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BY JERRY ROSE

Producing relevant programming is the future of Christian TV. An executive committee member asks a few good questions.

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BY DAPHANE JOHNSON

What's required by the FCC's closed captioning mandate? What's the timeline for captioning existing programming? NRB and the National Captioning Institute put it all together for you.

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Simply Miraculous

I recently came across a startling piece that gave me many more than a few moments of reflection. If we could shrink the Earth's population to a village of precisely 100 people with all demographic ratios remaining the same, there would be:

- 57 Asians, 21 Europeans, 14 from the Western Hemisphere and eight from Africa
- 51 females
- 70 non-white
- 67 non-Christian
- 80 living in substandard housing
- 70 unable to read
- 50 suffering from malnutrition
- One near death and one near birth
- One with a college education
- Half the village's wealth is in the hands of six people — and all six are from the United States

These stats make us keenly aware of our God-given responsibilities ... and chasten our selfishness.

This Side of Heaven

Trans World Radio (TWR) recently received a letter from a Turkish man in Europe. He told of how he and his family had accepted Christ and how much the broadcasts meant to them. But their joy was stifled by anxiety over how to tell his parents in Turkey of their newfound faith. Such an announcement normally means a severing of

family ties forever. He wrote TWR seeking advice on how to break the news to his parents.

Almost simultaneously, the same TWR office received a letter from an elderly couple in Turkey, rejoicing that they had accepted Jesus Christ as a result of TWR's broadcasts. The counselor who received the letters compared the two last names ... the letters were from father and son!

We don't often have the privilege of hearing such stories on this side of heaven. But what a true day of rejoicing it will be when we someday discover all of the divine appointments that God made possible through us in His work.

Simplifying Life

Simplicity often escapes us during the busy season of summer. Here are eight ways to simplify your life:

8. Decide each morning how you want to feel for the rest of the day.
7. Give away all that you can and reclaim your spaces.
6. Get off extraneous e-mail lists.
5. Decide who is important in your life and give them your time and energy.
4. Focus on what supports you: your family, your organization, your nation, your church.
3. Give yourself whole weekend days of sanctuary with no phone, no TV, no radio, no Internet.
2. Keep asking, "Does this really matter?"
1. Always remember that these are the "good old days" of some future time. Celebrate them.



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

The End of Broadcasting?

Two weeks ago I took a trip into the future. I am still contemplating what I saw but I think I witnessed the end of broadcasting as we know it and the dawn of narrowcasting. While in San Diego, CA, to meet with local ministry leaders about the launching of a new TV station (Channel 23), I had a chance to visit with Cox Cable.

This is a testing sight for their new digital services that many cable systems will be offering in the near future. In addition to the approximately 100 basic analog channels, another 100-plus are available on the digital cable tier. Also thrown in are 50 or so CD-quality music channels (including Gospel and contemporary Christian music.).

But the most compelling part of the new digital cable is an Internet server that is 100 times faster than the fastest modem currently running on telephone lines. And the clincher is that you can also get telephone services from the same cable hook-up. The response to this new bundle of services? Cox is swamped, installing service to 900 homes per week.

As I met with the Cox Cable executives, I realized that virtually all forms of Christian radio and TV can (and probably will) in time be delivered by a single cable. Where cable is unavailable, digital services will probably be by direct broadcast satellite. I can't begin to assess what impact this combination of services will have on our current religious broadcasting radio and TV infrastructure. Like all new technology, the effects will probably be both positive and negative.

From the standpoint of communicating the Gospel, the digital future looks promising. With significantly greater spectrum capacity, more ministry is likely to be part of the mix. But it will be a

very competitive environment. The audience will now have 500 or so video and audio options, plus the Internet and a whole host of new interactive services.

Order a book, make a donation during a program or ask a question that a sermon triggers and you may get a live answer by the end of the program. I suspect that the "dollar a holler" back-to-back preaching format of many Christian radio and TV stations may give way to more entertaining, informative or interactive programs.

But I might be totally wrong. The audience may want more of this kind of programming. And we all know that if the audience demand for a certain kind of programming is there, someone will produce it. The great challenge for narrowcasting will be to create programs that will attract any kind of audience, given the literally hundreds of options. Secular and sacred programs alike will face unparalleled competition.

I am confident that informative, entertaining, biblically based, value-laden programs will attract a fair share of the audience. Perhaps the whole notion of audience size will need redefinition. We Christian broadcasters have known for decades that audiences that don't show up in ratings can still be fertile ground for ministry.

My trip to the future showed two things: 1) technology will continue to alter broadcasting as we know it and 2) narrowcasting will take our ministry and mission to an entirely new level.



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

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 48th Annual National Cable Television Association Convention & Exposition; McCormick Place, Chicago, IL. Bobbie Boyd, 202-775-3669.
- June 15-17**
 Southern Baptist Convention Annual Meeting; Atlanta, GA. Ernest Mosley, 615-244-2355.
- June 27-29**
 Inspo '99; Northwestern College, St. Paul, MN. Mary Althaus, 651-631-5003.
- July 10-15**
 Christian Booksellers Association International Convention & Exposition; Orlando (FL) Convention Center. Judy Kohles, 719-576-7880.
- July 20-23**
 Third International Conference on Media, Religion and Culture; University of Edinburgh (Scotland). Andrew Steele, 44-1535-612100, www.icmc.org.
- July 22-24**
 NRB Southwestern Regional Convention; Dallas/Fort Worth (TX) Marriott Hotel. Pat Simmons, 918-747-9464.
- July 22-25**
 The Conclave Radio Learning Conference; Marriott City Center, Minneapolis, MN. Tom Kay, 612-927-4487.
- September 24-27**
 107th Audio Engineering Society Convention; Jacob K. Javits Convention Center, New York, NY. Howard Sherman, 212-777-4711.
- September 26-28**
 NRB Eastern Regional Convention; Sandy Cove Bible Conference Center, North East, MD. Bill Blount, 401-737-0700.
- October 3-5**
 NRB Western Regional Convention; Antlers Adam's Mark, Colorado Springs, CO. Gary Curtis, 818-779-8400.
- October 14-16**
 NRB Midwestern Regional Convention; Lied Conference Center, Nebraska City, NE. Martin Jones, 402-464-6440.

NRB

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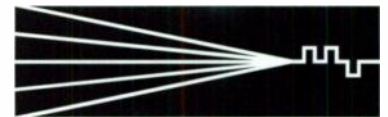
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FCC Denies Trinity License Renewal

The Federal Communications Commission recently voted to deny the renewal of the license held by Trinity Broadcasting of Florida for its Miami TV station. It is the first time in more than a decade that the Commission has taken such a drastic step, and the licensee — a subsidiary of Trinity Broadcasting Network (TBN) — has announced plans to appeal the action in court.

Trinity's position as a religious broadcaster is not relevant to the dispute. Rather, the underlying issue concerns whether Trinity in the late 1980s and early 1990s sought to evade now-defunct FCC ownership restrictions through the use of a special exception designed for minority-controlled licensees.

During the relevant time period, the agency capped the number of full-power TV stations that any one entity could own nationwide at 12. But in order to foster greater minority ownership of broadcast facilities, the FCC also permitted entities to hold a financial stake in two additional TV facilities that were "controlled" by African Americans, Hispanics or persons of another recognized minority group.

Congress eliminated both the 12-station cap and the minority exception rules via the Telecommunications Act of 1996. Nonetheless, violating rules that are later repealed remains a serious matter — particularly if, as in Trinity's case, the FCC determines that a licensee "abused" agency legal processes in doing so. The FCC's order noted that "[a]buse of process is serious willful misconduct which directly threatens the integrity of the Commission's licensing processes" and that the "misconduct was committed at the highest levels of the licensee's organization."

To be specific, the FCC concluded that Trinity had used a "surrogate" organization called National Minority TV, Inc. (NMTV), to obtain licenses for TV stations in Odessa, TX, and Portland, OR. By a 3-2 vote split on party lines, the commissioners determined that NMTV was not minority controlled but was actually controlled by Trinity and its principals, who then concealed the relevant facts from the FCC.

NMTV began as a small corporation founded by Trinity's president and CEO in 1980 to seek licenses under the FCC's minority preference system for awarding low-power TV (LPTV) stations. Later

reconstituted as NMTV to seek full-power licenses, the entity was run under a three-person board filled by Trinity's white president; an African American woman who is a high-level, paid employee of Trinity; and a pastor who serves as a Trinity program host. The latter position was filled at various times by either an African American or Hispanic individual.

Although a majority of the NMTV board members were minorities, the FCC determined that the other board members did not operate independently from Trinity's president, who also served as NMTV's president. The Commission pointed to several additional factors as indicating that NMTV was controlled by Trinity and its principals, including Trinity's initial provision to NMTV of interest-free loans as well as accounting, engineering, legal and station management services. The FCC noted that "significant corrective measures" were later taken to formalize certain arrangements after the Miami license renewal was challenged.

Voting with fellow Democrat Susan Ness against the renewal, chairman Bill Kennard and commissioner Gloria Tristani issued a joint statement declaring that "[t]hose who believe, as we do, that the Commission should advance policies to promote participation by minorities and women in the broadcast industry have an obligation to safeguard the integrity of those policies by enforcing against abuses and shams."

Republicans Harold Furchtgott-Roth and Michael Powell voted to grant Trinity's renewal application, stating jointly that they were "not persuaded that the finding of abuse of process that underlies this [action] is warranted." They focused on two issues that seem likely to re-emerge on appeal.

First, the dissenters said, the agency's legal definition of a "minority controlled" entity was ambiguous — and they noted that the Commission's Mass Media Bureau staff initially had come to the same conclusion (though the Bureau later revised its position). Second, the two commissioners stated that the evidence fell short of proving that Trinity and its principals had the "specific intent to deceive" needed for the abuse of process determination.

Although the FCC effectively revoked Trinity's license for the Miami station, the sanction did not go as far as it might have. While the legal dispute began with the

Miami station, it eventually extended to renewal proceedings concerning four other Trinity TV stations and potentially could have jeopardized Trinity's seven additional full-power stations and numerous secondary facilities. (For example, after years of agency litigation, the agency essentially forced RKO out of the broadcasting business by declaring it unfit to remain a licensee. RKO sold its stations rather than confront a series of license revocation proceedings.)

The Commission decided not to impose such a stringent penalty on Trinity. Instead, the FCC declared that because "the legal issues involved were not totally free of ambiguity," the loss of a single station license would be "an adequate and appropriate deterrent to any repetition of this misconduct." The agency also stated that it would not hold the sanction against Trinity in any future proceedings, which presumably includes applications to acquire new stations.

At the same time that it denied the Miami renewal, the Commission rejected the competing application of another broadcaster for the station. Glendale Broadcasting was disqualified for the license because it misled the FCC about the company's lack of progress in constructing LPTV stations in other markets.

