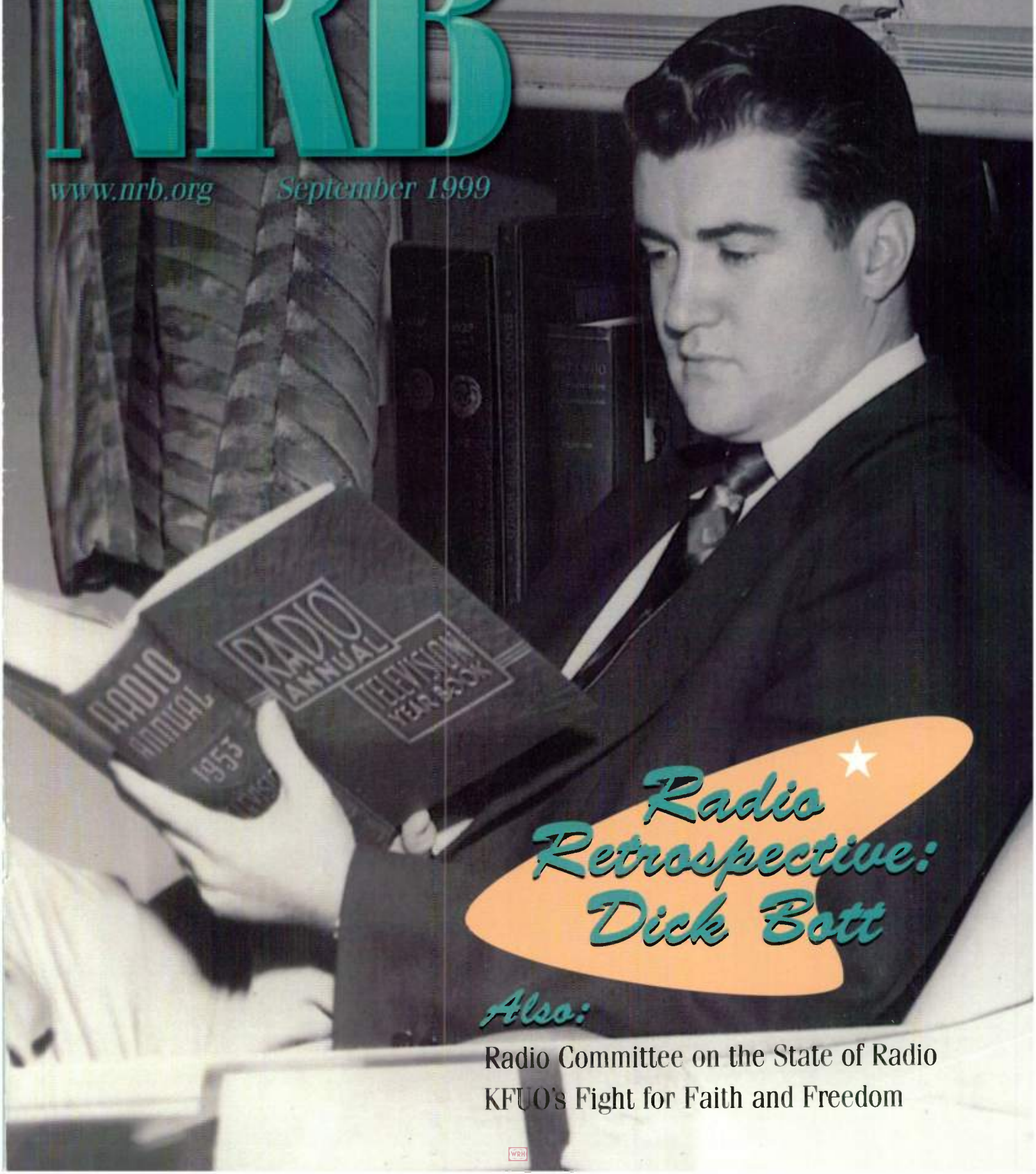


# NRRB

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September 1999



## Radio Retrospective: Dick Bott

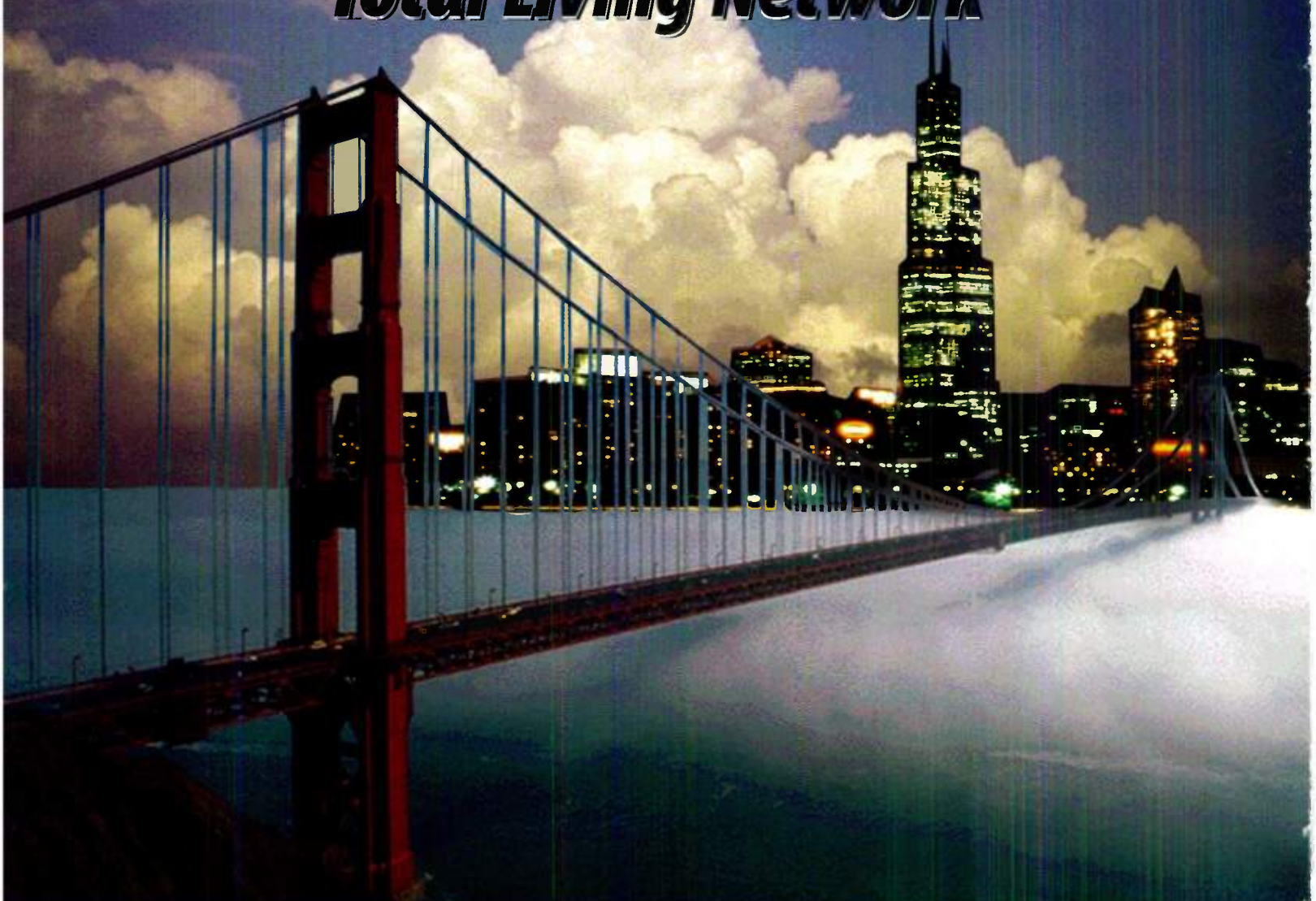
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Radio Committee on the State of Radio  
KFUO's Fight for Faith and Freedom





