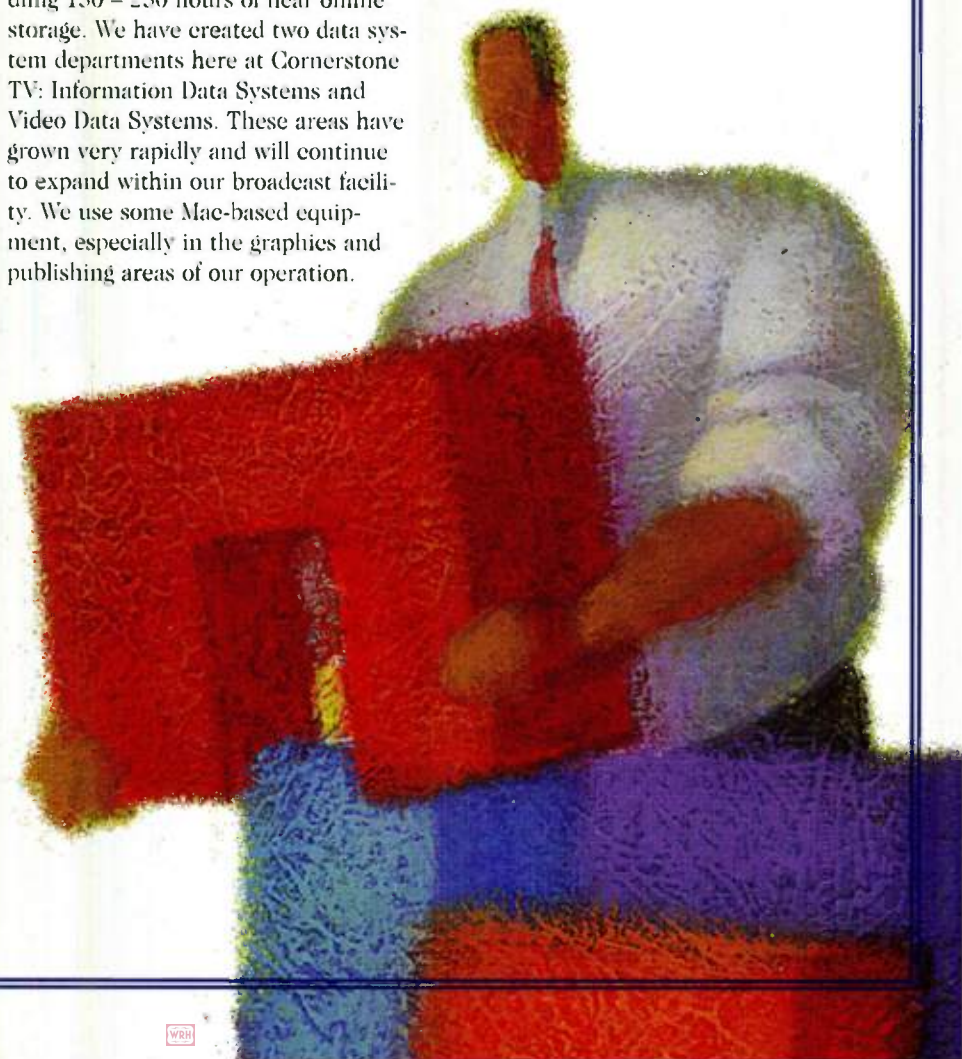
The unit has been installed for about four months now and we are just getting all of our Master Control operators up to speed on the operation of the system.

Is this PC or Macintosh?

The server is on a very expensive PC-based platform with the capability of having almost as many hours of storage in it as there are hours in a year. We feel that we may need in the area of 36 - 48 hours of space in the hard drives. We would like to have a "robot" archive digital linear tape drive storage system, capable of handling 150 - 250 hours of near online storage. We have created two data system departments here at Cornerstone TV: Information Data Systems and Video Data Systems. These areas have grown very rapidly and will continue to expand within our broadcast facility. We use some Mac-based equipment, especially in the graphics and publishing areas of our operation.

When you mentioned broadcasting four programs simultaneously, it brings up time situations where one program may be an hour in duration, and another program could be a half-hour. How will this automation interact with the human factor of two shows having to be broadcast while an hour show is being broadcast? Or is that not a factor at all?

That's really not a factor, because once the automation knows that it's a one-hour program, it's going to do everything automatically. And then



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you have another section of the automation that is going to be controlling the other video output that controls the two half-hour programs. Mix and match of lengths are not a problem with the automation/server system but are probably a bigger problem with the traffic software.

You said that Master Control is in the process of becoming a fully automated digital operation. How long will this process take and what are the general steps?

The general steps are probably going to take about two years to accomplish. We met and discussed what the first step of moving to digital

would be and what it would cost. We estimated approximately \$2 million to get into the digital domain, not counting the cost of transmission equipment. We bought an expandable server system. The Master Control switcher is in place.

The development of DVC Pro and other new equipment being designed will complete the changeover. We have purchased and installed approximately one-third of the equipment. The remaining pieces will be added over the next two years.

The first step was developing the conception of what was to be done. Then you started planning. What was that planning process?

The current building that contains Master Control will have to be expanded and updated to contain the equipment that is required to complete the conversion to digital. We constructed a 3200 square foot building and installed a new Comark IOT Transmitter. The building has been designed to easily add the required transmitter to broadcast a digital signal. We have constructed a new tower that is capable of holding the new 5,000 KW ERP antenna and transmission line that Cornerstone has been approved to operate on by the FCC. The tower is also capable of holding the maximum size digital antenna that the FCC will permit us to install.

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So changes are occurring in transmitter and tower technology?

Yes, the transmitter manufacturers have been continually working on updates and improvements for the UHF transmitter. They have developed a new device called an IOT; it is a replacement device for the old Klystron tube. The IOT is capable of tuning over the complete UHF spectrum and will amplify both analog and digital signals while using less electricity than the old Klystron. Advancements in RF design for waveguide and antennas are always being improved upon to improve efficiency and also antenna patterns.

We have purchased and installed a new Comark 200 KW IOT transmitter. We are building a new tower capable of holding the new antenna and transmission line capable of broadcasting a signal of 4,990 KW to the Pittsburgh ADI; the tower will also be capable of handling the largest digital antenna that the FCC will permit us to install.

So you went to a four-stage master control plan where you broke down a budget of approximately \$2 million down to four stages. Then you'll need to be able to transmit all of the information that's coming through Master Control. So you're now moving into a building plan in your transmissions area as well. And that will be how many stages?

We have two different things that will occur in the transmitter area. First is to update and increase the present analog system; we are installing a new Comark 200 KW IOT transmitter, with associated wave-

guide and antenna. We have approvals by the FCC to increase our power to 4,990 KW ERP. Along with the transmitter we are constructing a new tower, that will be capable of handling both the new Dielectric Analog Antenna but will also handle the highest power digital antenna that the FCC will license to us. The installation of the new digital transmitter and antenna is the second step of our improvements and updates to our transmission facilities.

What is in store for the studio?

One of the things we've talked about in the future is to expand and build at least one more studio approximately twice the size of the one we have. Right now we do all of our productions — approximately 10 different programs — out of a 50- x 70-foot studio. Two of those programs are daily shows that require a lot of studio space. For the remaining seven shows, we put the set up, take the set down. Some of those are weekly and some are daily.

We know we need another studio that's at least 90- x 100-foot to do the flagship program, *Getting Together*, and our kitchen set. On *Getting Together* we do a lot of seasonal things: cooking, crafts, etc., so we're looking for a studio to hold that with the capabilities of holding at least a 150-person audience. It also must be capable of handling the demands that HDTV is going to put on our productions. The change in the aspect ratio from 4:3 to 16:9 makes the size of the studio change, the detail that HDTV provides means that sets will have to be "real" and not props such as cardboard and paper and such things. The whole viewing experience will change with HDTV, the TV will become more of a home theater with the increased details of the picture and the improvements that will be made with the AC3 audio standards.

Anything else that you see in the near future that you think the readers of NRB should be aware of?

Cornerstone TeleVision is celebrating its 20th anniversary. In 1993 we realized we were out of space and had become a nationwide ministry. The only thing I see is, the way God is moving here, we're going to become a global ministry. It's awesome to see some of the things He has done.