In addition, the agency rejected a proposed \$55 million settlement concerning all five renewal challenges. The terms called for Trinity to retain the five station licenses in exchange for payments to the challengers, for competing applicants to withdraw their challenges, and for need-based scholarships to be established at Florida colleges. However, the FCC invited the parties to renegotiate and submit revised settlements addressing the challenged Trinity stations other than the Miami facility.

Trinity remains in control of the Miami station pending the final outcome of the anticipated court appeal. I will report on significant developments in the case in future columns.



NRB general counsel Richard E. Wiley is a former FCC chairman. He is a partner in the law firm of Wiley, Rein and Fielding. Partner Rosemary C. Harold assisted in the preparation of this column.

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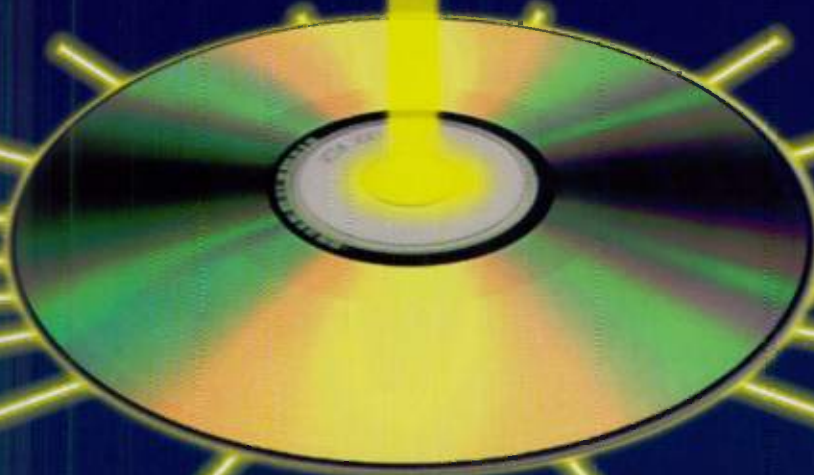


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Trade Talk



Airwave Anniversaries

Lincoln, NE – On May 1, Back to the Bible marked 60 years of proclaiming the Gospel through media. The past six decades have seen the ministry grow from one 15-minute program on a single radio station to an international family of ministries with worldwide outreach. The ministry now uses approximately 40 Bible teachers to produce 38 unique radio programs and sponsors media ministries in 25 languages spoken by 50 percent of the world's population. (H. LeRoy Rock, 402-464-7200)



Des Moines, IA – FamilyNet and Mustard Seed International developed a 10-hour miniseries using *A Thief in the Night* end times movie series. The new miniseries premiered on May 10. Each program will feature 90 minutes of movie drama and a 30-minute segment of popular questions about the end times and Bible prophecy with Bible scholars Dwight Pentecost, J. Randall Price, John Walvoord and Manfred Kober. (Gene McKelvey, 800-247-3456)

Houston, TX – John Osteen, 77, creator of the nationally broadcast *John Osteen* TV program, died January 23. Founder and pastor of the 15,000-member Lakewood Church in Houston, he was posthumously awarded NRB's "Milestone Award" at NRB '99. Son Joel, TV producer and general manager of TV 55 in Houston, assumed pastoral duties at Lakewood. (Phil Cooke, phil@cookefilm.com)



Airwave News

Camarillo, CA – Salem Communications Corporation filed a registration statement April 20 with the Securities and Exchange Commission for a public offering of its common stock. The aggregate amount of the offering is currently anticipated to be \$200 million. (Joe Davis, jdavis@nycradio.com)

St. Paul, MN – Dove award winning vocalist Steve Green has been added to the artist line-up for Inspo '99, June 27-29 in St. Paul. The three-day conference is sponsored in part by the SkyLight Satellite Network and is designed for radio stations with an inspirational music format. A one-day boot camp for broadcasters is scheduled. (Mary Althaus, 651-631-5003)

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Pro-Life Perspective

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Trade Talk

Fort Worth, TX – The Billy Graham documentary *Common Ground* (a FamilyNet production) was awarded the "Golden Eagle Award for Outstanding Documentary" by the Christian Film and Television Commission at the Seventh Annual Awards Gala for Value Oriented Movies and Television. (Debbie Wall, 817-737-4011)

The TFC Radio Network

Toccoa Falls, GA – The newest affiliate of Toccoa Falls College Radio Network, WBIY-FM/LaBelle, FL, signed on the air April 8. (Nathan Clay, 800-868-3257)

Nashville, TN – *Civility*, a series of PSAs for radio produced by United Methodist Communications, received a "Gold Award" during the 31st Annual WorldFest-Houston International Film Festival. (615-742-5470)

Reston, VA – The *Breakpoint With Chuck Colson* radio program recently experienced a good news/bad news call. A "bad news" call in January from a high State Department official informed the program that a news item it had broadcast was in error. The "good news" is that the State Department received so many calls from listeners that it felt forced to do something. (Lori Whaley, Lori_Whaley@pfm.org)



St. Paul, MN – The Northwestern College Radio Network is partnering with Mission Aviation Fellowship (MAF) and a group of 75 evangelical relief agencies to bring relief supplies to the Kosovo refugees through Albania Project Hope. (Janell Wojtowicz, 651-628-3387)



Nashville, TN – GSF & Associates announced its new advocate agency relationship with *Bibles for the World* with Dr. Rochunga Pudaite. (615-361-1810)

Washington, DC – Broadcaster and founder of Concerned Women for America Beverly LaHue has written her first novel, *Seasons Under Heaven* (Zondervan). The novel is

co-authored by Terri Blackstock. (Terry Walsh, tbbmag@juno.com)

St. Paul, MN – New affiliates of SkyLight Satellite Network: WRIS-SM/Roanoke, VA; KCGN-FM/Ortonville, MN; KCSH-FM/Yakima, WA; WFRN-FM/Elkhart, IN; WFRI-FM/Winamac, IN; WFRR-FM/Walton, IN; WNRZ-FM/Dickson, TN. (Dale Davis, 651-631-5000)



Int'l Airwaves

Benguela, ANGOLA – Trans World Radio producer Theresa Fuhrer was robbed and killed in her apartment in early April. A missionary of the Swiss Alliance Mission, Fuhrer worked with a team to produce *Yeya Ondaka (Listen to the Word)* in the Umbundu language. (Martin Frische, mfrische@twr.org.za)

ROMANIA – An April 13 change in audiovisual law enabled the six stations of the Radio Voice of the Gospel network in Romania to continue broadcasting for at least two more years. The stations are operated by local churches in partnership with HCJB World Radio and Romanian Missionary Society. (James Ferrier, 719-590-9800)

Cap Haitian, HAITI – Radio 4VEH, the Evangelistic Voice of Haiti, recently celebrated the ground-breaking of its new studio/office complex scheduled for completion in June 2000, the station's golden anniversary. Radio 4VEH is a ministry owned and operated by OMS International located in Greenwood, IN. (Jason Campbell, omscap@maf.org)

KOSOVO – NRB member Norm Nelson, president and speaker for *Life At Its Best* radio ministry, recently visited the Kosovo region where he participated with a relief assessment team for International Aid, Inc. With raw video, still photos and hours of audio-taped interviews, he is available for interviews to raise awareness and to promote Christian involvement. (949-457-3337)



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Trade Talk

Sao Paulo, BRAZIL – The Family Network, linked to the Universal Church of the Kingdom of God, obtained 50 percent of the Women's Network radio station and began broadcasting its midnight program May 1. (Ramon Williams, rlgmedia@ozemail.com.au)

Caracas, VENEZUELA – In mid-March, the Federation of Christian Media and Communicators of Venezuela held its organizational meeting on Isla Margarita. (Latin American and Caribbean Communication Agency, ale+@anauta.rep.net.pe)

Atlanta, GA – Walk Thru the Bible Ministries recently celebrated reaching its 1999 "WorldTeach" goal to train 270 Bible instructors in Ukraine nine months ahead of schedule. (Bruce Wilkinson, 800-868-9300)

UNITED KINGDOM – In mid-March, the Radio Authority issued its new licensing timetable for analogue FM licenses within the UK. The licenses include new regional FM licenses for South Wales, West Midlands, West/South Yorkshire and East Midlands. (J. Peter Wilson, pwilson@christianvoice.co.uk)

Sydney, AUSTRALIA – The Macquarie News Network reported the January 12 passing of the Bernard George Judd, 80. Since 1942, Judd ministered on radio station 2CH in Sydney. (Ramon Williams, rlg@ozemail.com.au)

Chantilly, VA – DIDAX Inc. (Nasdaq: AMEN), recently announced a three-year, \$3 million agreement with Christian Financial Concepts. (Steve Biggerstaff, 703-968-4808, ext. 31)

DIDAX INC.



Music Notes



Franklin, TN – Sparrow recording artist Avalon recently taped its first network TV

special, *Avalon Live at The Factory*. (L-R) Cherie Paliotta, Jody McBrayer, Michael Passons and Janna Potter. (Paula Houlette, 615-371-6889)

Nashville, TN – Word Entertainment recently released *Songs from The Book* in partnership with Tyndale House Publishers and the Christian Broadcasting Network. (Rick Hoganson, 615-641-1052)



Pasadena, CA – B-Rite Music recording artist Trin-i-tee 5:7 was "Outstanding New Artist" nominee and a featured presenter at the recent 30th NAACP Image Awards in Pasadena. Backstage at the Pasadena Civic Auditorium are (L-R) Trin-i-tee 5:7 members Chanelle Haynes and Angel Taylor, actor and Image Awards co-host Blair Underwood and Trin-i-tee 5:7's Terri Brown-Britton. Photo by Arnold Turner. (Brian Smith, 615-329-1007)



Internet

Los Angeles, CA – KMGI.com unveiled its Webmercials at Internet World Expo in mid-April. Utilizing Flash technology by Macromedia,



KMGI.com created the first Webmercial earlier this year.