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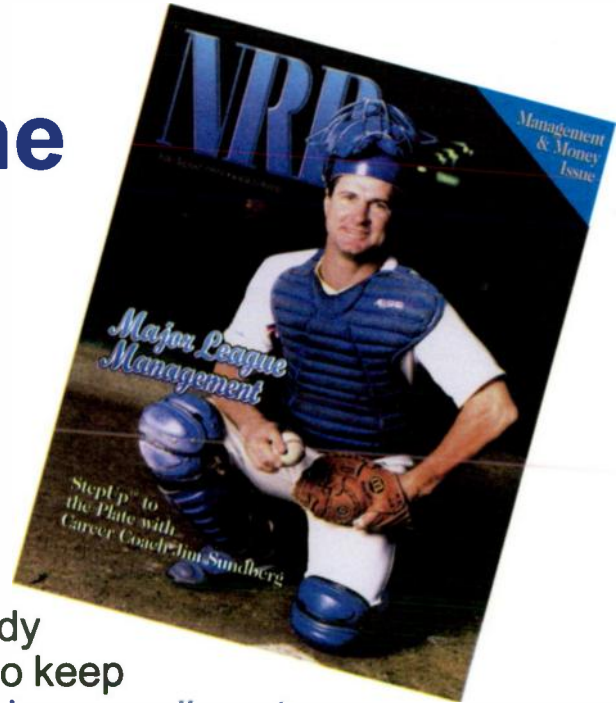
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# FEATURES

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**A Family Legacy: 28**  
**Bott Radio Network**

BY JEANETTE GARDNER LITTLETON

*Dick and Sherley Bott's family includes more than four children. The duo birthed a network of 16 radio stations.*

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## Swimming Into Radio

**I**f your ship doesn't come in, swim out to it," Jonathan Winters said. I've seen this adage carried out in many of our radio station owners and managers.

At one time it looked so foreboding — yes, impossible — to start a Christian station in your market. You actually wondered if it could be done, even though you felt the call of God was in it all. Now, years later, you have been ministering to your people, and you wonder why it seemed so hard.

I joined the staff of KTIS/Minneapolis, MN, in 1954 when the station was only 6 years old. I was a part-timer, while a student at Northwestern College. This year, KTIS is celebrating 50 years of grand serv-

ice to the Twin Cities and its scattered O&O's, as well as to the nation through SkyLight.

Many of you have sacrificed and struggled to keep your station going. God bless you for that. It's worth it, as it's done for the Lord.

Thank you for swimming out to that ship you saw on the horizon, for programming what you feel God is impressing upon you, for choosing NRB to be part of your station's life.

Many of us can stand shoulder to shoulder and testify to the truth of another adage: If you find a path with no obstacles, it probably doesn't lead anywhere. This road of radio may not be obstacle-free, but it certainly does lead somewhere!

## Radio and the New Roman Road

**I**mpose Greek on the world and you will rule the world," a tutor reportedly advised young Alexander the Great.

When Rome ruled the world the use of Greek was further extended. The Romans also added great avenues of commerce and communication including the marvelous Roman roads. The world enjoyed a level of commerce and exchange of ideas never possible. But in this new prosperity "the people were in bondage under the elements of the world" Galatians 4:3.

When Paul was called and appointed by God to carry the Gospel to the far corners of the world, he walked on the Roman roads and spoke in Greek, generally recognized as the most highly developed and precise of all languages. Without those means of communication it would have been nearly impossible for him to land at the Port of Naopolis, make his way to Philippi and be part of one of the defining moments in Western history — the conversion of the first European.

There are significant parallels two millennia later in radio and Webeasting. The Internet is today's Roman road, leading to every place with a telephone line and soon building a greater reach via satellite. The universal language being imposed is English.

The Internet's rapid growth is frequently attributed to

sex. One statistic cites 9.6 million people — 15 percent of all Web users — logged on to the 10 most popular cybersex sites in April 1998. And 65.5 million pages are viewed each month on the Playboy site. It appears that with the help of the Internet, every thought and intent of man's heart is evil.

However, for Christian broadcasters, this is the "fullness of time" for proclaiming the Gospel. The roads we use to communicate our message have been widened by the Internet, the new Roman road. This technology affords broadcasters an unprecedented opportunity to reach the world.

Every Christian radio station and programmer can stream their broadcasts on the Internet. We should literally flood the portals of evil with the redeeming message of Christ and build traffic by advertising our sites on every secular Web page possible.

Truly, the fields are white unto harvest. We have a historic opportunity to travel the road and use language to lead the world to Christ.



Stuart Epperson is a member-at-large of NRB's executive committee and chairman of the board of Salem Communications Corp. He may be reached via e-mail at [salemcom@worldnet.att.net](mailto:salemcom@worldnet.att.net) or phone 336-765-7438.



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- **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.
- **September 30-October 2**  
 NRB Southeastern Regional Convention; Stone Mountain (GA) Inn. Regina McGraw, 404-728-6727.
- **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.
- **October 15-17**  
 "The Christian Mind in the New Millennium" hosted by Charles Colson; Cheyenne Mountain Resort, Colorado Springs, CO. Robert Turnbull, 770-813-0000.
- **October 22-24**  
 2nd Annual "Pray for the Children Weekend"; Beverly Kinard, 303-423-2053.
- **February 5-8, 2000**  
 56th Annual NRB Annual Convention & Exposition; Anaheim (CA) Marriott. 703-330-7000, ext. 503.

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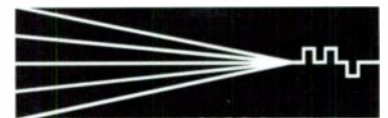
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NRB general counsel Richard E. Wiley is a former FCC chairman. He is a partner in the law firm of Wiley, Rein and Fielding. Partner Rosemary C. Harold assisted in the preparation of this column.

## FCC Relaxes Broadcast Ownership Rules

In a series of related decisions that were years in the making, the FCC has just eased many of its broadcast ownership "attribution" rules and its limits on the number of broadcast outlets that one entity may own in a local market. The new local ownership caps mainly affect TV licensees, but the changes to the attribution rules affect radio stations as well. A summary of many of the major changes is provided below.

### Ownership Attribution Rules

As most broadcasters know, the FCC's attribution rules determine who counts as a station owner — i.e., what kind of financial or other interest renders the holder of that interest an owner for the purpose of the local and national station caps. The policy justification for these rules is that ownership interests above a certain level gives the holder some "significant influence" to affect programming or other important aspects of station operation.

Several of the basic attribution rules remain unchanged. For example, a stockholder in a corporate licensee still is generally deemed to be an owner of the station(s) if that person holds 5 percent or more of the corporation's voting stock (despite rumors prior to the FCC's August 5 vote that the cap might be raised to 10 percent). Also retained is the only exception to that standard: In circumstances where a "single majority shareholder" controls more than 50 percent of the stock in a licensee company, other minority shareholders are not considered to be owners of the company's stations.

Attribution rules that were added, modified, or deleted include the following:

1. A New "Equity/Debt Plus" (EDP) Rule — This significant change means that the holders of debt interests or non-voting equity interests will be counted as owners of the station in some circumstances. Under this rule, the holder of financial interests that amount to more than 33 percent of the licensee's total assets, regardless of the form of those interests — whether debt or equity, voting or non-voting — will be deemed an owner of that station if the holder also either serves as a major programming supplier to the station or owns another media outlet in the same local market. The agency defines a major programming supplier as one who fills more than 15 percent of a station's total weekly broadcast hours. The other local media outlets that count include not only broadcast stations but also daily newspapers and cable systems.

2. Cross-Interest Policy — The FCC eliminated the remnants of its old restriction on certain non-ownership interests in stations that once triggered attribution, such as the sharing of key personnel, sizable non-voting stock ownership and joint venture arrangements. It appears that some of these concerns are now covered by the EDP rule.

3. Passive Investor Standard — The cap on the voting stock that may be held without attribution by passive investors was raised from 10 percent to 20 percent. These investors include bank trust departments, mutual funds, and insurance companies.

### TV-Related Local Ownership Caps

As anticipated, the FCC relaxed several of its local ownership rules affecting TV, including some "cross ownership" restrictions affecting common interests in TV stations and other media — such as radio — in the same market. The local caps concerning only local radio ownership were not a part of the agency's latest action; those restrictions were set by Congress in the Telecommunications Act of 1996.

1. TV Duopoly Rule — One of the most noteworthy changes was the FCC's easing of its former bar against owning two TV stations serving the same locale. The FCC modified the restriction in two ways. First, it relaxed the geographic scope of the rule by eliminating the old "Grade B overlap" prohibition, which had barred common ownership of TV stations in many adjacent markets. Under the revised standard, one entity may own TV stations in adjoining communities as long as the facilities serve separate "Designated Market Areas" as established by the A.C. Nielsen ratings service.