I never thought I'd be building a new transmitter building, putting up a new tower, or installing a new transmitter to broadcast 5,000 watts. I never thought we'd get a salvation phone call from British Columbia, Colombia or Puerto Rico.

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Dave Fleeger is chief engineer of Cornerstone TeleVision. He may be reached at 412-824-1449, ext. 4342.

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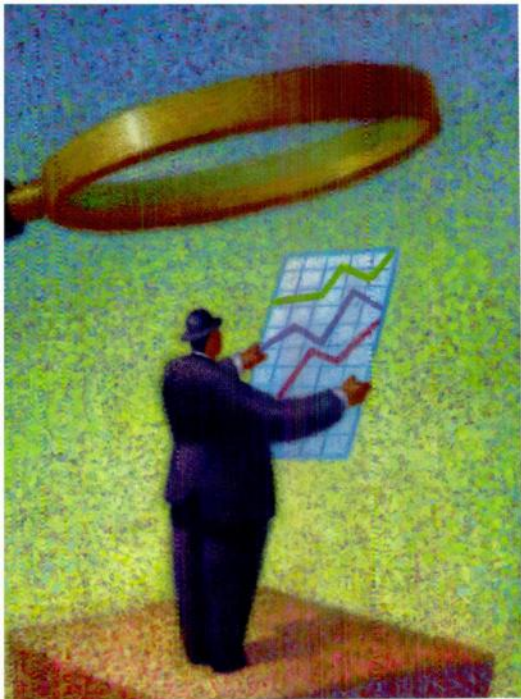
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Examining TV's Future

by Brad Schultz

FCC Chairman Bill Kennard, in a recent interview in *Broadcasting and Cable*, seemed to speak for an entire industry when he talked about the digital age. "Nobody — nobody — can predict with any degree of certainty how it is all going to work out." To that, religious broadcasters around the country can add a resounding amen.

Digital isn't just a dream anymore, it's a reality. Forty-four stations in 23 markets were slated to sign on with a digital signal in November 1998.

According to the FCC timetable, stations in the top 30 markets must go digital by November 1999, with remaining stations across the country converting by 2003. And the conversion will not come cheaply. Analysts predict that a complete digital upgrade will run between two to six million dollars per station, with the industry as a whole spending around \$16 billion. All of this leaves religious broadcasters wondering where — and if — they fit into the emerging digital picture.

To assess industry attitudes about the digital transition, a survey went out last fall to every Christian station in the United States. The surveys went to station managers, owners, directors, presidents and anyone else who made decisions for that particular broadcasting outlet. Responses came from 27 states, from Alaska to Florida, and market sizes ranged from three to 205. Those stations that responded were almost evenly split between high power versus low power and non-viewer supported versus viewer supported. There were more non-profit stations compared to profit, and more

larger market stations compared to smaller market.

Almost the entire industry agrees that the digital transfer will create more consolidation and force stations out of business. On the statement, "The digital transition will result in stations getting out of the industry and result in less stations broadcasting religious programming," 79 percent answered "strongly or somewhat agree."

A similar question asked if the digital transfer would signal an end to the "mom and pop" era of ownership by individuals and churches. For this question, 85 percent answered "strongly or somewhat agree" compared to 15 percent who replied "disagree."

We can already see this at work in the religious marketplace, especially with the advent of PAX NET, Bud Paxson's fledgling family-oriented network. Paxson bought out several Christian stations to build his network, including WFHL-TV/Decatur, IL.

General manager Mark Dreistadt commented, "Digital was the initial spark to the sale. When the first numbers came out — seven or eight million dollars to convert — that made our church owners very nervous."

Many religious broadcasting stations also foresee a greater reliance on syndicated material in the digital age. Sixty-five percent agreed that they would rely more on syndicated material in the future compared to locally-produced programming.

Of most interest is how the transfer to digital will affect station revenue. Twenty-six percent of respondents predicted a decline, 32 percent predicted an increase

and 41 percent said revenue would remain unchanged — almost an even three-way split. Yet, when asked if the transition to digital would significantly change the way religious stations operate, respondents agreed by a margin of three-to-one (72 percent to 28 percent).

This would seem to indicate that station directors believe some sort of change is coming, perhaps a drastic change in the way religious stations have operated for many years. But if religious broadcasters see change coming, they have done very little to prepare for it.

Of all the stations that predicted a change in station operation, a full 85 percent planned to keep the same economic system. That is, most stations would not change their main source of revenue, whether it's viewer support, advertising or some other form. And viewer support still dominates the revenue streams, with 41 percent of stations listing it as their main source of revenue after the digital conversion — the most of any revenue source.

The problem is that many religious broadcasters think this traditional approach just won't work in the digital age. Van Mylar, general manager of KWHE-TV/Honolulu, HI, says that the old model of religious broadcasting "is passing away as we speak. In five years, there won't be any more Christian stations as we know them today." Religious broadcasters will have to come up with new ideas, new attitudes and most importantly, new economics, to survive in the digital age.

One possibility is forgoing the ownership of stations to concentrate more resources on providing programming.

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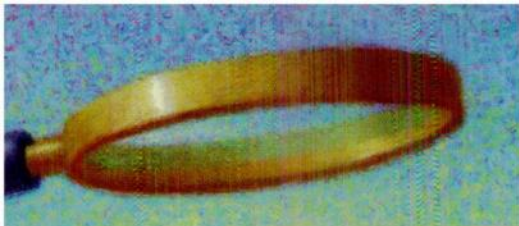


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Surveying the Digital Scene

Based on program test notice received at the FCC, these 28 DTV stations were on-the-air as of December 30, 1998.

(Source: www.fcc.gov/mmbh/vsd/files/dtvonair.html)

California	KABC-DT/Los Angeles KCBS-DT/Los Angeles KGO-DT/San Francisco KNBC-DT/Los Angeles
District of Columbia	WETA-DT/Washington WJLA-DT/Washington WRC-DT/Washington WUSA-DT/Washington
Georgia	WGXX-DT/Atlanta WSB-DT/Atlanta WXIA-DT/Atlanta
Hawaii	KHVO-DT/Hilo KITV-DT/Honolulu
Massachusetts	WCVB-DT/Boston
Michigan	WJBK-DT/Detroit
New York	WCBS-DT/New York
North Carolina	WBTV-DT/Charlotte
Ohio	WBNS-DT/Columbus WLWT-DT/Cincinnati
Pennsylvania	KYW-DT/Philadelphia WCAU-DT/Philadelphia WPVI-DT/Philadelphia WTXF-DT/Philadelphia
Texas	KDFW-DT/Dallas KHOU-DT/Houston KXAS-DT/Dallas WFAA-DT/Dallas
Washington	KING-DT/Seattle
Wisconsin	WKOW-DT/Madison

Survey respondents seemed almost evenly split on this idea, with 51 percent agreeing that in the digital age, religious broadcasters would concentrate more on programming and less on ownership. "Why spend millions to stay on the air when you can put it into quality programming?" asks Ted Ross, of WSFJ-TV/Newark, OIL.

That also seems to be the attitude of Jerry Rose, who sold WCFC-TV/Chicago, IL, to Paxson for \$120 million in January of 1998, and used the money to concentrate on satellite programming. "It would take many times our revenue just to upgrade the technology," says WCFC's Kevin Culbertson. "Is that a proper use of resources? We would have had to increase revenue significantly just to tread water."

The problem with forecasting any economic model is that so many issues remain unresolved. Congress must still decide the issues of low-power stations and digital must-carry rulings that will certainly affect the future of religious broadcasting. And what about multicasting?

Many station owners see potential salvation in the ability to split the digital signal into six separate channels — in effect, allowing each station to become a mini cable system. "I see this as the way

most Christian stations will go," predicts Bob Placie, former general manager of WTLW-TV/Lima, OH. "They may go high-definition in 25 years or so, but for now you'll see them split the signal into six standard-definition channels. You'll have one Catholic channel, one charismatic channel, one music channel and so on."

But others see this as just another way of splitting an already fragmented viewing audience, and only three percent of respondents said they would use multicasting as a source of revenue. And as with all economic digital models, multicasting remains unproven and untested.