Webmercials may become a primary online advertising tool, possibly drawing to the Internet a large percentage of current TV advertising budgets. (Eric Kavanagh, erick@mobiustmedia.com)

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Trade Talk



People

Manassas, VA – NRB magazine misidentified the popcorn photograph on page 28 in the April 1999 issue. Rose Rigoni is shown on the left dispensing popcorn with her usual, cheery smile at Cornerstone TeleVision's NRB '99 booth. The editorial staff apologizes for any inconvenience. Sorry, Rose! (412-824-3930)

Nashville, TN – KMG Records has named Jeff Brown to the newly created position of national promotions director. Brown, a former broadcaster at WXIR-FM/WBRI-AM/Indianapolis, IN, has also held national promotions positions with Myrrh Records and Cadence Communications Group. (Missy Baker, 615-269-7000)

Nashville, TN – Karla Lawson recently joined the *Live From Nashville* morning show team at WAY-FM. (Matt Austin, 615-370-9296, ext. 15)



Nashville, TN – Moody Broadcasting Network's Scott Keegan of WGNB-FM/Zeeland, MI, won a contest sponsored by GSF & Associates during NRB '99. The grand prize was an all-expense-paid trip to visit one of the media agency's broadcasters. Keegan and his wife, Karen, chose to visit David Jeremiah's Turning Point Ministry. (L-R) David and Donna Jeremiah join Karen and Scott Keegan for lunch. (615-361-1810)

Nashville, TN – The Ambassador Agency recently hired Jessica Atteberry as executive director of the new Ambassador Public Relations Division. The new division will conduct national media campaigns. Atteberry formerly worked at Atkins-Muse Public Relations. (Gloria Leyda, 615-377-9100)

Nashville, TN – Bob Johnson, former senior vice president of Christian Broadcasting Network, was recently named affiliate representative for GSF & Associates. (615-361-1810)



Muskegon, MI – Gospel Communications International (GCI) named J.R. Whitby vice president. An ordained minister, Whitby served as director of ministries for GCI for the past decade. (Duane Smith, 616-773-3361)



Technology

Burke, VA – CDR Communications, Inc. now offers clients the award winning, real-time, non-linear editing system Edit and its powerful complements Paint, Effects, and 3D Studio Max. CDR serves government agencies, businesses, nonprofit organizations, families, churches and ministries with decades of experience in all phases of video production. (Chris Rogers, 800-729-2237)

Los Angeles, CA – Giga Information Group recently released the report, *It May Rain, but the Sky Won't Fall*. The paper said the problems with embedded microprocessors "will not have the crippling effect originally thought." A senior advisor for Giga estimates only about three percent of the chips have been found to have minor problems. (*Los Angeles Times*, March 12, 1999)

Las Vegas, NV – Wegener Communications (NASDAQ: WGNR) has joined with Sarnoff Corporation in a venture to develop advanced infrastructure for HDTV broadcast networks. In other news, Wegener announced it has received an order from FOX for additional UNITY MPEG2 digital IRDs. FOX Sports Net will utilize the UNITY4000 in its ongoing network expansion. (Sally Campbell, 770-814-4000)

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"And Now, for the News ..."

Janet Parshall is host of the nationally syndicated program, *Janet Parshall's America!*, launched from WAVA-FM/ Washington, DC, and carried on the Salem Radio Network. She is also the national advocate for the Family Research Council and may be reached at janetp@caspiawava.com.

"Jesus could have written books, but He chose not to. He could have had His disciples memorize a fixed message word for word, but we have no convincing evidence that He ever did. Instead, He worked by exposing people to the Good News, letting it do its work on them, and then sending them out to expose others."

— William Countryman

As a member of NRB, do you ever stop and think about the power of the message we bring? Consider its enormity. It is like no other story floating out there in the culture. Mankind has never heard such a news bulletin. It is the overwhelmingly good news that the grave no longer has a sting — that death has been swallowed up in victory.

It is the reality that we are able to have a personal relationship with the King of the Universe through His Son Jesus Christ. It is the sure hope that the One who blew the stars into existence and attends the funeral of every sparrow loves you unconditionally. If that doesn't take your breath away, I don't know what will.

Yet, why do we behave as though the glass were "half empty" instead of "half full"? As a correspondent in the culture war whose assignment is Babylon, I will grant you that the temptation to focus in on the bad news rather than good is powerful. News like the crisis in Kosovo, the American Psychological Association reporting that child sexual abuse should be re-labeled as "a willing encounter" of adult-child sex (a value neutral term), Jack Kevorkian's video of his taking a man's life and describing it as "mercy." True, there is no shortage of bad news out there.

And, if you look at the timeline of prophecy, the news is probably going to get a lot worse.

But do those of us who have a microphone, a camera or a word processor have a responsibility to report on good news? I don't mean a kind of Pollyanna in "every way and every day man is getting

better" kind of news. I mean real good news that encourages the saints to keep on keepin' on.

Let me give you an example. There are some conservative voices of late who have been singing a discordant chorus that tell us to abandon any and all activity that is involved in public policy or politics. We have had no real success in this area, they say, so only preach the gospel. I challenge that thesis. And here's my point.

Take the issue of abortion. Have we really made no gains in this most hotly debated issue? To the contrary! Consider these victories:

- ✓ A ban on funding of abortions for federal employees
- ✓ A ban on the performance of abortions at military medical treatment facilities
- ✓ A ban on using funds for abortions in the District of Columbia
- ✓ A ban on abortion funding for federal prisoners
- ✓ A ban on federal funding of human embryo research, including embryos created through cloning
- ✓ A ban on funding the United Nations Population Fund (that has been assisting the People's Republic of China in its one-child policy)
- ✓ A ban on federal funding of abortions or the provision of abortions in managed care plans which receive federal subsidies
- ✓ A bill to ban partial-birth abortion passed Congress ... twice
- ✓ Twenty-eight states have voted to ban partial birth abortion.
- ✓ The lowest rate of abortions in the United States since 1975
- ✓ Sixty-one percent of nurses say they would not work in an OB/GYN unit where abortions are performed
- ✓ Sixty-three percent of nurses believe partial birth abortions should be prohibited by law
- ✓ A majority of American women believe abortion should be restricted (according to the Center for Gender Equality — a think tank run by the former executive director of Planned Parenthood)
- ✓ There are more crisis pregnancy centers than abortion clinics in the United States

Does this put the cultural picture more in focus? There is good news out there and it is imperative that we do our homework and report on it! Why? Because ultimately it is good news that will reign: because God is still on the throne; because in these latter days it may appear that evil is prospering but good does triumph over evil.

During World War II, Prime Minister Winston Churchill visited the boarding school he had attended as a boy. To honor him, the students rewrote the school song. They sang of "darker days." Churchill was deeply moved but asked permission to change the words to "sterner days." "These are not dark days," he said, and went on to explain to the boys and their families that they were being put to a harsh test. He encouraged them to realize that they might one day look back to those "stern days" as the most important of their lives.

There is little doubt that we, too, are living in "stern days." And they are the most important of our lives. As religious broadcasters, we have the opportunity to tell a hurting, seeking, skeptical culture that there is good news to report and that the Good News is available to all for the asking.

William Countryman said, "Hearing the Good News is a beginning. The rest of our life forms our response." Implied in what Countryman is saying is that someone must be telling the good news. May that someone be us!

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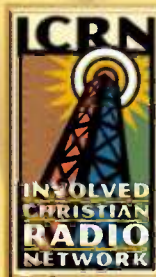
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Great Member Idea: Polar Broadcasting Says, "It's Your Call"

This is a letter sent to member prospects by Warren Trumbly, president of Polar Broadcasting in San Francisco, CA. Trumbly, who joined NRB in January, took an innovative approach to the "It's Your Call" membership campaign. His station airs primarily Spanish and Korean programming. Keep up the good work Warren, you're an important part of NRB. (By the way, the 25 percent discount has been extended to June 30!)

Dear Pastor,

Thank you for being part of our TV programming lineup. Because of your faithful commitment to Christian programming, KBIT-TV has recommended you for membership to the National Religious Broadcasters (NRB). NRB provides communication and support for program producers as well as TV and radio stations. By sharing with other Christian programmers, we all benefit. NRB also supports and defends our religious freedom over the airwaves.

With our referral, you can receive a 25 percent discount on membership for the first year. If your organization decides to join NRB, we would make a like contribution to your ministry. We will prorate the discounted cost of your first year's dues and make a

monthly contribution to your organization for each month's airtime you accrue with KBIT-TV through the end of 1999.

For example, if regular membership costs \$240 and after your discount you paid \$180 to NRB by April 30, then KBIT-TV would contribute \$22.50 per month to you May through December, 1999 ($\$180/8$ months = \$22.50). Our gift allows you to participate in and experience the advantages of NRB membership for a year without expending any money other than what you budgeted.

It's our way of thanking you for being part of our station and for your efforts in spreading the Gospel. It benefits all of us in the media to support NRB.

NRB membership director Anne Tower will contact you shortly regarding membership benefits. Please ask her about the Hispanic NRB. I'm also happy to answer any questions.

Sincerely,
Warren L. Trumbly
President

Anne Tower is NRB membership director and may be reached at atower@nrb.org or 703-330-7000, ext. 511.

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- 6:00PM Get Acquainted Dinner
- 7:30PM Steve Camp Concert
- 9:30PM Ice Cream Social

Monday

- 7:30AM Breakfast - Michael Youssef, Speaker
- 9:30AM Workshop 1/Amish Trip Departs
- 10:45AM Combined Workshop 2
- 12:30PM Luncheon - Steve Camp, Speaker
- 2:45PM Boat Cruise on Chesapeake Bay
- 5:00PM Amish Trip Returns
- 6:30PM Awards Banquet
Charles Stanley, Speaker

Tuesday

- 7:30AM Breakfast
Regional Ministries Update
- 9:30AM Morning Session
Q & A with Charles Stanley
- 12:00PM Luncheon - Conference Echoes
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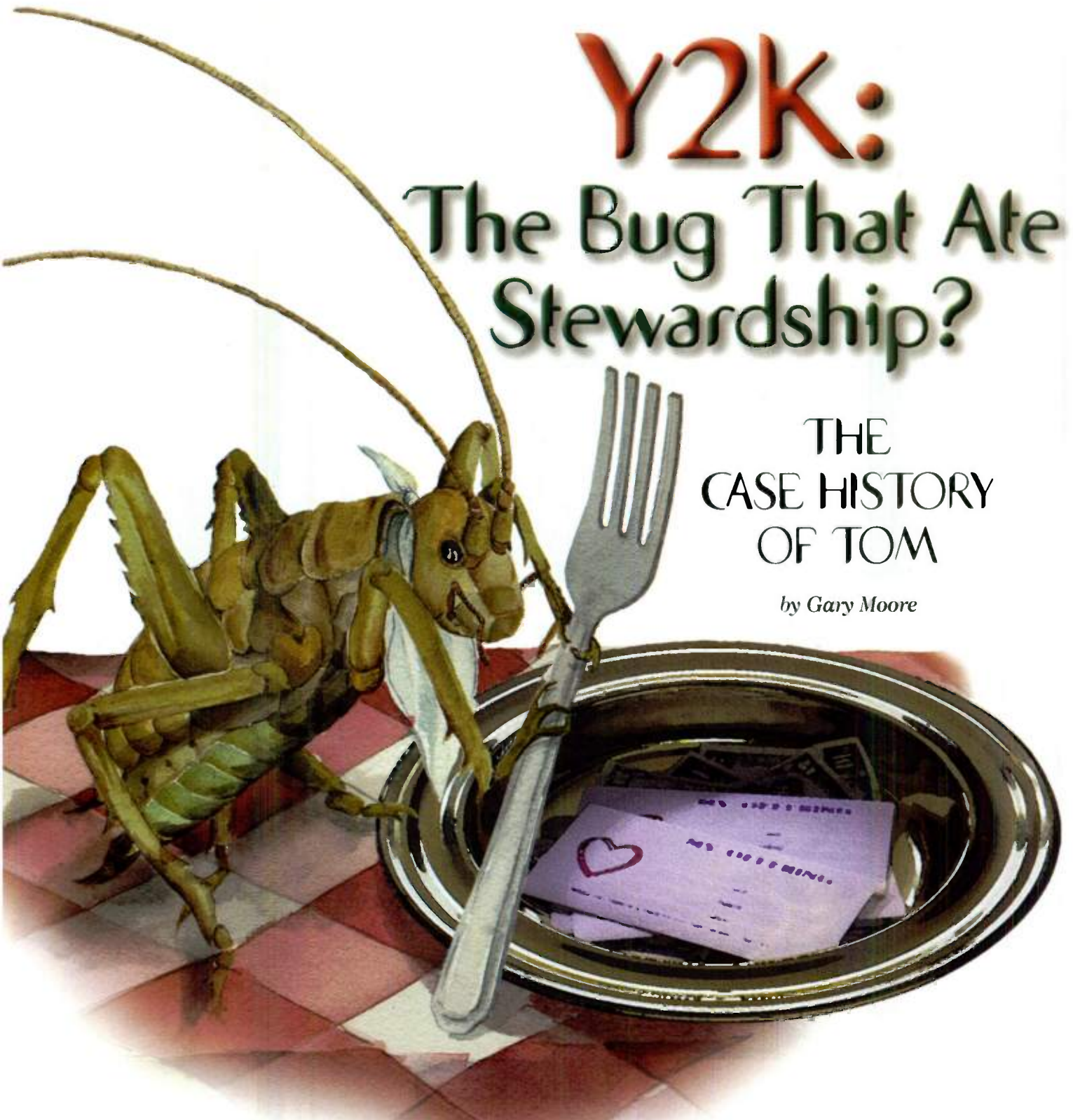
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Y2K: The Bug That Ate Stewardship?