The second aspect of the relaxed duopoly rule will permit TV licensees in some large markets to own a second TV station there. Such combinations are permitted if, post-merger, (a) at least eight full-power TV stations remain in the market, and (b) one of the two combined facilities is not among the top four-rated TV stations in that market.

The revised duopoly restriction also will permit the agency to grant waivers in markets of any size. The new waiver policy allows a licensee to buy a failed or failing station, or an unbuilt station, in the same market.

2. TV/Radio Cross-Ownership Rule — The so-called "one-to-a-market" rule that long ago barred common ownership of a TV and radio station in the same market has for years been subject to a relatively liberal waiver policy. The FCC now has relaxed the rule itself in varying ways depending upon the number of other local media owners in each market — what the FCC calls "independent voices."

First, in very large markets, one entity may own up to two TV stations (if permitted under the new duopoly standard) and up to six radio stations (any mix of AM and FM, subject to the applicable local radio cap) if, after the combination, at least 20 independent voices would remain. Such voices include not only broadcast stations but also daily newspapers and cable systems.

Under the same factual scenario, an entity has the option to own one TV facility and seven radio outlets.

Second, in large to medium-sized markets, the new TV/radio cross-ownership rule allows one owner to control up to two TV stations and four radio stations so long as 10 independent voices would remain post-consolidation. Again, such holdings still are subject to the TV-only and radio-only local caps. Finally, a TV licensee may own one radio station in any size market, regardless of the number of independent voices that would be left.

Space constraints prevent discussion here of several other important aspects of the agency's rule changes, including TV "local marketing agreements" and local station combinations that have been conditionally approved in recent years subject to the outcome of the then-pending rulemakings. Next month's column will review the status of those matters, as well as address generally some of the key implications of the amended restrictions.



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## Airwave Anniversaries

Breezewood, PA – On June 2, J. Otis Yoder, president of Heralds of Hope, Inc., began the 32nd year of *The Voice of Hope* 30-minute weekly radio program. The program features expository preaching with a cappella music. (717-485-4021)

Virginia Beach, VA – Dayspring International recently celebrated 20 years of ministry. A special anniversary issue of Dayspring's *Global Villager* magazine is available. (Leah Brown, 757-428-1092)

Chicago, IL – On May 21, WCFL-FM hosted its fifth anniversary show with a concert by The Waiting, Chasing Furies and Glorybox. (Kerry McGee, 800-520-9235)



## Airwave News

Chicago, IL – The Christian Radio Consortium (CRC) recently announced a modification to the deployment schedule of the DVB platform known as FM QUAD. CRC members now target September 6 as the start of the transition period to FM QUAD, with completion on November 1.

New Orleans, LA – In July, Creative Ministries and WBSN-FM teamed up for the third school supplies collection drive to benefit poor children. Nearly 1,000 students benefited from the 1998 drive. (Alan Rogers, 504-286-3600)

Chicago, IL – The Moody Broadcasting Network (MBN) recently announced plans to upgrade radio station WFCM-AM-FM/Smyrna-Nashville, TN, from repeaters to fully staffed facilities by December. In other MBN news, WMBI-FM made changes in August to its morning drive-time program, *Mornings with Greg and Chris*. Greg Wheatley continues to work with MBN while Chris Fabry is pursuing a full-time writing career. Guest hosts from within MBN will be featured during the summer. The structure and content is revamped to be more focused on news and information. (Bruce Everhart, 312-329-2040)



Bristol, RI – For the third consecutive year, WARV-AM won the first-place award for the "Most Patriotic Float" in the commercial division of the Bristol parade. The float's theme was "The History of the American Flag." (401-737-0700)

Houston, TX – In late May, KSBJ-FM conducted its 12th annual Share Life Blood Drive, setting a new record of 2,006 blood donations. In other KSBJ news, the station recently gave away an above-ground swimming pool in a contest called "Summer Splash." (Jason Ray, 281-446-5725)



Notre Dame, IN – *Today's Life Choices*, a series of 30-minute documentaries produced by the University of Notre Dame and Golden Dome Media, was recently awarded a "Bronze Award" by the Worldfest Houston International Film Festival. (Michael Doyle, 219-631-1211)

Boston, MA – Carter Broadcasting, Inc., recently sold six radio stations, valued at an estimated \$20 million, to Catholic Family Radio (CFR): WROL-AM/Boston, MA; WACE-AM/Springfield, MA; WRIB-AM/Providence, RI; WLOB-AM/Portland, ME; and WLOB-FM and WLLB-AM/Rumford, ME. Carter retains ownership of WCRN-AM/Worcester, MA, and two low-power TV stations in Portland and Worcester. The sale is expected to be approved by the Federal Communications Commission (FCC) and completed within four months. In other CFR news, the network acquired WYPA-AM/Chicago, IL.

Los Angeles, CA – In June, *Kirk Franklin Nu Nation Tour* debuted on national public television, reaching more than 33 percent of total U.S. public television households. (Brian Smith, 615-329-1007)



San Luis Obispo, CA – KLFF-FM's three-day Share-A-Thon raised a new high of \$170,871. Post-event renewals pushed the total to \$222,195. (805-541-4343)

Chicago, IL – The Total Living Network (TLN), Gatorade and Fox Valley Park District recently presented the Summer Basketball Jamboree (SBJ), a program designed to teach basketball basics, sportsmanship and positive lifestyle values to teens. In conjunction with SBJ, TLN recently produced a music video featuring new recording artist Tonex. In other TLN news, the 1999 Pastors' Summit was hosted by TLN on June 3. Ministers from approximately 500 Chicago area churches attended. (Debra M. Hall, Dhall@TLNMedia.com)

Greenville, SC – HIS Radio recently celebrated Father's Day in a unique way with its second annual Adopt-a-Dad Fun Day. Single moms entered their children between the ages of 8 and 13 into the contest. Winners spent an afternoon at Tropical Island Fun Park riding go-karts and bumper boats, batting balls and playing Lazer Tag and video games. (Peter Lloyd, 864-292-6040)

Hendersonville, NC – The newly released 57-minute dramatic film *Pamela's Prayer* is available from Dave Christiano Films. The period piece presents a standard of purity before marriage and recently



# Trade Talk

aired on Cornerstone TeleVision and Christian TV stations in Orlando, FL, and Milwaukee, WI. Airings are being scheduled with FamilyNet, the Inspirational Network and a Denver station. (Dave Christiano Films, 828-891-2767)



Fort Worth, TX – *LIFE Today* recently began air-

ing on PAX TV. The network increases the program's potential viewing audience to more than 80 million homes. (Carol Stertzler, 817-267-0040, ext. 344)

Atlanta, GA – Brad Burkhart Christian Media, Inc. (BBCM) recently announced plans for its fifth annual programming conference. The CRR 1999 AC Radio Seminar will be held October 1-3 at the Atlanta Airport Hilton and Towers and will examine many of the issues that face today's advanced programmers. (770-518-8811)

Arnold, CA – KCFA-FM recently joined the Northwestern College Radio Network. (Janell Wojtowicz, 651-628-3387)



Nashville, TN – WAY-FM/Nashville recently collected nearly 160 fans for the elderly and poor of Nashville during the "WAY Cool Days of Summer" promotion. All fans were donated by listeners and given to the Nashville Metro Development Housing Association for distribution. (Christopher Buchanan, 615-370-9296, ext. 16)

Virginia Beach, VA – During the annual convention of the Virginia Association of Broadcasters, WAZT-TV/Woodstock received a first-place award for an instruction segment on the Heimlich Maneuver and two merit awards for "Best News Operation" and "Best Documentary Program." WAZR-FM/Woodstock received a first-place award for "Best Morning Program"



and two merit awards for "Best Editorial Commentary" and "Best Radio Public Affairs Program."