It's this kind of uncertainty that led FCC Commissioner Michael Powell to call the digital revolution a "potential train wreck." Religious broadcasters better start preparing now, before they're derailed for good.

Brad Schultz is a graduate student at Southern Illinois University-Carbondale and a full-time news anchor for WSIL-TV. He will present the findings of his research at NRB '99 in Nashville, TN, and include them in the publication of his thesis in the spring of 1999. Special thanks go out to NRB President Brandt Gustavson and NRB for their help with this research.

Results of Christian Television Survey

QUESTION	AGREE	DISAGREE
The transition to digital will result in stations getting out of the industry.	79%	21%
The transition to digital will signal an end to the "mom and pop" era of individual station ownership.	85%	15%
The transition to digital will mean more reliance on syndicated programming.	65%	35%
The transition to digital will significantly change the way religious stations operate economically.	72%	28%
The transition to digital will result in a moderate or large decrease in station revenue.	26%	82%
The transition to digital will result in more stations getting out of ownership and concentrating more on providing programming.	51%	49%
Methods of revenue production after the transition to digital:		
Viewer support:	41%	Syndication 13%
Advertising	23%	Production services 4%
Other*	14%	Multicasting 3%

*includes church or denominational support, full underwriting, grants, etc.

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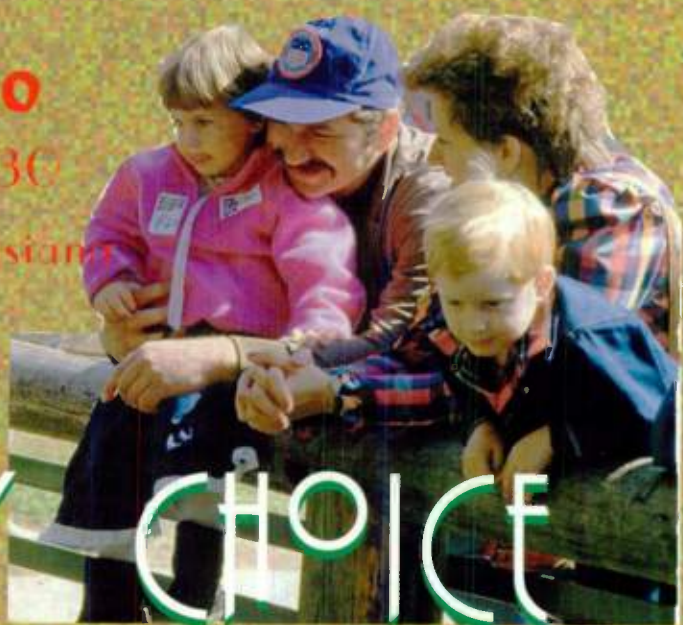
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New Views: How to Get DTV Done

by Ted Ross and Philip Mowbray

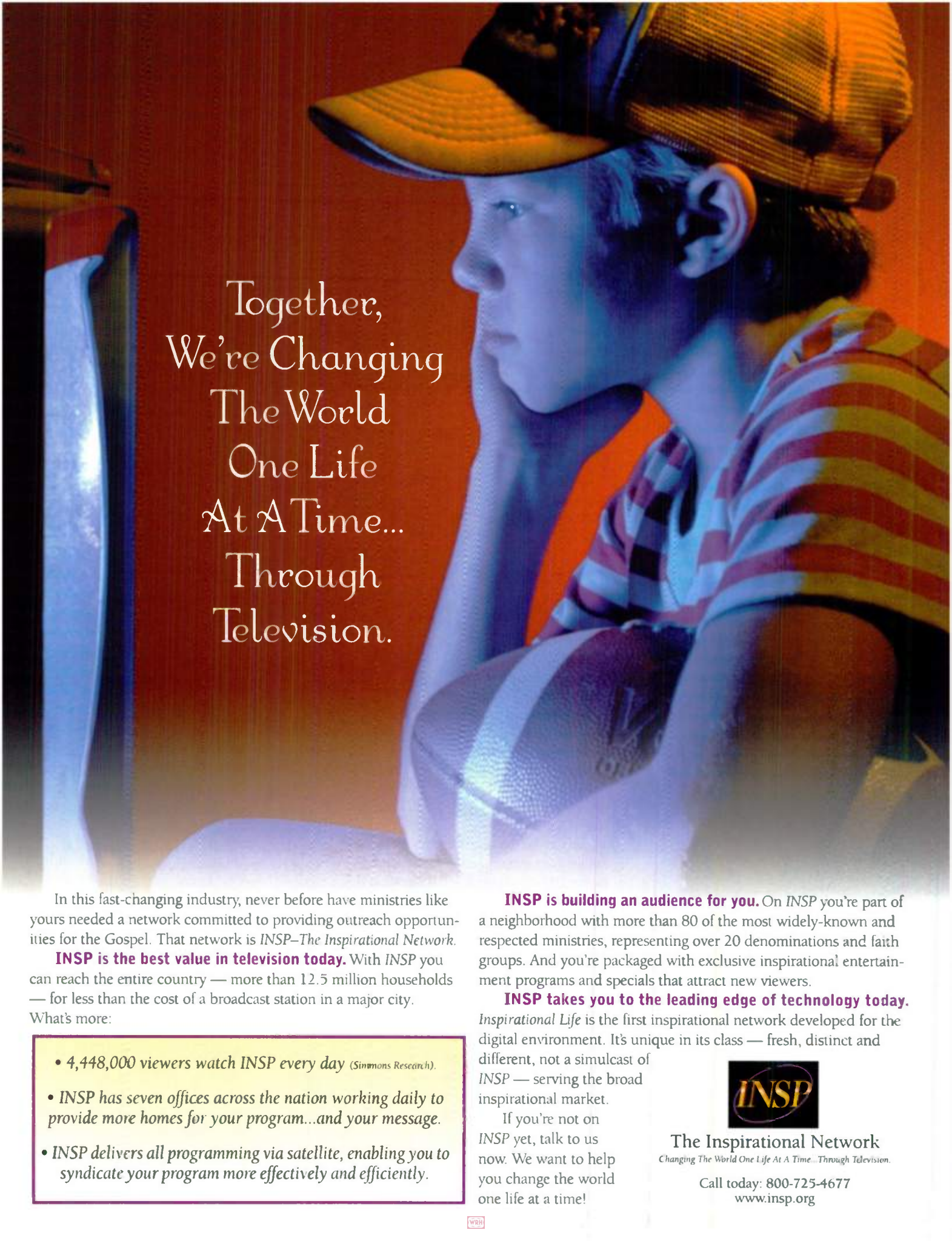
Since the options associated with digital television (DTV) are so numerous and the costs so intimidating, a Christian broadcaster's conversion to DTV may closely resemble the significant challenges encountered when that broadcast ministry was birthed. Stations once again face financial challenges that threaten their very survival as voices for

Christ in the broadcast marketplace.

In weighing the costs of DTV conversion, station owners and Boards of Trustees may grapple with the most foundational reasons for their organization's existence. What a great place to be! Where Christian TV stations seek God afresh for confirmation of our mission and the provision to carry it out, we will pass

on to a new generation a revived vision, renewed commitment and the technical opportunity in a digital world to broadcast the Gospel until Jesus Christ returns.

Following are some practical steps and general considerations that may assist you in negotiating your way through the planning and application process of DTV conversion.



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DTV Action List



Begin now to inform and educate your staff and donors.



Consider producing a DTV transition video to share with pastors, donors, civic groups, cable systems and prospective spectrum tenants.



Take advantage of other local press coverage of DTV and its impact on viewers and broadcasters. Make sure your story gets told.



Network with other Christian stations by organizing a one day meeting for management and engineering personnel from nearby stations. Share information, ideas, expertise, equipment and other valuable resources with Christian colleagues.



Get Out of Despair and Start with Prayer

You are not in this alone. You and nearly 1,600 television stations are in the same boat. But don't take time to wring your hands. If you have not yet started, do it today and move it to the top of your prayer and priority list.

Get an Engineering Consultant

This is a must for even the largest broadcaster and too important to try and tackle alone.

Since DTV is a new technology, don't think you can simply rely on your previous NTSC experience. Because this is a new technology, it is still evolving from technical, regulatory and political standpoints. Good technical and legal counsel is critical.