THE CASE HISTORY OF TOM

by Gary Moore



Tom could be a typical client of the many financial counselors who attend church. He listens to Christian radio and watches Christian TV. And he is confused.

Tom retired a few years ago and needed help in understanding the complexities of modern financial life. Since then,

he has faithfully supported his church and ministries, maintained his middle-class lifestyle and increased God's capital a little, all by investing a modest nest egg in a few broadly diversified mutual funds.

As each fund was chosen with an eye to biblical prudence, ethics and patience, he was rather special in that he'd found

both financial and spiritual riches. But Tom has been a far more challenging client in recent months as he is influenced by end-times theology and the millennium is approaching. So Tom has a tendency to see current economic developments as very real signs that the world is approaching Armageddon.

Since Tom is a devout Christian who likes to stay abreast of such developments, he is highly influenced by the evangelical media. Unfortunately, this often presents challenges for Christian financial counselors like myself. Ministers enrich our lives in many ways. But they sometimes present special challenges to sound financial thinking. And end-times ministers can be very special ... especially when they broadcast shallow financial thinking far and wide.

Dealing with reactionary fear is why many need the counsel of seasoned and unflappable advisors who've seen giants in the promised land before.

Swallowing Shallow Teaching

For example, during the early '90s, some ministers helped my clients see high unemployment and the rising federal debt as signs the end was near. Yet many of the same leaders now see low unemployment and the soaring stock market as the same signs. Watch the video *The Crash: The Coming Financial Collapse of America* from earlier in the decade and then read Jim Bakker's recent book *Prosperity and the Coming Apocalypse*. You'll see only some of the challenges this one theology has created for financial counselors during only one economic cycle. Over the past two decades, some also saw the savings and loan problem, El Niño and Desert Storm as signs the world was ending.

Desert Storm was particularly challenging. Not only was it supposed to be Armageddon in the Middle East, but also it occurred at one of the best times in this century to buy stocks in America. And it was a time when spiritual peace and charitable giving were in short supply around the world. It was very difficult for financial counselors and stewardship leaders to help Christians to invest in the companies, churches and charities we now need when they didn't think there was going to be a future.

At the very least, end-times ministers might be careful to share Martin Luther's reply when asked what he would do if he knew the world would end tomorrow: "I'd

plant a tree today." Luther knew the "Parable of the Talents" insists there is no escaping our stewardship responsibilities today simply because the Master might return one day in the future.

Still, Bakker's book is forthright in stating that many of the financial teachings we hear on radio and TV today are "unbiblical" and from "false prophets" who take Scripture and events out of context. Bakker puts forth four confessions which are particularly enriching at this time: 1) "Just coming up with enough money to meet the daily budgets dominated my thoughts and time." 2) "It was easier to raise money if one (focused on an end-times theology). Many sincere Christians who want their lives to count for Christ are easily stimulated to give to ministries when they believe that Jesus Christ could come back at any moment." 3) "The Bible says we are not to presume upon God. We should not even say we are going to a certain city tomorrow." And writing of nuclear holocaust, Bakker adds, 4) "I believe it was arrogant to even think that God must bring about the events of His supernatural time of tribulation and judgments through human inventions and institutions. Our God is much bigger than that!"

Today's Food for Thought

Now we encounter that giant Y2K bug, an invention of computer programmers that is causing many Christians to again fear the future. As the bug was born at the end of the millennium, I suppose it was bound to seem so monstrous that it might star in a bad science fiction movie entitled *The Bug That Ate Stewardship*.

Disappointingly, the "bad news" orientation of mainstream and evangelical media has done little to put the bug in proper perspective by keeping it within the context of our blessings. That is similar to the disservice we performed when we filled our airwaves and bookstores with the size of the federal debt and never put it in perspective by relating it to the size of our nation's assets. The federal debt was never larger than one-tenth of America's assets, but try to find one American today who has heard that.

Similarly, I've yet to hear a ministry quote Donaldson, Lufkin and Jenrette, a major Wall Street firm predicting that while there may be isolated computer failures on January 1, 2000, upgrading and replacing millions of computers will make Y2K an economic "blessing in disguise." Merrill

Lynch adds, "While the so-called doomsayers continue to predict a high probability of a global computer failure, we remain cautiously optimistic." Yet we in the media repeatedly and almost exclusively share the view of Ed Yardeni, the most pessimistic Y2K analyst on Wall Street.

Despite being promoted as a balanced perspective, one popular book recently promoted by leading evangelical media personalities began by imagining a 57 percent drop in the stock market during the spring of 1999. The author imagines economic chaos and sees Y2K as a "time bomb that would explode like a nuclear holocaust." In the book's summary, one well-known evangelical financial commentator advises retired clients to get out of the stock market, saying, "I believe it will take a big hit" and require "10 years" to recover.

Just as we ignored leading economists about the federal debt, the center of the book contains a line deep within a chart uncommented upon by the author and commentator. This line quotes a Y2K expert who says the odds of any decline in the stock market due to Y2K are only one in five.

The book says the advice by the commentator — who, like the author, has no experience on Wall Street and had once

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wisely sworn off predicting the stock market — was given to the author when the Dow Jones Industrial Average was at the 9100 level last summer. But my clients were reading the finished book as the market was making its correction last fall; by the time the author was featured on the Y2K special of a major evangelical ministry, the market had dipped to the 8000 level.

That was typical of the 20 percent corrections the market has experienced every three years on average during this century. During that same Y2K special, another Christian financial advisor told my clients that he wasn't too worried about Y2K as he didn't think the world's economies would even make it to year 2000.

Feeding Fear

So, after hearing all of the predictions, what did my client Tom do? Without consulting me, he called his mutual fund company and transferred all his stocks to government bonds.

But in the past six months, the world's economies have strengthened rather than weakened, which makes bonds fall in price as once fearful investors move back to more rewarding stocks. Tom thought something was abnormal about his government bonds, so he ordered some tapes from yet another financial advisor featured on the Y2K special. They shocked him so badly he could hardly talk when he finally called.

He asked my opinion about converting his government bonds to \$100 bills and stacking them in a safety deposit box. I asked what would happen to banks, according to the tapes. Tom replied they wouldn't open on January 1. I asked how he was going to get his money. He replied, "I hadn't thought of that."

Fear does that to people's stewardship thinking. And dealing with such reactionary fear is why many need the counsel of seasoned and unflappable advisors who've seen giants in the promised land before.

I asked if Tom had heard the counsel to "put your money in several places — many places even — because you never know what kind of bad luck you are going to have in this world" (Ecclesiastes 11:2 GNB). He said he had but wasn't sure how that was relevant. I pointed out he was putting all his money in one place because the prophets of Y2K thought they knew what kind of bad luck he was going to have.

Of course, he recited a popular but solitary verse that reads, "The prudent see danger ..." I reminded Tom that the Old Testament concept has never said "imagines" danger and instructed that it must be put within the context of the words of Jesus, "So do not worry about where your food will come from as the pagans do ... tomorrow will have enough worries of its own."

And after I reminded Tom of the conclusion of the "Parable of the Talents" — the primary passage where Jesus Himself connects His return with our stewardship — Tom finally realized he had bought into non-Christian concepts taught by humans fearfully taking matters out of context.

This was Bakker's primary confession. So like Bakker, Tom finally listened to the voice of God. He again diversified his assets into prudent investments that will create wealth for his neighbors around the world today. And like the two faithful stewards in the parable, Tom has been blessed ... as will be his favorite ministries, which may no longer include those who misled him.

We should clearly understand there is far more at stake than our fading credibility and Tom's money. Though his lesson cost the kingdom several thousand dollars, the Bible at least saved Tom's soul from the fear and anxiety bugging our culture. There are still millions of us imitating the fearful steward of the parable just when the Lord may indeed demand an accounting.

The "bad news" orientation of mainstream and evangelical media has done little to put the bug in proper perspective by keeping it within the context of our blessings.

One elderly client told me only last week that she has significant assets in money markets as she's still awaiting the economic earthquake prophesied in the early '90s. I trembled as I realized that tens of thousands of Christians and non-Christians alike may die before the new millennium or the Second Coming. Many will then kneel before God, give an accounting of their stewardship and confess to imitating the fearful steward.

Christians may count on God's grace but the world will be more judgmental as it reviews our stewardship. When one young but prominent evangelical Y2K author was interviewed in a mocking front-page *Wall Street Journal* article, he said it didn't matter that he'd sold all his stocks, as the only thing to lose was a little potential appreciation. He hadn't counted the souls of the economic elite put at risk by our poor stewardship thinking in recent decades. As C.S. Lewis said, it is since Christians have ceased to think of the next world (by becoming preoccupied with the end of this one?) that we

have become so ineffective in this ... as stewards and evangelists.

Avoiding Indigestion

Short-term financial pressures will always tempt us to discuss fear-filled books and tapes with our viewers and listeners. But before we give in, let's reflect that the nonprofit leader forum Independent Sector (www.indepsec.org) has long espoused that economic pessimism is a major deterrent to charitable giving to churches, colleges and charities. The kingdom cannot afford this.

Church growth specialists planning for the longer term may not share Bakker's new view: "It is unconscionable to pour multiple millions of dollars into building huge mega-churches without planning how we can help people with the basic needs of life when the plagues of Revelation begin." As Jesus said, the spiritual challenges we face today are quite large enough without worrying about tomorrow's food, drink and clothing.

In short, Bakker now believes God gracefully gave him a few years to stop and think about his stewardship theology. God willing, Bakker will have a few decades in his new ministry to learn much more.