Washington, DC – Steven Curtis Chapman recently presented *Bulletproof?*, a video series and discussion guide package during his testimony before a U.S. House hearing into school violence. *Bulletproof?* was made in conjunction with Franklin Films and Prison Fellowship Ministries' Neighbors Who Care. (Tricia Whitehead, 615-843-8430)

Lincoln, NE – *Back to the Bible* recently launched the largest fund-raising effort in its 60-year history, with a goal of \$7.1 million. (Renee Riley, 402-464-7200)

Canonsburg, PA – Cornerstone TeleVision chose VITAC to meet its captioning needs. Other VITAC clients: *The Jesus Film*; WPIX-TV/New York, NY; NBC; and Maryland Public Television. (Laura Doty, 724-514-4000)

Orange, CA – Kanatsiz Communications, Inc. (K-Comm), recently won the International Public Relations Society of America "PROTOS Award" for "Best Public Relations and Internet Marketing Agency." (Sandy Pichetpai, 714-974-8760)



Nashville, TN – Gary Chapman, host of the *CCM Countdown*, recently broadcast the program from a Waffle House. (Standing L-R) Chapman; Soniflood's Rick Heil and Dana Weaver; and Nichole Nordeman. (Seated, L-R) Waffle House waitress Rachel Simmons, Nikki Leonti, Michelle Tumes, Erin O'Donnell and Jaci Velasquez. (Shelby Sundling, 615-386-3011)

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## Pro-Life Perspective

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

# Trade Talk



## Int'l Airwaves

Garden Grove, CA - Open Doors Ministry recently named Saudi Arabia the worst persecutor of Christians, followed by Afghanistan, Sudan and China. (Mike Yoder, 949-752-6600)

Manassas, VA - National Religious Broadcasters (NRB) recently affirmed its support of United Christian Broadcasters (UCB) in its legal action seeking freedom for licenses to broadcast Christian programs in the United Kingdom. On June 23, UCB managing director Gareth Littler met

with Government Broadcasting Minister Janet Anderson and other officials to discuss reforming the 1990 and 1996 UK Broadcasting Act that excludes Christians from applying for a national terrestrial radio license. (Karl Stoll, 703-330-7000, ext. 517)

INDIA - Since December 20, Dayspring International has been airing a Telugu language TV series on the parables of Jesus, reaching 7 million viewers in India and receiving hundreds of letters a day. The 30-minute episodes air on India channel DD8, a strong regional television network in the southeastern Andhra Pradesh state. (Leah Brown, 757-428-1092)

La Mirada, CA - Far East Broadcasting Korea recently announced two strategic developments for expanding outreach from South to North Korea, involving a premiere radio station in the northeast city of Sokeho, South Korea, and the installation of new international transmitters in Cheju, South Korea. The Sokeho station is scheduled to open this fall, featuring 19 different programs. (Alisa Grace, 800-523-3480, ext. 3208)

Pristina, Kosovo - The United Nations High Commissioner for Refugees has chosen the Samaritan's Purse tent city in Hamallaj,

Albania, as one of several sites as a consolidation camp for refugees awaiting their return to Kosovo. (Jeremy Blume, 770-813-0000)



Nashville, TN - Karyn Henley, best-selling author, speaker and expert on child sensitive communication, recently took her

"Child Talk" seminar to Kenya and Uganda at the invitation of Kenya's Kitale Lighthouse Ministry. In addition, Henley spoke to a group of public school teachers and participated in "Kid's Camp." (Brian Smith, 615-329-1007)



## Internet

Houston, TX - KSBJ-FM recently announced a two-year mentoring relationship with Crista Broadcasting. Directed by John Hull, KSBJ's program provides assistance in programming, engineering, marketing, fundraising and the Internet. In other KSBJ news, donations for its 17th annual sharathon were accepted via the Internet for the first time. Among the 15,400 pledging listeners, 1,350 did so online. A total of \$1,893,204 was raised for KSBJ and its sister stations KXBJ-FM/Victoria and KYBJ-FM/Lake Jackson.

Dallas, TX - **lightsource.com** Lightsource.com recently added *Jay Sekulow, Live!* and *Steve Brown, Etc.* to its roster. In other news, WAY-FM/Nashville, TN, recently signed an exclusive agreement to allow lightsource.com to market and deliver its programming via the Internet. (Chuck Merritt, 972-560-1900)

Denver, CO - Histunes.com (www.Histunes.com) recently debuted its music Web site. Styles of music available include rap, alternative, rock, punk and ska. (Frank Trueblood, 303-936-7321)



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**Trade Talk**

Nashville, TN – Broadman & Holman (B&H), the trade publishing division of LifeWay Christian Resources of the Southern Baptist Convention, announced the signing of an agreement with NuvoMedia, Inc., to produce Rocket eBooks of several best-selling B&H titles. (Gabe Wicks, 615-251-5942)



Seattle, WA – ICRN recently announced additions to its list of Christian broadcasters. *Unshackled!* ([www.icrn.com/Unshackled](http://www.icrn.com/Unshackled)) is the radio ministry of Pacific Garden Mission in Chicago, IL. *Bridging the Gap* ([www.icrn.com/Bridging\\_the\\_Gap](http://www.icrn.com/Bridging_the_Gap)) is verse-by-verse Bible teaching by senior pastor Lloyd Pulley of New Jersey's Calvary Chapel in Old Bridge. *Centerpoint* ([www.icrn.com/Centerpoint](http://www.icrn.com/Centerpoint)) is a talk program hosted by Ron Phillips and George McNerlin. ([icrnstaff@thedomaingroup.com](mailto:icrnstaff@thedomaingroup.com))

**HARVEST**

Riverside, CA – Over the 4th of July weekend, 13,345 Internet users attended a Harvest Crusade “cyber-crusade” while more than 68,000 San Diego-area residents gathered on-site at Qualcomm Stadium. Utilizing the latest G2 Real Audio and Real Video technology, the crusades are translated into various languages for Internet viewers. (Laura Swickard, 770-813-0000)

Nashville, TN – Monster Prep ([www.MonsterPrep.com](http://www.MonsterPrep.com)) radio show preparation service recently announced its affiliation with Jamsline ([www.Jamsline.com](http://www.Jamsline.com)). The Monster Prep site now features free daily show prep for radio professionals on Jamsline in the “Weekly Music Charts” section. ([monsterprep9@hotmail.com](mailto:monsterprep9@hotmail.com))



New Orleans, LA – In June, Totalechurch.com, an Internet church, opened its Web site. Like traditional churches, Totalechurch.com has music, provided by more than 100 Christian radio and 150 Christian bands and artists. Founder and pastor Lyndon Glaesman's weekly message can be heard in Real Audio. The church has ministries for youth,

women and prayer. Bible studies and fellowship are provided in chat rooms; pastoral and spiritual counseling is done via e-mail. ([total@totalechurch.com](mailto:total@totalechurch.com))

Excite@Home and Lipstream recently released Excite Voice Chat ([www.excite.com/communities/chat/voicechat/](http://www.excite.com/communities/chat/voicechat/)). It allows users to talk with up to 10 people at once, hold private one-on-one conversations, create Voice Chat Rooms and use already established Excite Voice Chat areas. The free service requires Windows 95/98/NT equipped with a microphone. (*Wired News Report*, [www.wired.com](http://www.wired.com))



Grand Rapids, MI – The NeedHim evangelism site ([www.gospelcom.net/needhim/](http://www.gospelcom.net/needhim/)) is now available at Gospel Communications Network. (Peggie Bohanon, owner-[ifc@gospelcom.net](mailto:ifc@gospelcom.net))



**Music Notes**

London, ENGLAND – By request of England's royal family, Squint artist Sixpence None the Richer's “Kiss Me” was featured during the worldwide broadcast of the wedding of Prince Edward and Sophie Rhys-Jones on June 19. (Kate Young, 011-01-908-648-592)



Nashville, TN – Margaret Becker recently performed at the first GRAMMY Block Party and Member Fair for Academy members and specially invited guests. (L-R): CEO/president of the Recording Academy Michael Greene; singer Brenda Lee; Becker; producer Garth Fundia; and NARAS Nashville executive director Nancy Shapiro. (Paula Houlette, 615-371-6889)



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Hope in the Night*



David Jeremiah  
*Turning Point*



Bill Bright  
*World Changers*



D. James Kennedy  
*Truths That Transform*



Kay Arthur  
*Precept*



John MacArthur  
*Grace to You*



Dennis Rainey  
*Family Life Today*



Woodrow Kroll  
*Back to the Bible*



Steve Brown  
*Key Life*



Beverly LaHaye  
*Beverly LaHaye Live*



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Adrian Rogers  
*Love Worth Finding*



Tony Evans  
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Ed Young  
*Winning Walk*



Marlin Maddoux  
*Point of View*



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*Thru The Bible*



Dawson McAllister  
*McAllister Live*



Jay Sekulow  
*Jay Sekulow Live*



Greg Laurie  
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Ravi Zacharias  
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# Trade Talk



Nashville, TN – The staff of Sparrow Records celebrates Steven Curtis Chapman's 30th number one radio single, "Speechless." In other news, Chapman recently headlined the 1999 "Celebrate Freedom" concert in Dallas, TX. Drawing 114,000 people, it was the largest single day concert in Christian music history. (Paula Houlette, 615-371-6889)