You make the decisions; no consultant knows your station and ministry as well as you do, so you must tell them what is most important to your organization.

Because this is a new technology, it is still evolving from technical, regulatory and political standpoints.

Don't make irreversible decisions until it is absolutely necessary. Leave your station room to maneuver.

Get the Facts

Gather as much information from as many different sources as possible. When you think you have asked too many questions, ask more. Don't allow your pride, experience or expertise to keep you from learning what's best for your station. Get a copy of the FCC's *DTV Table of Allotments* and review your station's DTV assignment and predicted coverage compared with your actual NTSC coverage.

Get the Cost Estimates

Begin immediately to gather and tabulate an estimate of the costs. Estimate high and don't panic. The more you know, the more defined your plans will become and the more accurate your estimates will be. Don't forget to factor in legal and engineering fees or to estimate the cost to operate and maintain both transmitters. And remember that your expenditures likely will be greater during the first three years of transition.

Get it Together, Top to Bottom

Technical information and planning most often is generated from middle or operational level management and engineering. That information must be directed to the uppermost level of management and ultimately to ownership for review and approval. Once the decisions are made to move forward, then information, support and prayer must be directed from the top down to ensure that everyone at your station is operating on the same page with the same priorities.

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Get Help

There are several DTV stations already on the air. (See sidebar on page 96.) Learn from these pioneers. Call, visit or ask questions of them. They are more willing to help than you think. You can find their names on the Web, in trade magazines and industry resource materials such as *Television and Cable Action Update* from Warren Publishing, Inc. Develop a relationship with larger broadcasters in your area. Soloing costs you time and money, both of which are in short supply.

Get Informed About Future Options

Wherever possible, don't make irreversible decisions until it is absolutely necessary. Leave your station room to maneuver. Look for opportunities before you apply for your DTV construction permit. Have your consulting engineer look for any potential opportunities to improve or allow for the future improvement of your transmission facilities. It may cost very little now to position yourself for better coverage and service in the future.

Brainstorm and discuss the possible revenue generating uses of your new digital spectrum. (Non-commercial stations may have certain limitations imposed by the FCC. A rulemaking proceeding has been initiated.) Also, consider future population growth and identify possible areas where that growth might take place.

Get in Touch With Viewers

Carefully consider the impact of your future DTV plans on your existing viewers. Do you have a moral obligation to serve these people? From a fund-raising standpoint, these are the people who probably helped pay for your current operation and will almost certainly be needed to pay for your DTV construction.

How will you maintain your current transmission facilities? General industry sentiment is that NTSC will be around much longer than the targeted 2006. Will your transmitter last another 10 to 15 years? Many stations are actually purchasing new NTSC transmitters that often operate more cost-efficiently and can be converted into DTV backup service.

Get Permits ASAP

Filing construction permits as early as possible is generally to your advantage. Later applications risk being limited or inconvenienced by interference to existing applications.

Take a deep breath, get ready and get into the new view of DTV.

Ted Ross is vice president/general manager of WSFJ-TV/Thornville, OH. Philip Moxebray is director of engineering of WSFJ. Reach them at 740-833-0771.

Carefully consider the impact of your future DTV plans on your existing viewers.

Priority Planning

Develop your own checklist and phase-in plan that puts the priority on your broadcast license and allows your station to grow with the DTV audience. Here is an example:

Phase One (Transmission Facilities)

- Tower, Tower Site and Transmitter Building
- STL (Studio - Transmitter Link)
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- Antenna Type
- Transmission Line
- Transmitter
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- PSIP Encoder
- NTSC Transmitter
- RF Test and Monitoring
- Stand-by Power

Phase Two (Master Control)

- Master Control switcher
- Routing switchers
- Cable interconnects
- Distribution Amplifiers
- Signal Monitoring
- Program acquisition and playback (VTRs, satellite receivers, disk-based systems)

Phase Three (Production Upgrade)

- Determine Capabilities (HDTV format, SDTV)
- Signal Distribution and Routing (Video and Audio)
 - Production Switching
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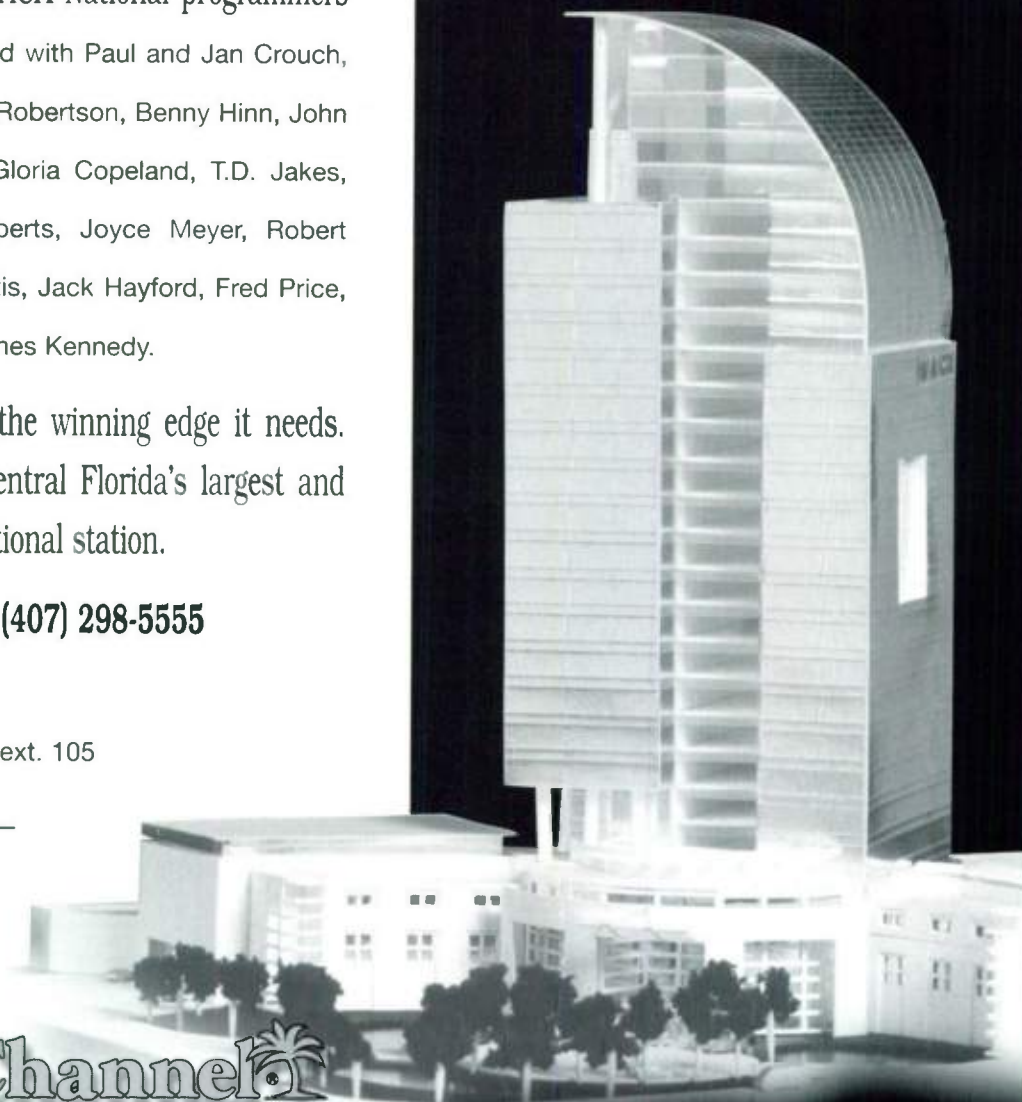
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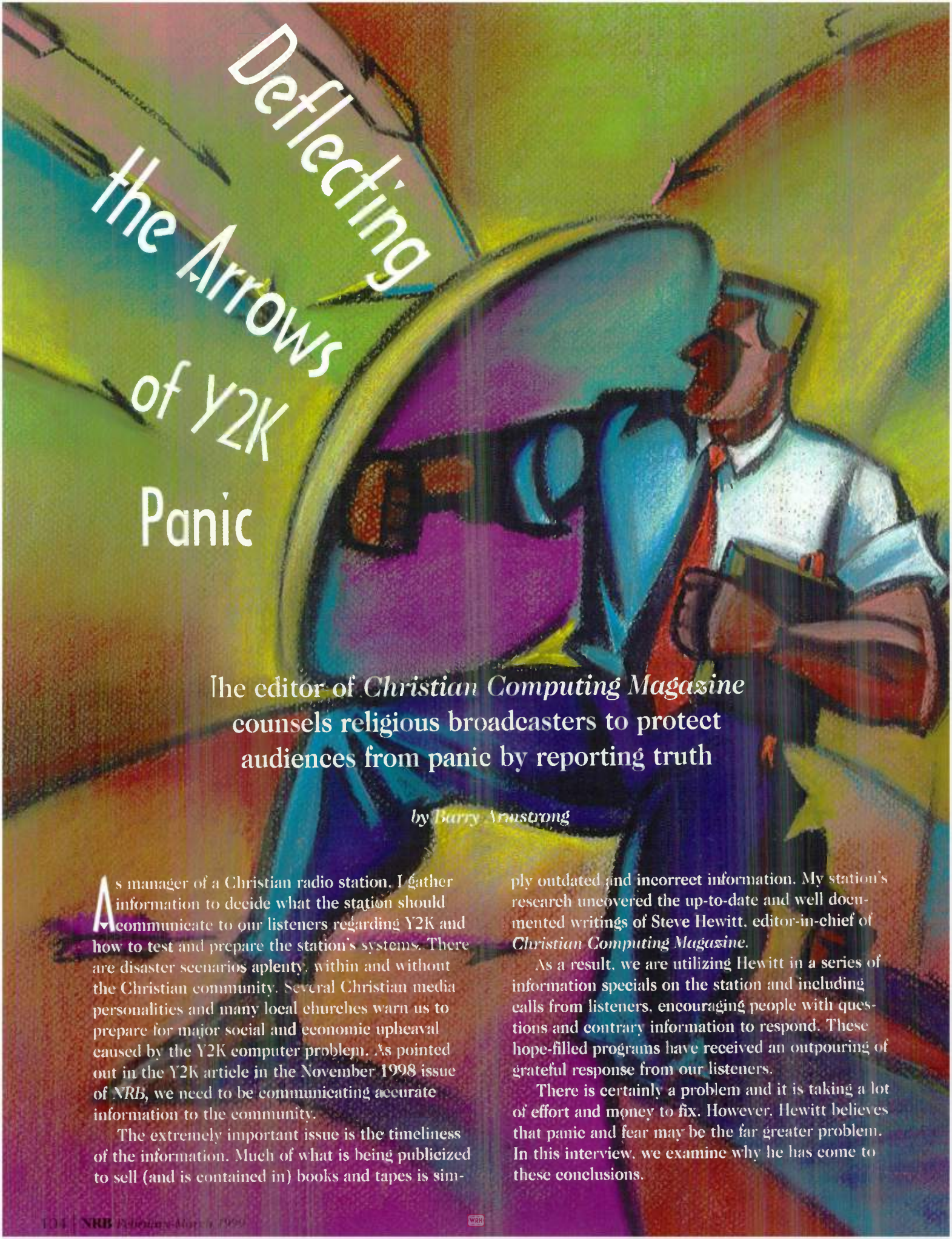
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Deflecting the Arrows of Y2K Panic