Before the rest of us, caught up in the busyness of broadcasting also tempt God, we might pause and think about the serious challenges we may be creating for leaders who see the need to grow churches; for financial counselors who influence where trillions of dollars of investments and bequests go in coming years; for laity who try to be productive stewards today; and for the money culture, both secular and religious, that increasingly seeks a more spiritually abundant life from New Age books rather than the Bible.

All in all, this hopeful bottom line remains: The Y2K computer problem could indeed be a blessing in disguise if it helps us finally to de-bug our minds of their limited and self-serving financial thoughts and to renew them with the Bible's God-honoring stewardship teachings.

Gary Moore is counselor to ethical and religious investors, author of several books (including the recent End-Times Money Management, Zonervan) and has been a commentator for UPI National Radio and the Skylight Radio Network. He can be reached at 941-379-3807.

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means that every caller will find a caring and compassionate voice. Someone who is willing to even pray over the phone.

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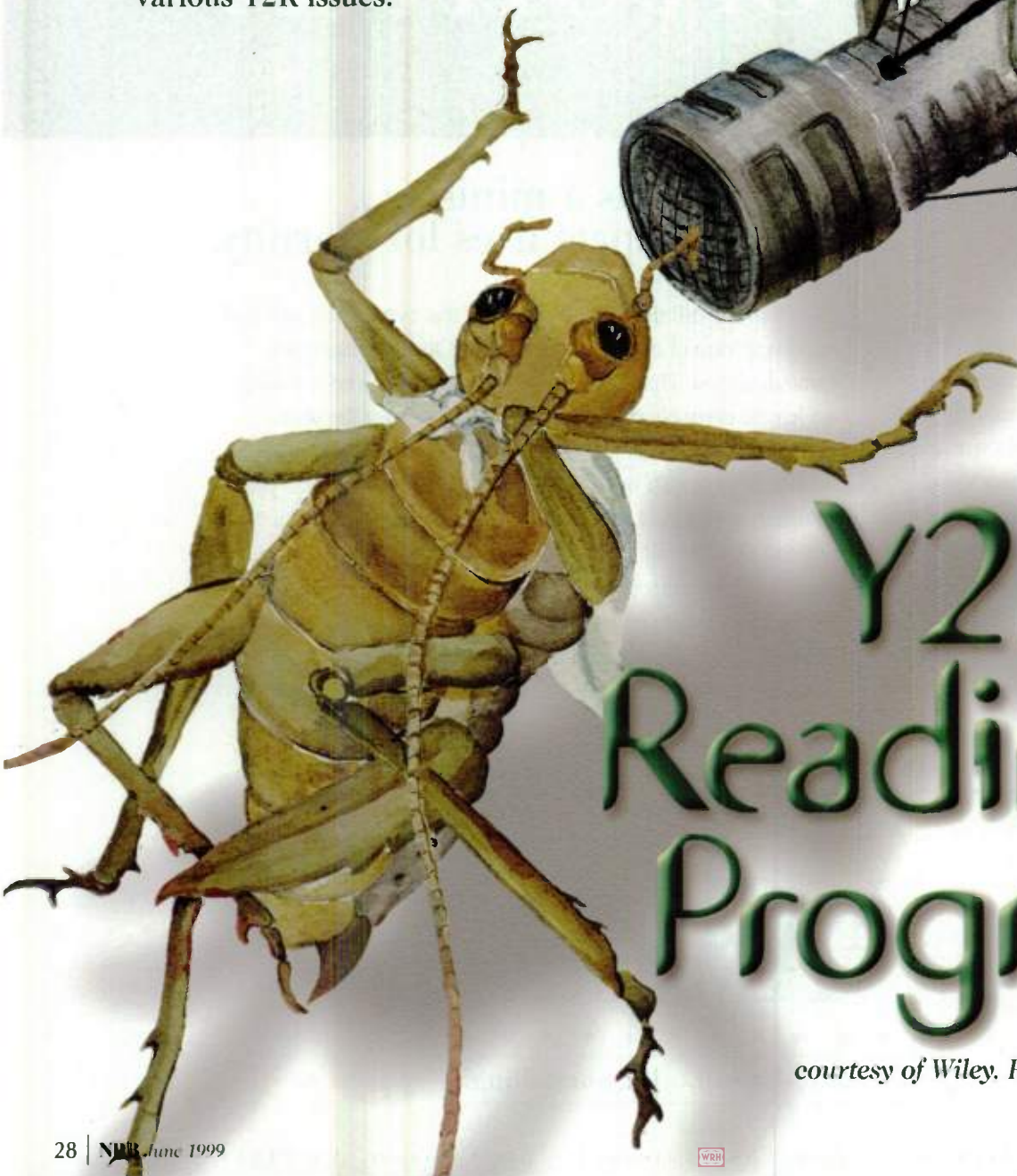
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The Year 2000 Problem is a management issue as much as a technical one. Before taking any of the steps outlined in this article, you must get the commitment from your organization to devote the time and resources necessary to address the problem. Also, one person or team within your company should serve as the primary contact for your Y2K efforts in order to maintain consistency in your Y2K statements and your responses to various Y2K issues.



Y2K Readiness Program

courtesy of Wiley. Rein & Fielding

Examine Equipment

A readiness program should begin with an examination of all equipment that might use computer technology or contain embedded chips.

This examination should include office computer workstations and networks, telephone systems, automated inventory systems, employee-related databases and accounting and billing systems. Also check the building equipment.

Someone with specific knowledge of broadcast technology should carefully examine station facilities and equipment in order to identify potential Y2K problems.

Prioritize

After potential problems are identified, triage and remediation plans should be developed to prioritize and implement necessary corrective measures. "Mission critical" systems should be addressed first and fixes should be completed in time to permit effective testing for Y2K readiness.

Y2K readiness cannot be achieved by merely updating computer systems, fixing software programs and obtaining certificates of compliance.

Legal Audit Plan

Concurrently with remediation efforts, a legal audit plan should be developed to deal with Y2K-related legal issues as they arise.

Analyze existing contracts and legal relationships with equipment suppliers/vendors, customers/subscribers, program suppliers/advertisers and other entities to determine the rights and obligations of the respective parties (such as

with respect to indemnification). This analysis should also expose potential sources of shared third-party liability in the event of a Y2K problem.

In addition to contracts, examine manuals and other documentation for products bought by the licensee and advertising and marketing materials produced by the licensee. Finally, the licensee should determine the scope and terms of existing and future insurance coverage with respect to the Y2K problem.

Contact all vendors, suppliers and independent contractors. Determine the extent to which their systems and products are Y2K compliant and obtain assurance that compliance will be adequately tested. Make certain you receive specific information concerning the time by which they will complete Y2K readiness efforts with respect to their particular equipment. Ask them to evaluate the status of those efforts to ensure Y2K compliance by third parties in the supply chain.

Should you receive incomplete or unsatisfactory responses from these contacts, it may be argued that ignoring or not following up with parties that submit such responses may constitute acceptance of those incomplete answers and therefore act as a waiver of legal rights to challenge any future problems.

Don't hesitate to seek certificates of Y2K compliance. These should indicate the manner in which compliance was achieved, as broadcasters use equipment in highly customized configurations and may not have been tested in your particular configuration. However, having a certificate does not guarantee that the equipment will work because of variances regarding the legal definitions of compliance and the technical means of achieving compliance.

Generally, the definitions of "compliant" contain three major differences: interoperability as a requirement for compliance, coverage of leap year and 1999 problems and importance of docu-

mentation (both user and vendor). You should always confirm the definition of "compliant" when dealing with third parties because differing understandings may have material consequences.

Upon completion of the legal audit, broadcasters should develop a contingency plan for all potential legal claims after the year 2000.

For equipment that is not Y2K ready, it may be necessary to renegotiate the terms of an agreement or contract with a vendor or supplier to deal with fixing Y2K problems. Note that modification of software may raise copyright issues in situations where the computer programmers or manufacturers hold the software copyright. In such situations, programmers or manufacturers must be contacted to acquire a fix or to obtain permission to modify the software.

It is also important to assure that self-help measures do not have the effect of releasing the software developer from liability should fixes prove ineffective. Similarly, software licenses and sales contracts should be reviewed to determine the extent to which warranties will still apply if the software code is altered by another company.

All new contracts should contain warranties and indemnification provisions, as well as obligations to repair/replace technology affected by Y2K problems. Moreover, due diligence in new station acquisitions should include an examination of potential Y2K problems.

Agreements with third parties which involve computer system interfaces should be studied for their Y2K problem implications. Broadcasters could face claims for

damages to third parties resulting from any system failures caused by uncorrected Y2K problems in their systems.

For equipment that is not Y2K ready, it may be necessary to renegotiate the terms of an agreement or contract with a vendor or supplier to deal with fixing Y2K problems.

When conducting a legal audit, broadcasters must also review non-broadcast related legal issues. These issues would include: potential tort claims arising from Y2K problems at their facilities; claims brought by employees stemming from failures in payroll and other employee-related computer systems; corporate officer and director liability related to legal issues raised by the Y2K problem; shareholder derivative suits; and compliance with federal and state Y2K laws and regulations (e.g., SEC disclosure obligations related to publicly-held corporations, and IRS Y2K accounting regulations.) Insurance policies should likewise be reviewed to ascertain the extent of any coverage for repair and/or liability costs. Options for new Y2K coverage should also be explored.

Legal Contingency Plan

Upon completion of the legal audit, broadcasters should develop a contingency plan for all potential legal claims after the Year 2000. Such a plan should identify potential avenues for responding to areas of liability and possible failures, including "first day" responses to lawyer and press inquiries. It also should assure that management and the board of directors take proper, fully documented steps to respond to the Y2K challenge.

Systems Testing

Y2K readiness cannot be achieved by merely updating computer systems, fixing software programs and obtaining certificates of compliance. Particularly with the highly specialized equipment used to operate broadcast stations, testing must be performed not only on each piece of equipment, but on the broadcast system as a whole and the broadcasters' interaction with third parties. It is impossible to extrapolate the Y2K readiness of one system from the testing of another. In fact, identical chips may act differently in different systems.

Don't hesitate to seek certificates of Y2K compliance.

A survey of Y2K problems conducted by the Information Technology Association of America (www.ita.org) provides a dramatic example of the need for testing. Of the 450 organizations responding to the survey, 67 percent had system failures during Y2K compliance testing.

Interoperability Testing

Y2K readiness efforts also may be worthless if systems (yours or those of third parties) with which your computers must interact are not Y2K ready. If the interacting systems are not Y2K compliant or have achieved Y2K compliance through a method incompatible with those used by the broadcaster, the systems may crash when they try to interact. For this reason, it is necessary to identify such systems, determine Y2K readiness, and conduct interoperability testing.

Examples of computer systems or microprocessors with which a broadcaster might interface: satellite providers where satellite receivers are used for program delivery (especially digital) and telephony, such as point-to-point audio circuits used to deliver audio from a reporter to the studio.