Mobile, AL – RPJ Christian Arts Group recently announced the formation of RPJ Records, a new label focused on producing worship music and resources for contempo-

rary churches. (Paul Bordenkircher, bordnmac@bellsouth.net)

Nashville, TN – BrickLayer Communications recently announced a partnership with Ministry Music. The first release is the sophomore project 'til you believe, from critically acclaimed recording artist Thom Shumate. (Rick Hoganson, hoganson@mindspring.com)

Nashville, TN – The Ambassador Agency recently announced the signing of ForeFront recording artist Geoff Moore to an exclusive artist management agreement. (Jessica Atteberry, 615-370-4700)



Kunming, CHINA – (L-R) Gary Moyers, Kevin Schaffer, Ken McAlpin and Barry Wilson, known as Acappella, perform for more than 3,000 public school students. (Colleen Hoagland, 615-591-3324)

Nashville, TN – The newest release from Chuck Swindoll, "Embrace the Cross," is the third installment for *Insights – The Series*. *Insight for Living* is partnering with CMG (Clydesdale Music Group) to help build a new market for listening cassettes and CDs. (Dann Zehr, 615-641-3050)



Atlanta, GA – Jaci Velasquez and Charles Billingsley prepare for the first Six Flags Over Georgia "Journey On" event. The event was named for Billingsley's song, co-written by Cheryl Rogers. (Brian Smith, 615-329-1007)

Mobile, AL – RPJ Records recently signed contracts with Kirk Sullivan, member of the Christian group 4-HIM, to be producer for RPJ's inaugural release, scheduled for release December 27. In other news, RPJ Records announced a new product innovation to the Christian marketplace: an enhanced CD containing sheet music and supporting files for use on PCs. (334-408-0202)

Franklin, TN – Clay Crosse's "I Will Follow Christ" was named the official song of the Baptist Sunday School Board's 75th anniversary celebration. (Cynthia Kelley, 615-352-6428)

Los Angeles, CA – Inspirational recording artist Steve Amerson recently participated in recording sessions for the feature film *Wild Wild West*. His vocals also can be heard in three commercial spots for Spree candy and four spots for Lincoln-Mercury. (Brian Smith, 615-329-1007)



## News Bites

New York City, NY – In one quarter of all households nationwide, nearly 23 million personal computers (PCs) and TVs are placed in the same room. Viewers in nearly 80 percent of those households are multi-tasking, watching TV and surfing the Internet at the same time. (Showtime Networks, Inc., and Paul Kagan Associates, Inc., 212-708-1600)

Washington, DC – **FAMILY RESEARCH COUNCIL**  
*Family, Faith & Freedom*  
The results of a "Battleground 2000" poll conducted by bipartisan pollsters show the public is concerned with values more than other issues. (Family Research Council, 202-393-2100, www.frc.org/radio)

Santa Maria, CA – A recent study by Campbell Research found that 50 percent of people preferred ministries to use the term "suggested donation" over "price" for products offered by ministries. (Bruce Campbell, 805-922-0880)

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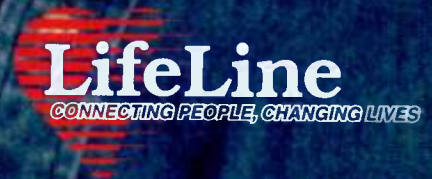
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# Trade Talk

## People

St. Louis, MO – Andrew Melendez, Sr., 96, died July 24. Melendez, a pioneer in Hispanic broadcasting, was speaker for *Spanish Lutheran Hour*, producer/translator/editor of Spanish materials for The Lutheran Church-Missouri Synod and provided technical services for the Spanish TV version of *This Is the Life*. (Susane Jenkins, 800-944-3450, ext. 269)

Greenville, IL – Broadcaster, author and sports executive Bob Briner lost his battle with cancer on June 18. Briner hosted the radio program *Roaring Lambs*, following the success of his book of the same title. (Neal Joseph, njoseph@crosswalk.com)

Bethesda, MD – Manny Brotman, 60, founder and president of the Messianic Jewish Movement International, died July 9

after suffering a massive brain hemorrhage. Brotman was the first ordained Messianic rabbi, one of the pioneers in the modern Messianic movement and hosted the first nationally syndicated Messianic Jewish radio program, *Messianic Jewish Hour*.

Loma Linda, CA – J. Orville Iversen, former director of the Radio-TV Department at the General Conference of the Seventh-day Adventist Church, died July 5. Iversen also served as associate speaker for the *Voice of Prophecy* radio program and helped pioneer Adventist broadcasting. (ANN Bulletin, 301-680-6306)



Hauppauge, NY – NetSat Express, Inc., a subsidiary of Globecom Systems Inc., named Burt Liebowitz president and COO. (Robert Schaefer, 516-643-5466)

Nashville, TN – George Carden, manager of chart information services for CCM Communications, was recently named associate producer of *Decision Today*, produced by Billy Graham Evangelistic Association. (Carden, Cardboard@aol.com)

Milton, MA – Ken “Carter” Carberry and son Kurt have formed the Northstar Media Group to explore new opportunities in broadcast and media. (781-826-0853)

Franklin, TN – Phillip Emery recently joined Homeland Entertainment Group as in-house radio promoter. (Trish Holman, 615-771-0811, ext. 114)

Costa Mesa, CA – Haven Ministries recently introduced Charles Morris as a member of the on-air speaker team. Morris joins Ray Ortlund, Sr., and Ray Ortlund, Jr., as an ongoing contributor to the program. (Ellen Galey, 714-738-1501, ext. 226)

Nashville, TN – Stachia Graham was recently named vice president of media relations for Segue Media, a Nashville based publicity and public relations company for Christian artists and authors. (Holly Virden, 615-331-1777)

Saint Paul, MN – Douglas Smith was named station manager for KNWS-AM-FM/Waterloo-Cedar Rapids, IA. Smith was program director and morning drive announcer at WPHN-FM/WOLW-FM in Gaylord, MI. (Janell Wojtowicz, 651-628-3387)



Nashville, TN – Lori Marty was recently appointed vice president of sales administration for Word Entertainment. Photo by Stephen Kohl. (Brian Smith, 615-329-1007)

Cincinnati, OH – Harris Corporation named Sue Osier executive in charge of Broadcast Communications Division's Operation and Manufacturing Center in Quincy, IL. In other news, Rich Redmond was named radio systems sales manager for the Broadcast Communications Division. (Martha Rapp, 217-221-7577)

Nashville, TN – Lesley Burbridge was recently named director of national media relations for Word Records. (Marie Lehman, 615-457-2023)

Nashville, TN – CCM Communications president/CEO John Styll recently named music industry and publishing veteran Roberta Croteau as creative director/GM of CCM's new division, CCM Creative Ventures. (Susan Coker, 615-365-4491)

Nashville, TN – Susanne Anhalt was promoted to senior vice president of Sales & Marketing for Broadman & Holman. (Robin Patterson, 615-251-3948)



## Technology



Nashville, TN – Sound Construction & Supply's ISO Box provides a solution to hard drive and other digitally produced noise in sound-sensitive applications. (615-313-7164)

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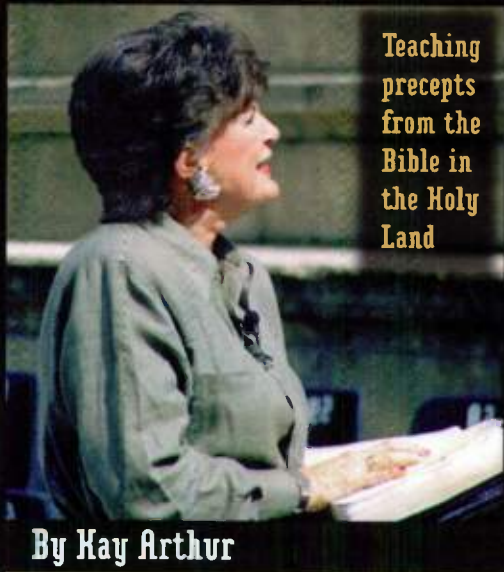
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Teaching the Bible in Israel, and watching people's faces — knowing they will never read the Bible the same way again — all make going to Israel one of my favorite things to do.

As I've walked along the shores of the Sea of Galilee, I've heard the voice of Jesus bid me leave everything behind and follow.