The editor of *Christian Computing Magazine* counsels religious broadcasters to protect audiences from panic by reporting truth

by Barry Armstrong

As manager of a Christian radio station, I gather information to decide what the station should communicate to our listeners regarding Y2K and how to test and prepare the station's systems. There are disaster scenarios aplenty, within and without the Christian community. Several Christian media personalities and many local churches warn us to prepare for major social and economic upheaval caused by the Y2K computer problem. As pointed out in the Y2K article in the November 1998 issue of *NRB*, we need to be communicating accurate information to the community.

The extremely important issue is the timeliness of the information. Much of what is being publicized to sell (and is contained in) books and tapes is sim-

ply outdated and incorrect information. My station's research uncovered the up-to-date and well documented writings of Steve Hewitt, editor-in-chief of *Christian Computing Magazine*.

As a result, we are utilizing Hewitt in a series of information specials on the station and including calls from listeners, encouraging people with questions and contrary information to respond. These hope-filled programs have received an outpouring of grateful response from our listeners.

There is certainly a problem and it is taking a lot of effort and money to fix. However, Hewitt believes that panic and fear may be the far greater problem. In this interview, we examine why he has come to these conclusions.

WWW.NRB.ORG



Why is there such a wide difference of opinion on Y2K?

There are a lot of false reports about the Y2K situation. A recent announcement from the Gartner Group stated, "There are a number of myths, fallacies and irresponsible assertions circulating about the scope and impact of the Year 2000 problem, accompanied by a significant volume of misguided and, in some cases, frankly bad advice."

There are several things one must consider when reading a report on Y2K. Many articles err because their information or quotes are outdated. Some companies are now using software programs that can check and fix code 30 times faster than they could just a few short months ago. This means that in two

What exactly is the Year 2000 or Y2K bug?

First of all, it isn't a bug. Nor is it a bomb as some alluded to, but rather a mistake in programming. In its simplest definition, it is a problem that developed due to having computers use two digits to represent dates. For example, 01/01/98 would represent January 1, 1998. However, as we move into the year 2000, programs that use dates will have a problem calculating a date such as 01/01/00 to represent the date January 1, 2000. More is involved in the overall problem, including the fact that we have computer systems that have dates embedded into chips that some theorize will be affected by the same date conflict. There is a lot of controversy as to the results of Y2K.

Exactly what can we expect as the results of this computer glitch?

This is where it can get interesting. The view I — and many others — hold is that Y2K has the potential to cause us a bump in the road. There might be some economic impact that could cause a recession, or some inflationary action.

There is the chance that in some parts of the country, people may feel some personal disruptions on a small scale. The effects might be equated with a major snowstorm for those of us in

the Midwest. There are others who think it could be the "end of Western civilization as we know it!" This is what Sen. Robert Bennett (R-UT) said of Y2K just this last July at a national press luncheon. He was stating that if we didn't get the problems solved, and if the effects of Y2K were to hit on the day of his speech, he felt it would be total devastation. There are others who have stated that the Y2K problem is the greatest disaster to face mankind in the last century. This scenario is what has people scared.

What is your take?

Because of reporting that is poorly researched, emotionally presented and sensationalized for effect, we now have many people living in full-scale panic and fear. People have become convinced that we will lose electricity, food supplies will stop, our banking system will collapse, riots will sweep our country and martial law will be invoked. As a result, some people are cashing in their life savings to purchase gold. Reports are reaching our office from across the nation of Christians who have been persuaded to sell their homes and head for the hills. They are taking on a "survivalist mentality." Churches have split and pastors have been fired over disputes about Y2K. Denominations have issued statements of action, and people have changed churches.

There is the chance that, in some parts of the country, people may feel some personal disruptions on a small scale. The effects might be equated with a major snowstorm for those of us in the Midwest.

weeks you can now do what would have taken a year just last summer.

We are awash in an era of urban legends. They have permeated our society as a result of the Internet. Nike still receives used sneakers mailed to them from people around the world thinking that they will receive new ones in exchange, and many still think Bill

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Are Your Office and Studio PCs Ready for 2000?

If you purchased new computers in the past two years, don't assume they are Y2K compliant because they are new. According to a study in 1997:

- 93 percent of PCs built before 1997 were not Y2K compliant.
- 47 percent of computers built after 1997 failed Year 2000 Bios/clock tests. (A total of 500 computers were tested for the study, reported in the book *Time Bomb 2000*, Prentice-Hall, 1998)

Testing requires more than just setting your computer clock to some date after January 1, 2000. Fortunately, there are a number of Y2K diagnostic software programs available. We used Accu-date 2000 Y2K BIOS Fix, which can be downloaded from the Internet at www.accute.com

Another interesting software title is available from www.firstgalaxy.com. The manufacturer claims its 2000 Wizard will test and repair Y2K problems on any PC. The site is also very informative on the whys and hows of testing.

Microsoft (www.microsoft.com) has posted a Y2K patch for Windows 95 and Windows 98.