Emergency Plan

Regardless of the quality of the Y2K readiness plan you develop, the potential for an unforeseen problem caused by something as small as a wayward embedded chip or as major as a city-wide power outage makes it essential that broadcasters develop contingency plans for operating on January 1, 2000. Broadcasters should attempt to assure that mission critical systems operate even with possible failures to associated equipment. Thus, for example, an emergency power supply should be readied in case the local power grid fails and a system of manual overrides should be tested in case remote operations controlling such critical functions as tower lighting fail.

Wiley, Rein & Fielding, based in Washington, DC, is general counsel for NRB and can be reached at 202-719-7000.

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Cleaning Up Your Cyberspace

Filters manage what your family and employees view on the 'Net

by *Adria Smith*

The Internet has vaulted from a high-tech idea into a household staple. According to Morgan Stanley Technology, the Internet took only five years to reach 50 million households compared to the 13 years it took TV to gain the same audience (www.emergeinc.com).

Generation X cannot imagine life before TV, and their children will not be able to fathom life without the 'Net. In 1998, New

Media, Inc., forecast that the Internet will host one billion users by the year 2001 (www.emergeinc.com).

If you recently made the investment and connected your family to the World Wide Web, you know that you have provided your children with countless opportunities to learn. If your investment was made for business, the Internet can provide many opportunities for your company to grow. But what else will the Internet provide?

you've opened a window for your children to become potential targets for predatory pedophiles.

But hang on to your modem. Before you cancel your service, there are tools available to keep your family safe and the workplace clean.

The Dirt of the Undernet

How about pornographic pictures, instructions on committing crimes and racist material? And



You may want to be seated before you read these statistics from “The Enough Is Enough Campaign” (www.enough.org): “In March 1998, there were 100,000 commercial pornography sites on the Internet and an estimated 200 new sites every day. Because there is no law protecting children from adult pornography in cyberspace, anyone can freely and knowingly give children porn via the Internet, without fear of legal recourse.”

Dust Rags and Meta Tags

Have you ever wondered why some of your search results have nothing to do with the topic of your search? You type in “housework” and some of your results have absolutely nothing to do with sponges, vacuums or dusters. The answer, in most cases, can be found in the Meta tag.

Meta tags are strings of words written by the Web page’s author. Search engines look at Web page titles as well as the content of the HTML code to see if they contain any part of your entry. So although a Web page may have nothing to do with housework, if an author enters the word into the page’s Meta Tag, the search engine will consider it a viable result.

See how easy it might be for predators? They simply add the terms children search for (Barney, Teletubbies) to the page code and voila! — the offensive site address appears.

Filtering Filth

Such freedom reigns in cyberspace. The first tools of protection from Internet garbage released on the market were Internet filtering software systems. The original technology had many limitations, and as most things go in the computer realm, it quickly became outdated.

Filtering, also known as content management, has evolved into a profound, precise, personal technology. Shopping for the right content management system for home or business is almost like buying a car — they come in a multitude of shapes and sizes. While the original software concept was limited, today’s technologies have the capability to provide custom filtering services.

Maid Service: Clients and Servers

There are two basic types of Internet filters: client-based and server-based. Client-based filters are software systems installed on individual computers and control what is viewed, not what actually

reaches the computer. Well-known client-based filters include Cybersitter, Net Nanny and Cyber Patrol. Server-based filters keep the information from reaching your computer, either at your server or a proxy server. For this reason, server-based filters are less likely to be circumvented.

Server-based filtering has become a popular choice for the home due to its low maintenance and economical cost (generally only a few dollars more than basic service). A user simply subscribes to the service; information is updated and service is maintained by the provider. With client-based filters, someone must maintain the software, continually downloading updated lists of blocked sites and information. Often, these lists are only updated on a weekly basis, therefore information is quickly outdated.

Cleaning With Keywords

Keyword blocking is a way to filter — although very impractical. This method can filter sites, portions of a site, or only blot out a designated word. This particular technology is based on a compilation of words designated inappropriate (*A Practical Guide to Internet Filters*, Karen G. Schneider, p. 4).

The problem with this particular idea is that if the word drug is blocked to protect the viewer from finding recipes for dangerous drugs, it probably will keep the user from finding information on pharmaceuticals or helpful information on fighting drug addictions. Fortunately, filters that use the keyword concept may also enable the user to shut down this particular function (Schneider, p. 4).

On other occasions the term keyword may refer to a concept used in the hunt for unacceptable sites. To choose what sites will be allowed, a company must first have a system to review site content. Most companies start by scanning the Net for sites that may contain inappropriate material.

Software tools called spiders throw up flags on potential danger zones. One of the ways a “spider might catch a fly” is by spotting a keyword. Once a sight has been flagged, a team of employees reviews and judges it by a pre-determined criteria which varies from company to company.

If you are thinking that the job of viewing vulgar Internet sites may put the integrity of a team on the line, reassurance comes with an explanation from Integrity Online business manager Monte Scribner. He explains that personnel for the team at Integrity Online is very limit-

ed and that site reviewers protect themselves with a screen that covers the monitor. The screen is dropped only as much as is necessary to determine if the content should be blocked.

Added Cleansing Power

Filter services may have additional amenities, including the capability to block usage for selected users at selected times, all controlled by the computer overseer. This is a valuable feature in households where children spend time alone in the home. Other filters provide passwords for each user on a designated computer allowing a varied amount of access for each.

Another attribute of many filters is logging, the ability to review what has been accessed and when access was refused. This is a good tool for monitoring children in a home or employees on the job and can discourage misuse of the Internet.

Most filters alert the user of blocked access. When a blocked access screen is reached, the user is often given an explanation for why the site is blocked. A user can question the company’s choice, an action which initiates a site review. In addition, if the user reaches a site they feel should not be available they may request a review by the company. These reviews are often handled on a top priority basis.

Search engines and chat rooms are great areas of concern on the Internet. Often the list of sites resulting from an innocent search will contain Web addresses for sites you would never want children to see. Many server-based filters are now filtering search results. This process prevents addresses for blocked sites from appearing in a results list.

Chat rooms are also a target of filters. Chatting is one of the most dangerous activities on the Web. “Chat rooms and instant/private messages are two main tools pedophiles use to contact children online,” (www.enough.org). Many filtered ISPs block chat rooms or greatly limit access.

How Clean Is It?

Another discriminator used in filter technology is rating systems. At this time, no rating system is used by the entire industry. Filters based on rating systems rely on the perceptions of different individuals rather than a firm philosophy. Sites are rated by an outside rating service or by the site operators themselves, an idea that leaves the entire rating process open for great criticism.

A Few Household Cleaners

Find the right filter for your situation in this handy reference guide.

America Online (www.aol.com)

Monthly Fee: \$21.95 per month, with the first 100 hours free

Standard Account: Five e-mail addresses plus 10 Mb of space for personal Web page(s)

AOL is not a filtered ISP. Due to proxy service status, cannot be used with Microsoft Internet Explorer, America Online, Microsoft Network or Macintosh

*American Family Online (www.afo.net)

Monthly Fee: \$23.95 monthly for Internet service or \$3 per month for proxy service; offers a yearly payment option of \$240

Standard Account: One e-mail address with space for personal Web page

Service provided by the American Family Association, which tithes 10 percent of the revenue produced from the service. Updates are made on a daily basis to the list of blocked sites. Chat rooms, pornographic sites and violent content are filtered by AFO. (NRB member)

CompuServe (www.compuserve.com)

Monthly Fee: \$19.95 for CompuServe 2000, \$24.95 for CompuServe Classic

Standard Account: CompuServe 2000 offers five e-mail accounts and 10 MB of Web page space; Classic offers one account and Web page space.

A subsidiary of America Online, it uses AOL's parental control systems with the newly launched CompuServe 2000. CompuServe Classic use Cyber Patrol filtering software technology that requires monthly updates. CyberPatrol is based on rating systems; tests have shown it to allow material that some consider adult sites.

CrossingGuard (www.crosswalk.com)

Monthly Fee: Free with free Crosswalk membership

Standard Account: N/A

The first free service of its kind. With a conservative filtering philosophy, 18 categories of material are filtered, ranging from adult-only content to sites with profanity to sites the company deems tasteless. Chat is limited to CrosswalkChat and Gospel Communication Network's chat events. (NRB member)

Rated-G Online (www.rated-g.com)

Monthly Fee: \$24.95 (10 percent discount offered on yearly payment) plus one-time setup fee of \$25.00

Standard Account: Four e-mail addresses and space for personal Web page

Rated-G is one of the 10 largest filtered ISPs in size. The service restricts access to sites in 12 categories ranging from drug-use, violence and discrimination to adult-only content. Restricted sites are updated on a daily basis.

LTI Net, Inc. (www.ltinet.com)

Monthly Fee: Varies with service desired

Standard Account: Most range from \$19.95 to \$24.95 for Internet access; proxy only service ranges from free to \$4.95

LTI Net's solution is used by more filtered ISPs than any other filtering technology. LTI Net is the only filtering technology developer that prides itself on being biblically correct, not politically correct, in its filtering process. Some clients want to market themselves as an ISP and use LTI Net to do everything behind the scenes, while others simply want use of the filter. (NRB member)

FamilyConnect* (www.familyconnect.com)

Monthly Fee: \$18.95 or filter service only for \$4.95 (proxy service used in conjunction with ISP)

Standard Account: One e-mail address with space for a personal Web page

FamilyConnect is a filtered ISP and the least restrictive of those discussed here. The more liberal approach to filtering enables the company to serve several large corporations. FamilyConnect promotes its filtering service as blocking only pornography or illegal sites. It reserves the right to block sites that promote hatred and racism. Blocked sites are updated daily.

**Proxy servers are good options when a filtered ISP is not available in a local area. They allow users to log on with a standard local provider, but still have the benefits of a filtered server.*

(source: Consumer Reports, May 1997, p. 30)

The problem with keyword blocking is that if the word "drug" is blocked to protect the viewer from finding recipes for dangerous drugs, it probably will keep the user from finding information on pharmaceuticals or helpful information on fighting drug addictions.

The PICS rating system (Platform for Internet Content Selection) was created by a team of industry personnel including publishers, telecommunications companies, ISPs and software firms. The PICS Statement of Principles states, "PICS members believe that an open labeling platform ... provides the best way to preserve and enhance the vibrancy and diversity of the Internet" (www.bilkent.edu). The most commonly known rating systems include the PICS systems, RSACI (Recreational Software Advisory Council on the Internet), Safesurf and the Netshepherd rating system.

Since ratings are not a requirement, many sites remain unrated. A report from the 1997 "Internet Online Summit: Focus on Children" states, "Collectively, less than 25 percent of the Web is currently rated, and the number of Web sites increases daily" (www.enough.org/summit).

The Government's Janitorial Service

As you might expect, Washington lawmakers are trying to put their elbow grease into cleaning up cyberspace. The "Child Online Protection Act" (COPA) was designed to protect minors from harmful material on the Web by requiring commercial Web sites to collect some form of adult identification. *USA Today* reported on February 2 that enforcement of COPA was blocked by U.S. Judge Lowell Reed of Philadelphia, who said that enforcement of the law would "chip away" at protections of the First Amendment.