On the Mount of Beatitudes I've sat in prayerful silence and contemplated again what it truly means to be blessed by God.

Imagine your own meaning-filled journey to Israel. God truly speaks to you when you walk, sit, and stand in its holy places.

I remember the day in Caesarea when I stood in the very arena where the Apostle Paul stood before Agrippa. I pledged that I, like Paul, will not be disobedient to the heavenly vision.

In the Garden of Gethsemane, I placed my own hands on the gnarled trunks of olive trees — as old as the

night when Jesus prayed, "Not my will, but Thine be done."

My heart pounded at the house of Caiaphas, when I stood at the prison where Jesus was tried and scourged. I saw the pavement where Pilate's soldiers mocked and thrust a crown of thorns on Jesus' head.

After all this, to stand at the Place of the Skull — Golgotha, where He died for my sins — and inside the empty Garden Tomb, knowing He was raised from the dead, put me on my knees.

No one, *no one* who visits Israel can come back without telling many others that it really is the trip of a lifetime! People constantly say they'll never be the same. And they won't.

The Bible was never the same for me after my very first visit. *It couldn't be!* I saw and experienced for myself where it all happened. Imagine what Israel could do for you.

Each time I return, I discover new things. And what a welcome! God's Chosen People make me feel like family. I simply can't wait from year to year to teach God's word where it happened.

*Kay Arthur and her husband Jack are cofounders of Precept Ministries. Her weekly radio program challenges Christians to get the most out of God's word every day through inductive Bible study.*



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## Special Reports

### NRB 99 Top 10 Workshops

1. Media Strategy: Out of the Cloister and Into the World
2. Internet: Within the Law – What's Legal and Ethical
3. Y2K: Facing the Challenge
4. Radio: New Technologies – Help or Hindrance?
5. Radio: FCC
6. Stewardship: Developing a Successful Strategy for Raising Support
7. Internet: Maximizing Your Web Presence – Starting off Right
8. TV: Not Only Talking Heads
9. Internet: Maximizing Your Web Presence – New Wave Issues
10. Radio: You've Got to Have Heart – Building Ministry and Loyalty Where God Planted You

### Movieguide Awards

#### "The Golden Eagle Award"

*Common Ground*, North American Mission Board

#### Epiphany Prize Film

*The Prince of Egypt*, DreamWorks SKG, Jeffrey Katzenberg, executive producer

#### Epiphany Prize TV

*Here Comes Santa Claus* episode of *7th Heaven*, Aaron Spelling Productions and the WB Network

### TV Boot Camp Survey Results

More than 60 percent of NRB 99 TV Boot Camp attendees said the camp was a very important reason they attended the convention.

Top reasons cited to attend Boot Camp:

1. To address challenges in production
2. To improve skills, creativity and ideas
3. To network
4. To hear industry innovations

These responses are designing the NRB 2000 TV Boot Camp. Tracks are planned for church media, multimedia/Internet, independent producers and TV stations.

### School Violence Series Available

On April 20, students at Columbine High School in Littleton, CO, experienced the worst day of violence recorded in the history of American schools.

Former gang leader Nicky Cruz, in association with Phil Cooke Pictures, has been exploring the epidemic of youth violence. The result is the four-part TV series *Moving Targets – Why Kids Kill*.

TV crews visited school shooting sites in Paducah, KY, and Jonesboro, AR, as well as other epicenters of school violence. The crews interviewed school officials, community leaders, pastors, parents and students.

Cruz's series explores the problem of school violence and presents ways communities can prevent future outbreaks.

For more information on airing this series, contact Thomas Harrison at All American Syndication at 918-307-2700.

### SWNRB Breaks Attendance Record!

Dallas, TX – The 29th annual conference of NRB's Southwest Chapter broke all attendance records with 249 attendees.

Speakers included Arkansas governor Mike Huckabee, "minister of encouragement" Dennis Swanberg, pastor Jack Graham, Bibles for the World founder Roy Pudaite, "ad wizard" Roy Williams and JAF Ministries president/founder Joni Eareckson Tada.

Paul Stevens, president emeritus of the Southern Baptist Radio and Television Commission, was awarded the "Pioneer Award" and Joe Willis, longtime SWNRB leader, received the "Barnabas Award."

Officers for 2000 include chairman Barry Thompson, vice chairman Gene Bender, treasurer Pat Simmons, secretary Ron Harris and chairman emeritus Robin Jones.

SWNRB 2000 is scheduled for July 27-29 at the DFW Marriott Hotel in Irving, TX. For more information, call Joe Willis, 214-737-5538.

## Letters

Dear Editor:

One of the first acts of my corporation, Flat Foot Media, Inc. (FFM), was to join NRB. As we studied our goals, we decided the proposed low-power FM (LPFM) radio service held the most promise.

FFM's interest in LPFM is exclusively with the proposed LP1000 stations. We have probably started 100 studies of various candidate markets.

We used a conservative spin on the FCC's proposed rules. We are looking for potential LPFM stations which only drop third adjacent channel interference protection and maintain other protections (e.g., IF, channel 6, translators, boosters, co-channel, first and second adjacent, etc.).

One anti-LPFM interference-related argument states that licensees of LPFM will be too primitive to maintain the stations, resulting in interference to full-power (FP) stations. This may be true with microstations or LP100, but the NPRM proposes LPFM regulations identical to those for FP stations, with the exception of the removal of third channel interference protection. Many of these stations will be operated by NRB members like me.

I do not remember being polled by NRB concerning the NPRM. I do not remember reading in NRB publications that the association was planning to make comments. I do not know how NRB could have measured an accurate consensus.

I doubt that coming out against LPFM is the consensus of religious programmers. I doubt it is the consensus of those associated with Christian music. My concern is that the consensus may be only an influential group of station owners who are more afraid of perceived competition than in continuing the struggle to sacrifice all for the Great Commission.

My understanding is that an organization may file during the reply comment period even though it has not filed during the comment period. I suggest NRB refrain from filing during the comment period and obtain a consensus of the entire membership, requesting input. The association may then make appropriate comment during the reply period using the results of the survey.

Ken Bowles  
Flat Foot Media, Inc.  
Union, MO  
KBowles@broadcast.net



## Highlights

- TV, Radio, & Internet Boot Camps
- 150,000 sq. ft. of exhibits
- Live broadcast of "Unshackled" radio program
- Job Fair
- TV Program Showcase
- Countless networking opportunities
- 40+ educational sessions

## Speakers

- Point/Counterpoint: Religion and Politics with M.G. "Pat" Robertson and Cal Thomas
- Jack Hayford
- Tony Evans
- Jill Briscoe
- Ron Cline

## Entertainment

- Steve Amerson
- Greater Vision
- Haven Quartet
- India Children's Choir
- The Martins
- Babbie Mason
- Salvation Army Band
- Alicia Williamson
- Kathy Troccoli
- Ralph Carmichael Big Band

## Educational Sessions

Information packed sessions like:

- Audience Research & Strategic Planning
- The Three Seasons of Dynamic Teams
- Commercial Radio Open Forum: Achieving Balance in Pivotal Times
- Creating News, Making Headlines
- Seven Deadly Diseases of Ministry Marketing
- "You Want to Do WHAT?!" — Practical Guidelines for Successful Radio Promotional Events
- Ezra: A Biblical Model for Leadership
- The Role of News in Broadcast Ministry
- Non-Commercial Radio Open Forum ... Open Heart ... Open Mind
- God, Mammon, and Evangelicals: A Report from the Institute for the Study of American Evangelicals
- Find 'em, Get 'em, Keep 'em — Smart Hiring Choices for Smart Managers
- Effectively Communicating the Gospel to Your Own Culture

# NRB 2000

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

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## Opinion: Roaring Mice With Mics

Jesse Walker is the associate editor of *Reason* magazine. He is writing a book about microradio and may be contacted at [walker@reason.com](mailto:walker@reason.com).

From 1996 to 1998, Prayze FM broadcast to the black community in Hartford, CT, "providing positive radio," station founder Mark Blake would explain, "through gospel music and other religious programming that speaks to the urban experience." At different times, that meant promoting charity drives, broadcasting sermons, and allowing the area's churches to use its airwaves.

One of those local temples, the Maranatha Pentecostal Church, was scarcely able to pay its bills before Prayze went on the air. With the exposure Blake's station gave it, Maranatha's membership quadrupled, its revenue doubled and it soon had to move into a larger building.