Of course, you should also consult your manufacturer for recommendations. If you have PCs assembled at a local computer shop, they should be able to give you the manufacturer name for the motherboard in your computer. Most companies have a Web site with Y2K information.

There are people who have assigned Y2K a spiritual purpose. Some hope that it can be taken as a "sign of the times" and somehow indicate that the Lord's return is soon.

Gates will pay for their next vacation to Disney World. Both of these are examples of urban legends that won't die on the 'Net.

We have chased down many urban legends regarding Y2K. Supposedly, as a result of just testing for Y2K, elevators at the World Trade Center locked up for days, fire engines wouldn't start in Texas, a single embedded chip in a smoke stack caused a power plant to fail, pacemakers stopped, banks transferred millions into the wrong accounts and household electronic devices will all fail. All have been proven to be false. Yet these and many more legends continue to float around from one Y2K Web page to another.

Why is there so much false reporting surrounding the Y2K situation?

A lot has to do with the purpose behind the reporting. First, there are those who actually want to cause panic using exaggerated projections of Y2K situations. These would include those who may benefit from the panic and those who seek to justify their own survivalist lifestyle and philosophy.

Gary North is on the far extreme side of those seeking to panic people into action. He states that he hopes to see devastation as a result of Y2K, in order to "decentralize the social order." He believes that even if there are no diverse effects from Y2K, the panic he is seeking to cause can still accomplish his purpose. His Web page states that the fear of banks failing will cause them to fail because people will withdraw their money. He believes that the government and economic establishment are corrupt and he welcomes their demise.

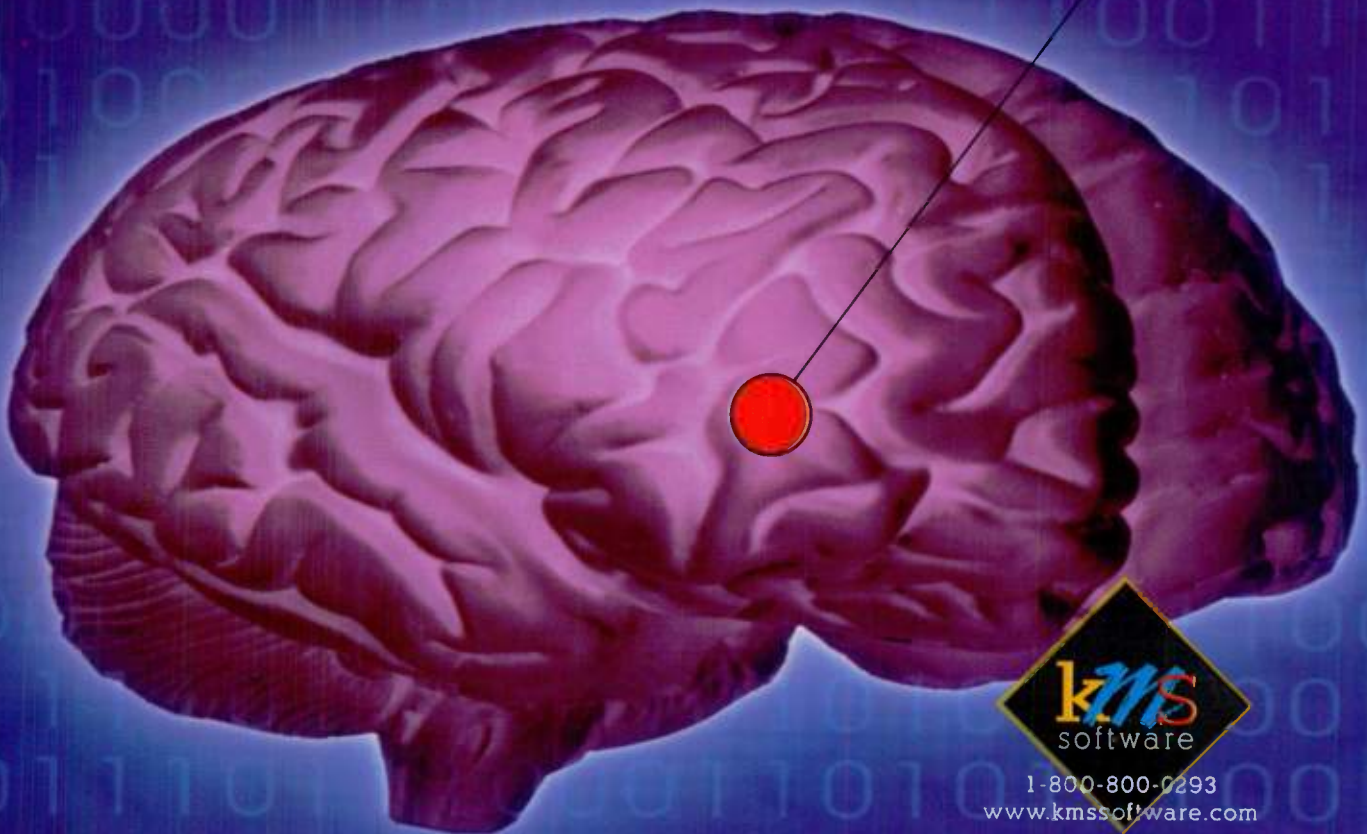
We are starting to see the danger in the overreaction to Y2K. Bennett, speaking before more than 100 banking industry bureaucrats on Dec. 4, 1998, stated, "Even if the Y2K problem is solved, the panic side of it can end up hurting us as badly." He pointed out that if even a fraction of Americans took \$500 out of their credit unions, the result would be "a shortfall of credit unions overall of \$16 billion."

There are many who hope to benefit from fear because they have a Y2K product to sell. There are now hundreds of new companies that provide services


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Do not simply depend on someone's book or video to develop your opinion about the effects of Y2K. Check out national news sources such as USA Today, CNET, and the Wall Street Journal.

or products related to Y2K. They are often quoted in articles, and of course always predict the worst scenario, which helps to drive up sales.

We are concerned that some Christian media personalities are promoting the "worst case scenario" with bad information. There are people who have assigned Y2K a spiritual purpose. Some hope that it can be taken as a "sign of the times" and somehow indicate that the Lord's return is soon. I believe that it could be any day, but do not see how the demise of technology helps to bring it any closer. However, some of us jumped on Y2K and have sought to "make it fit."

Other Christian media personalities have sought to imply that Y2K was a punishment from God because of our moral decline. Even other Christians in the public eye have sought to use Y2K as an incentive to receive Christ. Paint a bad picture and then conclude, "You had better get saved now, because Y2K is coming!" I believe that the existence of hell is enough reason to turn to Christ, not to mention our eternal home with Him forever.

Some believe Y2K will be much worse than I do and are trying to help others prepare. However, there are a lot of other reasons for panic reporting on Y2K.

How can a person find out the truth about what might happen?

Positive and negative reports hit the news each day. If your source of information only reports the negative side, look for an agenda. I am concerned when I see a source of information about Y2K use the words "bomb," "chaos," "meltdown" or "catastrophe" in a title. Do not simply depend on someone's book or video to develop your opinion about the effects of Y2K, check out national news sources such as *USA Today*, CNET, and the *Wall Street Journal*.

In your opinion, is the actual Y2K problem getting better or worse?

I believe it is obvious that it is getting better. The Gartner Group and many others would agree. A few months ago we were concerned with key areas of our society such as electricity, food delivery, banking, business and government. Now I am convinced that we will not have any major power outages. If enough utilities cause the grid to go down, most utilities have stated that they will disconnect from the grid and provide power to their customers until the problem utilities can get back up.

I agree that our banks appear to be ready. We also have a clearer under-

Because of reporting that is poorly researched, emotionally presented and sensationalized for effect, we now have many people living in full-scale panic and fear.

standing of how Y2K might affect transportation and delivery of goods. Our train system can run without computers to trip the switches. And while the FAA says the air traffic controller system is ready, if it did go down, 70 percent of the planes could continue to fly using a manual system.

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Legislators are also changing their tune about the effects of Y2K. Remember Bennett's warning in July 1998 that it could be the end of Western civilization as we know it? As of November 1998 he had changed his tune. He stated, "My current assumption is that the United States will overcome this without overwhelming crippling problems." This represents a major turnaround for Bennett.