If cleaning up your Internet access seems overwhelming, it doesn't need to be. A simple overview of companies and their capabilities should point you in the right direction. The worst choice would certainly be to leave your home unprotected or your office open to unnecessary garbage. And don't forget your best protection — common sense. Keep computers in the open, check on what your family/employees are viewing and educate those under your care in the dos and don'ts of cyberspace.

Adria Smith is a free-lance writer and may be reached at warrreng@gmi.net.

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TELEVISION

Choose the Future

PART ONE

Relevant Questions



Greater viewer choice marks the future of TV. Choice of programming, choice of navigational methods and choice of hardware spell more viewer options and control. Much has been written in this magazine about the changes in technology that will make all of these choices possible.

So what steps can we take now to prepare? I believe that a TV provider's fundamental building block — before vertical integration, globalization and other important innovations — is relevant Christian programming. Although this is basic, it is often overlooked in the rush to

make plans for the future. It seems too simple, but let me explain.

The Future: Relevance

With so many choices in the future, viewers must make a greater effort to find our programming. What fundamental reason will make it worth the trouble?

I believe there is no better way to build a loyal core audience than to consistently provide relevant content.

Without relevance, viewers won't be compelled to find us among the programming assortment available, contributing to an even smaller audience watching

Between 50-70 percent of adults surveyed by TLN — across all demographic regions — are unhappy about the excessive violence and sex on TV and desire programming that values family, faith, community and work.

THERE'S ALWAYS SOMETHING GOOD ON FamilyNet



It's a place where families can watch television together, without worrying about what it's teaching their kids. It's based on sound Christian principles. For affiliate information, call Risa Hubbard of FamilyNet at 1-800-8 FAMNET. For program and ad sales information, call Darin Davis of TimeRite, Inc. at 1-800-777-1127.

Christian TV. NRB secretary Wayne Pederson wrote in NRB's September 1998 "Signing On" column that Christian media must "think outside the box and not limit itself to the traditional models of electronic communications." While I agree with this analysis, I believe it must go further. We must not limit ourselves to the traditional models of programming, but look for ways to broaden or enhance it.

Such an approach leads us to examine pre-conceived ideas about the viewer:

1. Who do we want to reach?
2. Do we want to reach the unchurched as well as committed Christian viewers?
3. If the answer is yes, what exactly is relevant Christian programming for the "seekers" in our audience?
4. How do we get to know them?
5. How do we determine their viewing needs?
6. What are the different needs in each age group?

Eighty percent of the people surveyed by TLN said they believe in God and in prayer.

Once we answer these questions, we must use our creative energy and resources to create biblically based programming that is intentionally relevant to these viewers.

The Future: Viewer Stats

The Total Living Network (TLN) team has conducted a survey of a cross-section of Americans regarding their beliefs, habits and TV practices. We found we have more in common than you might think:

1. Eighty percent of the people said they believe in God and in prayer.
2. More than 70 percent said that a decision must be made in order to have a relationship with God.
3. More than 70 percent responded positively to the word "salvation."
4. Between 50-70 percent of adults — across all demographic regions — are

unhappy about the excessive violence and sex on TV and desire programming that values family, faith, community and work.

However, reaching this seeker audience presents great challenges. Of the more than 70 percent who share our values, approximately 15 percent ever watch Christian TV.

What a disconnect! The image these people see on Christian TV does not connect with the values they share with us.

Somehow, they do not link the values that they talked about — believing in God, believing in prayer, believing in faith, believing that you need to have a relationship with God, wanting less violence on TV, wanting better values for the family — to the image they see on Christian TV. We must explore ways to overcome this disconnect to have a greater impact on our culture.

With this in mind, TLN's mission is to create programming that connects with the shared values of seekers. In order to do this, the programming has to answer the questions seekers are asking, use subject matter they relate to and speak in language they understand.

The Future: Language

TLN's research shows that both Christians and seekers strongly desire relevant programming that inspires and encourages them rather than preaches at them.

For more than 30 years, Christian TV — for the most part — has limited itself to a formula of providing teaching and preaching programs communicated in Christian jargon. While this is valuable to viewers already in the fold, it offers little to the seekers in our audience.

In fact, for the most part, program content is incomprehensible or irrelevant to people who do not understand our language or are not part of a church. While using spiritual jargon, we tend to address only the spiritual side of our viewers, neglecting emotional and physical needs. We must change this if we are ever to

reach a larger portion of the church and those being called to Christ by the Holy Spirit. Several years ago, I saw a billboard during a presidential race that asked what Pat Robertson and John F. Kennedy had in common.

There is no better way to build a loyal core audience than to consistently provide relevant subject matter.

The answer: no one would listen to them because of their religion. We in Christian TV also must overcome this barrier. I believe we can do this by creating intentionally relevant programming that truly speaks to viewers — Christians and seekers — in a language they understand.

As we seek ways to enhance our current programming and distribution methods, I believe it will become more evident that we in Christian TV must be increasingly strategic in our thinking and partnerships to be more effective in the mission field of the 21st century.

In our preparation for the future, let us keep in mind the prayer of Jesus in John 17:20-21: "I pray for these followers, but I am also praying for all those who will believe in Me because of their teaching. Father, I pray that they can be one. As You are in Me and I am in You, I pray that they can also be one in Us. Then the world will believe that You sent Me."

(Editor's Note: Watch for Part Two of Choose the Future in next month's issue.)

Jerry Rose is a member-at-large of NRB's executive committee. He is founder/CEO of Total Living Network, based in Chicago. Reach him at jrose33002@aol.com or 312-433-3838.

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Special Report From NRB and NCI: Closed Captioning

by Daphane Johnson



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You have made the final edit and you think it is perfect. You listen to the talent one more time and know the intended audience will understand every point that is being made. Or will they?

The fact is that 90 percent of the general population is capable of fully appreciating the great script your writers worked so hard to perfect, but the other 10 percent will have little or no idea

CAPTIONS ARE ELECTRONICALLY TIME-CODED TO CORRESPOND TO THE SAME CODE ASSIGNED ON THE VIDEO TAPE WHERE THE SPOKEN DIALOGUE APPEARS.

about what is being said because they are deaf or hard-of-hearing.

If your target audience is 55 and older, then the percentage of hard-of-hearing individuals is much higher than 10 percent. A federal government report says hearing loss starts to rise dramatically after age 55, and that 33 percent of individuals 65 and older have some degree of hearing impairment. Are you losing this audience?

Meeting Viewer Needs

One way to increase your viewing audience is to produce your program in a closed caption format. Closed captioning displays the dialogue, narration, and sound effects of a video program as words on a TV screen, similar to subtitles in a movie. Unlike subtitled movies, closed captioning allows the viewer to choose whether or not to display the captions. A decoder built in or attached to a television set opens the captions and displays the words on the TV screen.

NCI's Help

In 1979, the nonprofit organization National Captioning Institute (NCI) was established to develop the national closed captioning TV service to benefit deaf and hard-of-hearing people. The service was an overnight sensation. Suddenly, thousands of people who had been watching a sometimes confusing world of images could fully enjoy TV programs. NCI created words worth watching.

NCI offers two types of captioning: Off-line for pre-recorded programming and real-time for live programming. Off-line captions are used for pre-recorded programs and are prepared before the programs are aired.

An off-line captioner views a tape of the program and types the words on a standard keyboard into a computer equipped with captioning software. Captions are electronically time-coded to correspond to the same code assigned on the video tape where the spoken dialogue appears. The captions are

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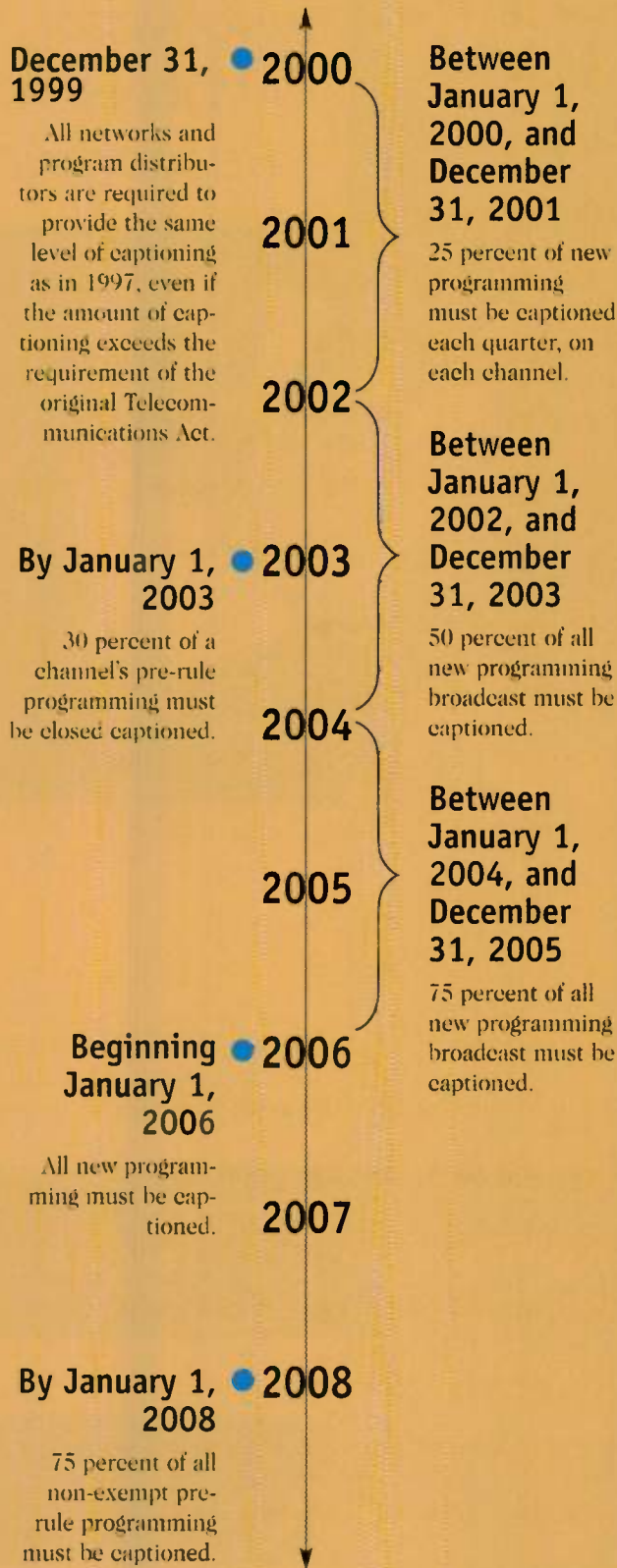
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CAPTIONING TIMELINE

The FCC has established an eight-year transition period (beginning January 1, 1998) for the captioning of new programming. "New programming" includes programs first published, distributed or exhibited after January 1, 1998. At the end of the transition period, 100 percent of all non-exempt new programs must be captioned and at least 75 percent of programming first exhibited before January 1, 1998, must be captioned.



stored on a computer diskette and are encoded, merging the video and captions to produce a second master tape. The second master tape is returned to the program source to be used when the program is aired.