With the extra money it was receiving, the church was able to take in homeless boys, start new charities and give more counseling to the poor. Its grateful pastor, David Knight, declares that Prayze was "directly responsible for the spiritual and financial revival of Maranatha Pentecostal."

From 1985 to 1998, Willie Brown, Sr., ran WLUV, "The Love Station," in the poor, rural town of Homestead, FL. The station broadcast classic gospel music, proclamations of Christian love, and local (some might say ultra-local) news. A year after he left the air, his former audience remains loyal; ask them about "Brother Brown" and they'll tell you how his station kept them abreast of events around the county, how it played Christian music they couldn't hear anywhere else, how it kept them company during the day. One retiree told me how much she preferred it to the soap operas that share her afternoons now.

Both Homestead and neighboring Florida City have passed resolutions affirming their appreciation for Brown's station and their hope that it will soon return to the air. But for it to do so, the FCC will have to change the way it regulates the airwaves.

Prayze and WLUV weren't just excellent radio stations. They were unlicensed and therefore illegal, operated in defiance of an FCC whose regulations have made it almost impossible for low-budget, low-power stations to get on the air. Neither outlet interfered with other stations' signals, and neither broadcast material that was bigoted or profane. They preached their respective gospels in ways that were not only true to their faiths but were rooted in their communities — rooted in ways that so many other religious stations, constrained by their bulky size, simply can't be.

Now the FCC is considering a plan to re-legalize low-power FM broadcasting. Make no mistake: The proposal is far from perfect. It reserves most of its benefits for 1000-watt operations, which hardly qualify as microradio, while restricting outlets of less than 100 watts to secondary status. The character qualifications it would impose on new licensees could be interpreted to deny licenses to anyone with a history of illicit broadcasting, a terrible idea that would prevent Blake, Brown and others like them from going legit. It is, in general, a timid proposal that doesn't do nearly enough to open the airwaves to new voices.

But it is a step in the right direction. I understand why most broadcasters won't support unlicensed radio. But surely a proposal to allow outlets like Blake's and Brown's to broadcast legally deserves everyone's support. Consider the amazing variety in the microstations that have already gone on the air without the FCC's sanction: Catholic stations, Protestant stations, Hasidic stations, immigrant stations, stations that play local music, stations that broadcast city council meetings, stations of the left, stations of the right.

Who could oppose a reform that would allow such diversity to flourish legally, with strong protections against interference but without the entry barriers and red tape that keep so many otherwise qualified people from starting stations? Religious broadcasters in particular should support a proposal that would allow so many people to preach the Gospel.

The most common objection to legalizing microradio is that it would lead to more interference. But why should it? The old Class D stations didn't jam their more powerful neighbors. Nor do Canada's low-power stations. Across the country, translators are emitting low-watt signals without causing trouble. (Indeed, one of the best and simplest reforms the FCC could enact would be to allow existing translator stations to originate their own programming.)

Do we really want to reach a day when almost every religious station in America is a ghost-box, relaying sermons produced in a studio far away? The religious world has its megachurches, and they fulfill many worshipers' needs. But it also has its tiny worship centers in abandoned old stores, buildings you wouldn't even think were churches were it not for the sign outside. We should let them put electric steeples atop their roofs and share their blessings with the neighborhood.



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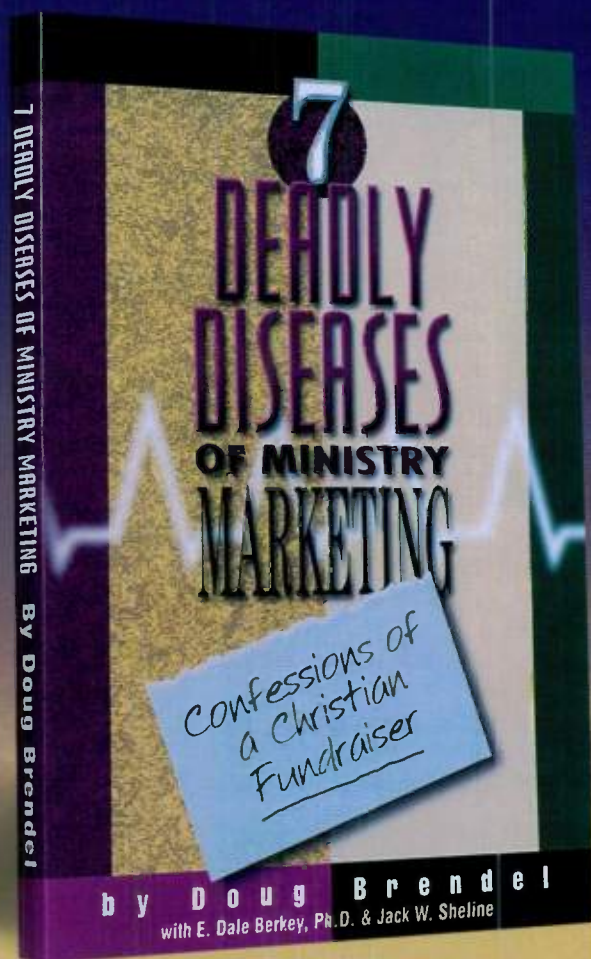
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## New Member Profile: Ron Hembree's Good Friends, Inc.

**T**he mission of Ron Hembree's successful program *Quick Study* is to encourage and inspire people to read and heed the Bible. This is accomplished through TV, radio, Bible study groups, seminars and printed materials.

The program is aired daily via satellite to Canada and the U.S., where it is carried on four major networks and many independent stations. The program has twice received a "Covenant Award," given to religious programs for excellence. The daily three-minute radio program features short teaching.

In addition to *Quick Study*, Hembree's ministry (Good Friends, Inc.) also produces programs for children and youth. *Enoch* is a children's weekly and *Just the Facts*, also a "Covenant Award" winner and a weekly, is geared toward youth.

Hembree and his wife, Cathy, are the parents of eight children, six of whom are adopted. When asked his primary mission

in life, Hembree shares, "I feel deeply that God doesn't want us to be just a voice or face in broadcasting, but to be personally involved within the community. Giving up our own life for the cause of Jesus Christ must be seen in our daily life."



Broadcasting is not the only focus of Hembree's ministry. Good Friends established Tamar's Refuge, a home for women in ministry who have been abused physically, mentally or emotionally. Another facet of the ministry, Total Care Center, provides food, counseling, Bible studies and GED classes.

You get down to where the people are wounded and hurting, Ron. Thank you for your example of living for the cause of Christ. You have a powerful ministry and NRB is proud to call you friend.

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

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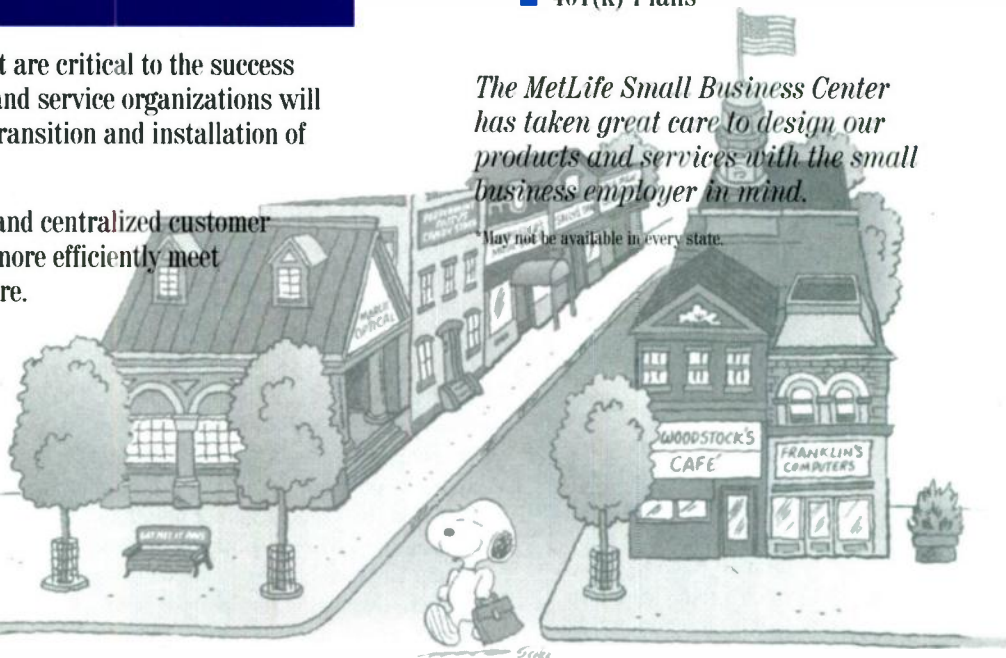
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In the world of Christian radio, the name Bott is somewhat synonymous with innovation. Bott Family Radio began with a vision for a full-time Christian talk radio station and expanded to 16 stations. The vision began 40 years ago, but the story had an earlier start.