So there is good news?

We know from the testing and fixing that has been accomplished that the percent of damage is not nearly as great as was first expected. I have many documented examples of businesses that after testing have found that only two percent or less of systems and equipment were actually in need of a fix. While testing every computer is a major job, fixing such a small amount is not.

The word is starting to spread that this is not an event that will take place on January 1, 2000. The disaster scenarios are based on the assumption that so much will fail at one time that it will be catastrophic. Yet we now know this is not true. A recent study by Cap Gemini America LLC found nearly 44 percent of companies have already suffered some sort of Y2K failure. *USA Today* reports that only eight percent of all computer failures that will happen as a result of Y2K will actually happen as the century rolls over.

What about the many dire estimates of Y2K's effect on the economy?

Many are quoting Ed Yardeni, chief economist of Deutsche Bank Securities of New York because he predicts a 70 percent chance of global recession, although there are many others who disagree. Two recent surveys of many leading economists report a much different outlook.

A *USA Today* study concluded that Y2K disruptions would probably shave 0.2 percentage points off gross domestic product growth. Another survey conducted by the Federal Reserve of Philadelphia was even more positive. The majority surveyed stated that there were actually many potential positive effects on the economy as a result of Y2K.

Do you see any danger from Y2K?

I think some people will be affected. There may be a short power outage in some part of the country. There may be a company that goes out of business because it does not have the resources to upgrade or fix its Y2K problems, and obviously if you work for that company, it will have a major effect on you personally.

However, John Wilson, chief economist at San Francisco-based Bank of America says Y2K "just isn't going to gut the economy. ... Even if businesses don't get all the problems fixed, the nationwide effect for most individuals would be relatively short-lived."

Based on your current knowledge, what is your greatest concern regarding Y2K?

So far, I think the greatest danger from Y2K is the overreaction of people. This can cause more economical backlash than the problem itself. And I think many in the Christian media may suffer some credibility if we don't begin to do a better job in reporting this important story. However, you will notice that most of those that take a negative outlook on Y2K are very careful to say, "the sky might be falling." Therefore, if we do not see any problems, they can simply slide out of the charge that they made any solid predictions.

How should Christian broadcasters respond?

The responsibility of Christian broadcasters is great. Many of those who listen to us have lost faith in traditional news sources and look to us to tell the truth. So often we are the first to criticize the secular press for reporting news with a bias or agenda. We decry the reporting as unbalanced. We have the opportunity to set the proper example with the Y2K story. Bad news seems to gain listeners. However, with the Y2K story, we are in danger of causing our country — and our listeners — great pain if we sensationalize this story. Balanced, accurate reporting is a must as we go through this next year preparing for the millennium.

Barry Armstrong is president of Vision Communications, Inc., and general manager of listener supported WRXT-FM/Roanoke, VA. He has been involved in management and development of Christian radio and TV in the United States and Canada for more than 25 years. He may be reached at 804-237-9798.

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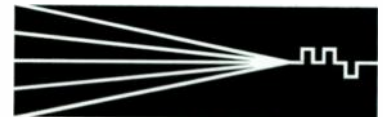
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A Bright Idea...



for the
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World

(The world of
satellite radio,
that is)

by Jim Sanders

February 1, 1998. A day that will live in infamy in the minds of many Christian radio broadcasters who rely on satellites for distribution. The end of the world was definitely in sight when the major satellite program distributors learned at NRB '98 that the technology was dying and would be cyanotic by March 1, 2000.

The problem had nothing to do with the Y2K situation. It was as simple as the satellite provider no longer making space available for the FM³ system. For 13 years the system served Christian radio well but remained an inefficient use of satellite resources. With the rising costs of launching and maintaining satellites, a change would have to come.



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The Christian satellite groups involved were Ambassador Inspirational Radio, Focus Satellite Network, In Touch, Salem Radio Network, SkyLight Satellite Network, Moody Broadcasting Network, USA Radio Network and VCY America.

Banding Together

The days following the NRB convention were filled with lengthy conference calls, meetings and e-mails centering on building a system that would allow a radio station to receive dozens of satellite channels on a single receiver. We agreed to create a historic yet informal entity, Christian Radio Consortium (CRC), with an objective to save the satellite world for Christian radio. The goal was to set standards for the Christian radio industry so a transition to new technology would be as smooth as possible. It's no understatement to say a gathering of such a group was a historic consortium of Christian organizations.

Getting any technician to agree with another is a challenge. Getting ministries to agree can be an equally difficult hurdle. But trying to get Christian ministry technicians to agree ... now there's truly an amazing feat. Candidly, God's hand, a sense of unanimity and a spirit of genuine cooperation have been at the core of each conversation along the way.

CRC began the process by preparing a lengthy technical description of our dream system. It included all the things most people don't bother to read in an instruction manual and issues only engineers care about. The team also carefully reviewed responses from two hardware manufacturers.

Thankfully, once again our conclusions were unanimous: The satellite world may not come to an end after all. We chose Wegener's Unity 4000 receiver as our platform. Its flexibility, reliability and control are advantages that drove us to a common decision.

So ... What Is It?

At the risk of going where non-technical angels fear to tread, here's a brief description of the system. It's based on a digital transmission known as DVB (Digital Video Broadcasting). It's an international standard for transmitting digital information. And while our end result isn't video, the satellite signal is a compilation of digital bytes which, on the station's end, are reconstructed into analog audio.

Just the FAQs From Jim Sanders

1. What is the Christian Radio Consortium?

It's an informal group of Christian radio satellite program distributors who have come together to solve a technical problem the industry faces: the end of the current technology called FM². The group includes Ambassador Inspirational Radio, Focus Satellite Network, Moody Broadcasting Network, Salem Radio Network, SkyLight Satellite Network, USA Radio Network and VCY America.

2. How did this consortium form?

It came together as a result of being told at the 1998 NRB convention that the current technology would no longer be offered after February 29, 2000. The entities agreed it would be best to work together to find a common solution while minimizing the impact on radio stations. The CRC held a common dream to provide dozens of satellite services to radio stations through a single receiver.

3. Is this a formal organization, like NRB?

It is informal by design but serious about its intentions and work. Not only are we facing these current changes in satellite distribution, but we're also considering such issues as store-forward technology, DAB (Digital Audio Broadcasting) and Webcasting's impact on the industry.

4. The current system seems to be working fine. Why make this change now?

Unfortunately, it wasn't CRC's choice. The current system is inefficient with satellite space. The rising costs of construction, launch and maintenance forced satellite providers to be more productive in the use of their resources.

5. Didn't Moody and SkyLight make a similar change two years ago?

Yes and no. They transitioned from analog FM² transmissions to digital FM². However, they are still using the platform that will disappear in the year 2000. Unfortunately, the DBR 185 digital receivers used for digital FM² are not compatible with the new DVB technology.

6. How long will this technology be in operation?

No one knows for sure. Historically, distribution technologies like this have had a lifespan of 10 to 15 years.

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Each receiver has from two to six analog stereo outputs which can be configured by the station or the network for stereo or dual-mono operation. The receiver even allows the network to send e-mail or printed text, update a local clock, close relays or send pictures. (Wait until radio gets pictures — it'll kill TV!)

Wegener's Unity 4000 receiver fully complies with DVB for transmission. Its wide use in the TV and radio industries means we'll have a solid platform supported by the manufacturer for many years.

How Do We Get There From Here?

A timetable was developed to thoroughly test, distribute and transition to this new technology. Testing begins March 1, 1999; receivers begin shipping to stations May 1, 1999; cut-over from FM³ to DVB accomplished September 6, 1999.

It's Not Over 'Til It's Over

The CRC's work doesn't end once the transition is complete to DVB. Also on its radar screen are the development of a large-bandwidth digital store-and-forward system, the exploration of Webeasting, Digital Audio Broadcasting and more. Thankfully, the world of satellite radio isn't ending. While each entity of the CRC represents a broad variety of programs distributed, the CRC is of one accord. We believe the best days are ahead for satellite distribution.

Jim Sanders is vice president of Ambassador Advertising and can be reached at 714-738-1501, ext. 231.