Real-time captioning is used for live programs such as news and sports. Highly skilled captioners watch or listen to a live TV program and stroke the words phonetically into an electronic steno machine at speeds of up to 250 words per minute. A computer with a special dictionary is connected to the steno machine and converts the phonetic shorthand into captions. The captions are sent back to the broadcaster over telephone lines and are automatically added to the broadcast signal.

**GOVERNMENT STATS
REPORT THAT 33
PERCENT OF PEOPLE
AGED 65+ HAVE SOME
FORM OF HEARING
LOSS.**

FCC Regs

Captioning technology was recently addressed by the FCC. The Television Decoder Circuitry Act mandates that all TVs with 13-inch or larger screens include caption-display circuitry, making captions easily accessible to deaf and hearing audiences. In addition, the Telecommunications Act of 1996 required the FCC to prescribe rules and implementation schedules for the captioning of video programming.

The original rules written by the FCC required networks to caption 95 percent of shows by the year 2008. Dissatisfied with several exemptions contained in the law, the National Association of the Deaf filed a "Request for Reconsideration" with the FCC, resulting in several changes.

Compliance

Responsibility for compliance with the closed captioning rules is on the cable operator and all other video programming distributors such as broadcasters and DBS, OVS and SMATV providers, who provide programming directly to a customer home.

However, the FCC says that you may rely on certificates from program sources stating that they have met the FCC requirements. Thus, you should incorporate captioning and certification obligations into contracts with your program suppliers.

Daphane Johnson is a sales and marketing account executive for NCI, based in Vienna, VA. For more information about NCI's services, contact Johnson at djohnson@ncicap.org or 703-917-7623.

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Can Prayer Heal Our Land?

by Shirley Dobson

Shirley Dobson is chairman of the National Day of Prayer and may be reached at 719-531-3379. For more information about Comm-LINC, contact NRB director of communications Karl Stoll at 703-330-7000, ext. 517, or kstoll@nrb.org.

In May 1997 there was a measurable drop in crime in Philadelphia. It wasn't due to increased police presence or local delinquents and troublemakers suddenly deciding to take a vacation. The cause was something much simpler and more profound — earnest prayers of concerned community residents.

Sound incredible? Perhaps to some folks. And yet if we believe the words of Scripture, we should have no trouble accepting the report. The apostle Paul teaches us that there is a tangible link between our prayers and the state of society in which we live. Why else would he have insisted that prayers and intercessions be made “for all men, for kings and all who are in authority, that we may lead a quiet and peaceable life in all godliness and reverence” (1 Timothy 2:1-4)? It's clear that Paul believed our prayers can — and will — make a difference.

It isn't enough to concern ourselves solely with our own personal prayer requests. If we are to live as genuine disciples of the Lord Jesus, to shine as lights for Him in a dark and dying world, our prayer horizons must be expanded far beyond the narrow realm of our private, individual needs.

This involves the realization that the “powers that be” — our government and elected officials — desperately need our spiritual support. The governing authorities may not always make the best decisions, but they are in place by the will of God. There is a direct connection between our intercessions and the moral and spiritual condition of the nation in which we live.

“But what about Acts 5:29: ‘We ought to obey God rather than men?’” someone may ask. Precisely — and it is God Himself Who commands us to remember our nation and our leaders in prayer. Yes, there will be times when we must make deliberate choices as to where our ultimate loyalty lies, but this in no way nullifies the mandate to submit to and spiritually support governing authorities.

But isn't the task of praying for an entire nation much too big for mere individuals? Can our meager prayers really have an impact on our country and its leaders? Moses had a similar reaction when the Lord confronted him at the burning bush. “Who am I,” asked the great hero of faith, “that I should bring the sons of Israel out of Egypt?”

Similarly, we ask, “Who are we, that we should help to bring about the healing of a nation through

our prayers?” It's a question worth asking. For we are the salt of the earth and the light of the world. Without light, how great will be the darkness of the land in which God has called us to shine for Jesus Christ!

Does prayer make a difference? Consider the plight of the enslaved Israelites. Here was a nation oppressed, groaning under the dominion of pagan Egypt. No rights, no voice, no power whatsoever. What recourse did they have but prayer? In Exodus 3, God tells Moses, “The cry of the sons of Israel has come to me.” Their prayers had an impact; God heard and responded in miraculous ways, even parting the Red Sea to provide a way of escape for His people. Prayer is powerful and does change things.

So what steps can we take toward the healing of our nation through the power of prayer?

1. We must come before God on His own terms, approaching Him in sincere reverence, awe and humility.
2. We must be sure to examine our own spiritual condition before taking on the task of supporting the nation in prayer. Is there unconfessed sin in our lives? Are our motives pure?
3. We must pray as God would have us pray. Jesus warned against the dangers of hypocrisy and of mindless, repetitive prayers.
4. We must cultivate a rich prayer life in our lives and in our homes. If we are not concerned with our own prayer life, how can we expect God to take our prayers for the nation seriously?
5. We must begin to pray for our nation on a regular basis. God has called us to support our nation and its leaders through prayer.

So what about Philadelphia and its 1997 crime rate drop? Can we prove the “prayer connection” in this particular case? No, for prayer is a matter of faith, a battle fought in an unseen realm where our struggle is “not against flesh and blood, but against principalities, against powers, against the rulers of the darkness of this world, against spiritual wickedness in high places” (Ephesians 6:12).

One thing we do know: God responded when the praying people of Philadelphia upheld their community in prayer. We are called to do no less.

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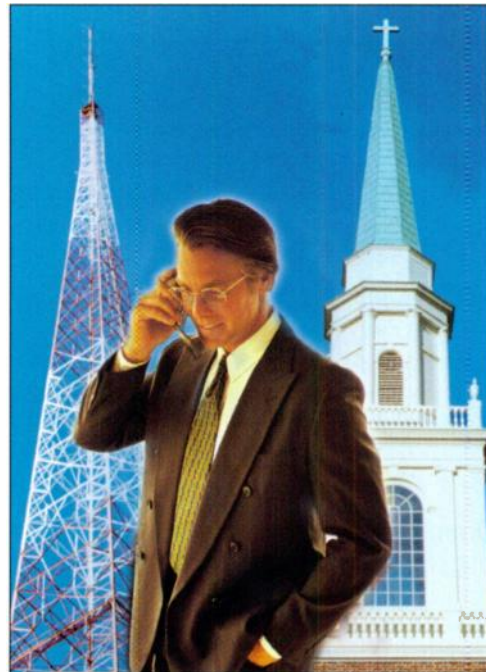
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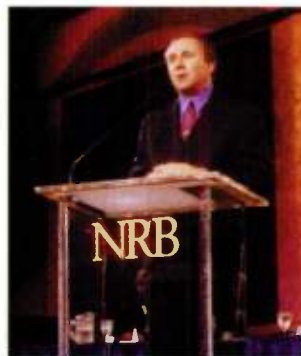
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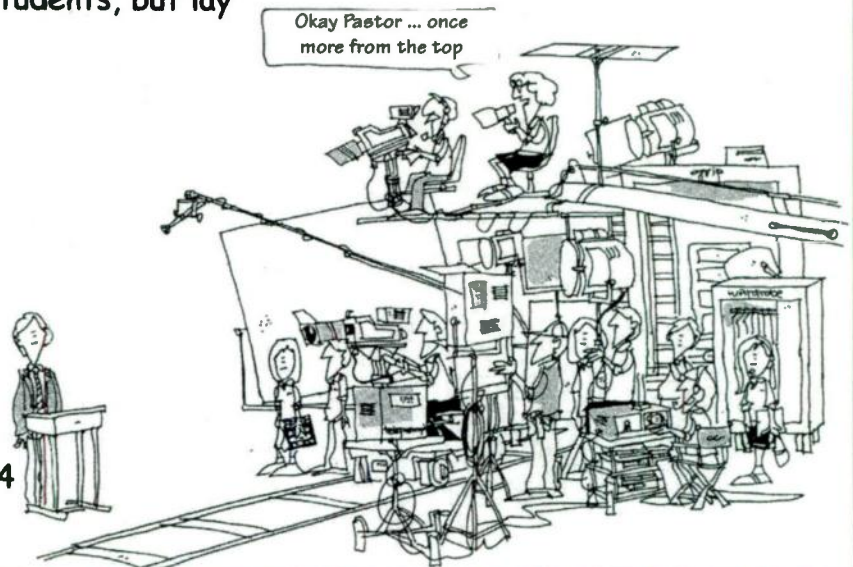
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Century Retrospective

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Billy Graham



Paul Rader



Jerry Falwell

June 1, 1957

Billy Graham's New York crusade at Madison Square Garden is filmed for a series of 17 weekly broadcasts on ABC, marking the first nationally televised crusade. In response, the ministry received more than 1.5 million letters and tallied 330,000 decisions for Christ. Graham was inducted into the NRB Hall of Fame in 1981.

June 17, 1922

Paul Rader's first radio broadcast takes place on WHT/Chicago from the roof of city hall. By 1930, Rader's program, Breakfast Brigade, aired daily on CBS. Rader is also known as the author of the hymns *Only Believe* and *Old Time Power*. Rader was inducted into the NRB Hall of Fame in 1976.

June 21, 1956

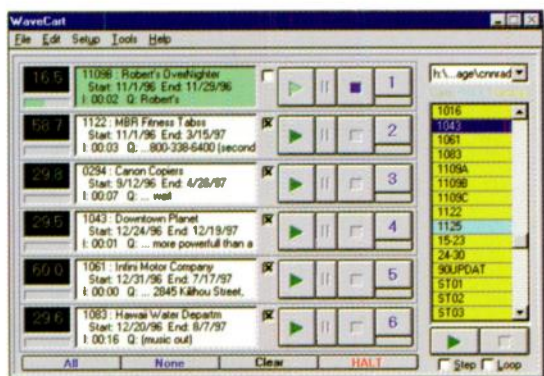
Jerry Falwell founds Thomas Road Baptist Church in Lynchburg, VA, and begins live radio broadcasts on WBRG for \$7 per program. The Old-Time Gospel Hour also begins broadcasts on local TV that same year. Falwell was inducted into the NRB Hall of Fame in 1985.

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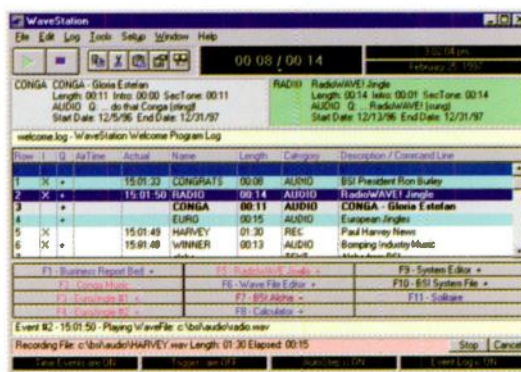


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