7. What excites you about this satellite change?

It's wonderful to see these ministry organizations working together to reach common objectives. Stations will have a greater variety than ever before — hundreds of programs received from a dozen or more satellite distributors through one receiver. Each receiver has at least two and as many as six stereo outputs.

8. Will there be a change in the audio quality?

For those who are currently operating analog, yes — as much as you'd expect from any transition from analog to digital — with all the inherent advantages. For Moody and SkyLight affiliates, any change will be modest.

9. Is the CRC different from the group of Focus Alliance?

Same thing. The Focus group is part of the CRC. Several ministries have joined Focus in an effort to share satellite time. Each of the seven networks also represents a broad range of radio broadcasts being distributed via satellite.

10. Can stations use their existing receivers?

At this point, it will require a new DVB compliant receiver and possibly a new LNB on the satellite dish. Stations will be receiving additional information about their particular situation to help decide what equipment is necessary. The CRC decided to standardize on Wegener's Unity 4000 receiver which meets or exceeds the specs of any receiver currently in use.

11. How can I receive additional information?

Contact any of the following CRC members:

Jim Sanders, Ambassador Advertising
714-738-1501 ext. 231

Steve Reinke, Focus on the Family
719-531-3442

Phil Shappard, Moody Broadcasting
312-329-4438

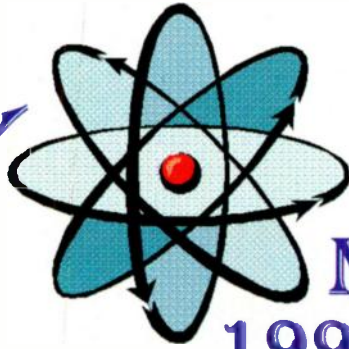
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NRRB 2000

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57th Annual
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Century Retrospective

February
March

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 months of February and March.

February 6, 1924

Aimee Semple McPherson's first broadcast on KFSG (Kall Four Square Gospel), the first radio station owned and operated by a church. KFSG was also the third radio station built in Los Angeles, CA. Equipment costs for the new station were \$25,000.

February 9, 1969

John MacArthur's first Sunday as pastor of Grace Community Church, beginning a tape ministry called Word of Grace which eventually became the radio program Grace to You. The first 30-minute program aired on March 13, 1978.

February 10, 1952

Herald of Truth goes on ABC radio network, hosted by James W. Nichols. In August 1954 the program also airs on Dumont Television network. Dr. Batsell Barrett Baxter became the program host during the summer of 1960.

February 22, 1931

Radio Vatican goes on the air from Vatican City, the first international religious station beaming across Europe.

February 22, 1954

Paul Freed launches The Voice of Tangier in Morocco. The project later becomes TransWorld Radio, now one of the largest radio operations in the world. Freed was inducted into NRB's Hall of Fame in 1997.

February 1930

Charles Fuller begins radio ministry from Calvary Church in Santa Ana, CA. In 1932 he began an independent radio ministry, Old Fashioned Revival Hour and The Pilgrim's Hour from KGER. Fuller was inducted to the NRB Hall of Fame in 1975.

March 9, 1928

Pillar of Fire's KPOF/Denver, CO, signs on. On March 15, 1931, the organization's WAWZZ/Aspen, NJ, signed on. On October 22, 1961, a third Pillar of Fire station signed on, WAKWC/Cincinnati, OH, making Pillar of Fire the first Christian radio group owner.

March 19, 1987

Jim Bakker resigns from PTL and announces Jerry Falwell as his replacement.

March 1977

Focus on the Family goes on the air. Dr. James Dobson launches the weekly half-hour broadcast on approximately 40 stations. In 1991, Dobson was inducted into NRB's Hall of Fame.



Aimee Semple McPherson



Paul Freed



Jim Bakker



John MacArthur



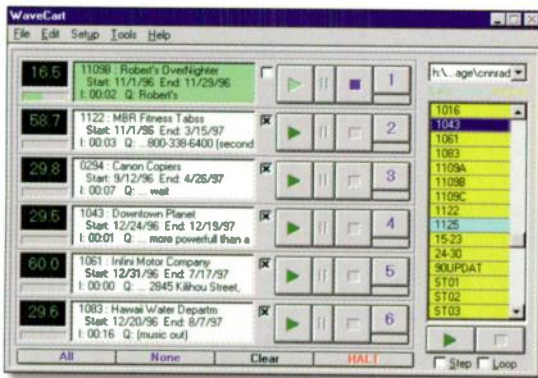
James Dobson

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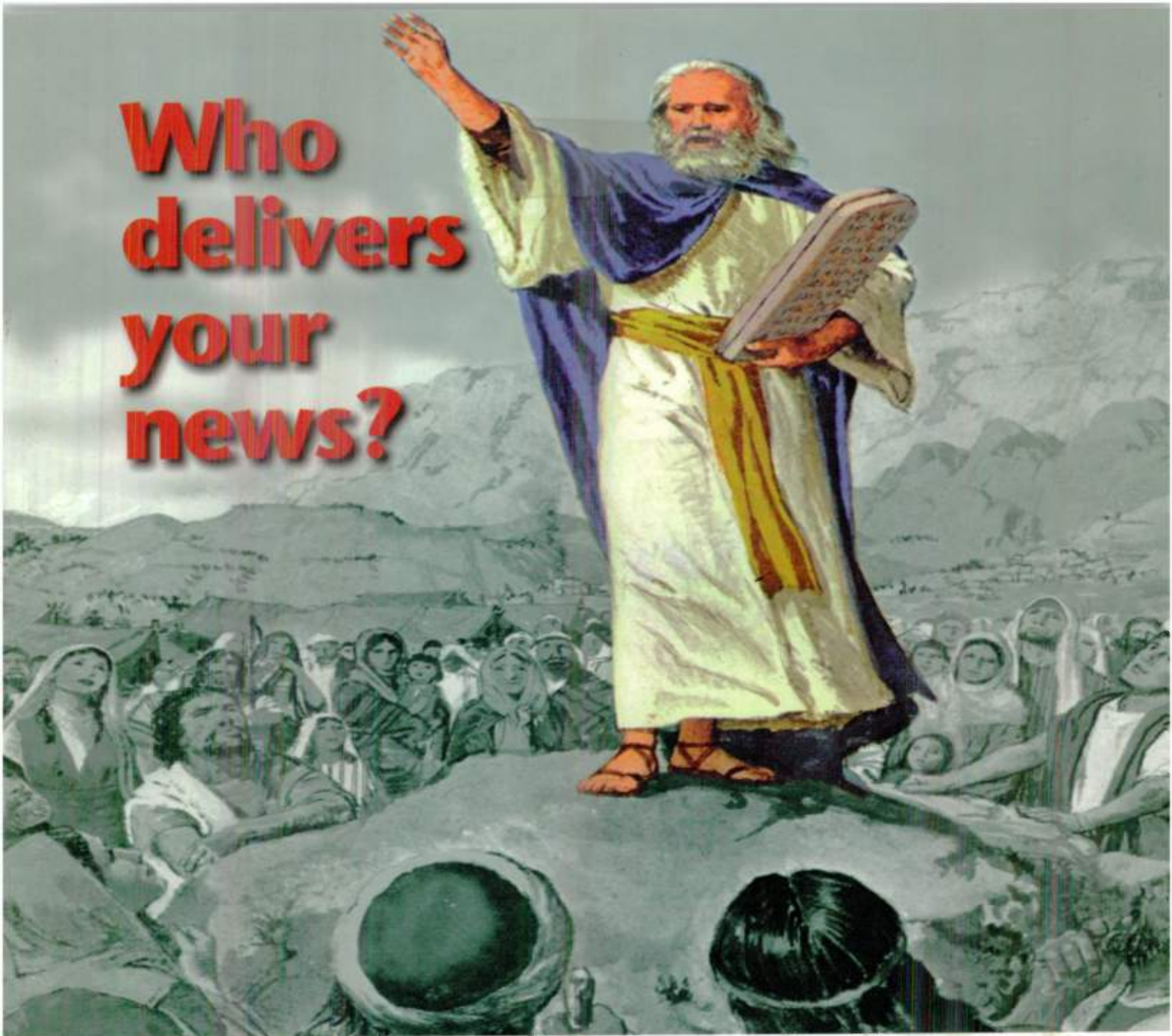
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