Although president/CEO Dick Bott never had aspirations as a DJ or a major radio host, his career in radio actually began in front of the microphone.

"I think kids need to be brought early into what they like," says Bott. "As a child, I was singing on the radio in Minneapolis, MN, for the state director of child evangelism." Bott came to the attention of the director as he sang at churches. Nearly every weekend, his mother would be at a different church, teaching child evangelism. Bott would go with her and sing. As he stood behind the mike, delighting audiences with his voice, he quickly became fascinated with the inner workings of the radio world.

Bott's singing continued, as did his interest in radio. While in high school, he began attending Souls Harbor, a church in Minneapolis with a daily radio program. Bott became involved in the program and spent many hours in front of the mike singing and behind the scenes watching and learning. He remembers a key time when his interest was piqued even more.

"In the ninth grade, in our little public high school in Robinsdale, MN, a suburb of Minneapolis, the business class teacher had us do research on three professions. One of mine was radio broadcasting," Bott recalls. His father, who was apparently also fascinated by the medium, loaned him a wire recorder. "That was before recording tape. I brought that to class, so I had a little microphone stand and recorded my report as I gave it."

### Boy Meets Girl

After graduation, Bott attended St. Paul Bible Institute (now Crown College), where he met a young woman, Sherley, who shared his fascination for radio — in fact, her father even owned a radio station in San Francisco, CA. With the powerful blend



Circa 1962

## A Family Legacy: Bott Radio Network

by Jeanette Gardner Littleton

of love and broadcasting in the air, the two married and moved to San Francisco, where they worked at her father's station. Bott began working in sales and marketing, eventually moving up to general manager.

"Some would easily suppose that I became the manager because I was the owner's son-in-law," Bott says with a chuckle. "But, by golly, I was really working hard. I was doing good at the sales and advertising."

As is typical of Bott — then and today — he soaked up knowledge like a sponge and focused on learning the intricacies of the business. But just working at a station wasn't enough. The Botts longed for their own station to format, plan and develop. When he learned of a station for sale in Salinas Monterey, CA, he jumped on it. The 1957 price was exorbitant — the \$250,000 price tag meant Bott's family of five, with three tiny children, would have to sacrifice. They sold their nice beginner house and its furnishings they were so proud of. Bott, already an acute businessman, was able to purchase the station on the basis of three mortgages. They rented a little home and

poured themselves into their dream.

"I remember some of my wife's friends saying 'How can you sell your house and furniture?' But we had a vision," Bott emphasizes. "Renting a furnished house with three kids wasn't easy to do, but we paid off that station in three years. I had nice contacts in the advertising agencies and I was able to utilize that. But then we were young, and we were thinking 'What next? What do we really love to do?' Sometimes a person has to examine his or her own heart and ask 'What is really me?' The rest is a job, a career. The rest is revenue streaming or wealth accumulation. But what's me?"

"I told Sherley, 'If we ever sell this station, I'd like to go to a major market someplace and have a Christian station,'" Bott remembers. "After all, Christian people buy automobiles and furniture and wear clothes and need food. Why couldn't we fashion a really great radio station targeted specifically to the Christian community?"

The wheels of questioning continued turning in Bott's brain. At that time, many Christian programs were carried on secular



stations. The nation boasted few Christian radio stations, and those were all donor supported or ministry owned. Dick focused on the idea of a fully commercial station offering only Christian programming.

And the dream turned into a vision.

### *The Birth of a Network*

Bott began to look for a radio station. When a country and western station came up for sale in Kansas City, MO, a metropolitan area of just about the right size, he snatched it up. On November 12, 1962, the Bott dream became a reality when KCCV, Kansas City's Christian Voice, was born. The Bott innovation had begun.

Not only was Bott innovative in beginning a Christian station paid for completely by advertising and selling air time, but also in formatting the station as Christian talk. Early features were J. Vernon McGee, *Back to the Bible*, *Haven of Rest*, *Morning Chapel Hour* and other classic programs.

However, not everything was instantly smooth sailing. Kansas City Christians didn't know if they were ready for Dick's vision. "I knew what I wanted to do and I knew it was going to be wonderful, but I was full of myself," Bott admits. "I remember driving in my car one morning listening to my own radio station. Theodore Epp was speaking about Moses. He was saying Moses had everything going for him, but

God couldn't use him until he broke him. He had to reach a point where nothing was working out.

"When I heard him say that, I thought, I've got to trust and have faith in the One who knows more than I do. I really laid that at the foot of the cross, and from that point, things started to click. When I kept doing what I knew was right and letting the Lord fill in the blanks, it really started to click."

From then on, the station flourished. When a rock station came up for sale in Oklahoma City, OK, Bott snatched it up. At that point, he made a decision that affected the development of his vision. When others found he'd bought the station, they informed him, "Your talk format won't work in Oklahoma. You have to put on some of the Southern preachers and throw in some hillbilly music."

Bott contemplated their words, but decided not to accept the stereotype. As he explains, "I thought, that doesn't make sense at all if you really consider it. Every market has a mixture of everything. The very same Billy Graham crusade in Los Angeles will set the format for Boston, Miami, Oklahoma City and Timbuktu.

"And [what about] a program like *Back to the Bible* in Nebraska? Epp didn't change the program or the message for people in different cities. So why should we change our format? I know that in Oklahoma City

**"There is always pressure to do anything that other people are doing successfully ... we're designed right now to be talk radio ... I feel our format is carefully constructed to reach an audience that enjoys reading."**

**—Dick Bott**

or anywhere else, there are people who want the truth, and they want it delivered in an interesting, quality way," Bott emphasizes. "My job was to construct a programming format that our audience could have confidence in and trust. I don't care how much money was involved, we never carried programs that we could not feel good about and be proud of!"

Next, Bott purchased stations in Fort Wayne, IN, and St. Louis, MO. Then, critics began to encourage Dick to slow down. "Just put in translators," they advised. "Why do you need a whole station?"

"That's up to the St. Louis people to decide," Bott remembers saying. "There used to be towns where a circuit-riding preacher was the only thing people could afford. As the town grew and the capacity increased, they would want their own church and pastor — the circuit-riding preacher didn't meet the need when the people could afford more."

Not only did the St. Louis people fully embrace the station, but they also responded enthusiastically when Bott purchased another station.

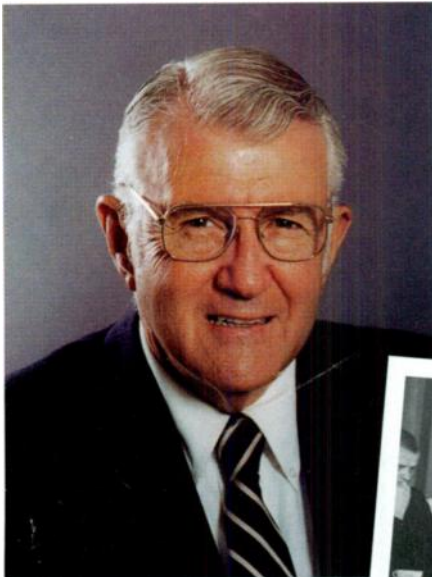
### *Growing up in Grace*

Now the Bott Family Radio Network spreads the gospel to millions of people, primarily through the heart of the nation. Over the years, Bott considered changes in programming. Critics have complained that Bott stations are against modern Christian music. Not so, Dick retorts, adding that it's a matter of knowing your target audience and what they like.

"There is always pressure to do anything that other people are doing successfully," Bott notes. "I don't know. Maybe there will be markets in the future where we'll run a two-track. I think carrying CCM is great for people who feel that's what God wants them to do. But we're designed right now to be talk radio. Take a talk station in secular radio. If they start putting 30 min-



*Generations. (L-R) Dick Bott's son-in-law Gayland Gaut, VP of program services/operations; daughter Sherry Gaut, network director of sales and marketing; son Rich, executive vice president; and grandson Jason Gaut, network director of technical services.*



Dick Bott...now and then (circa 1977)

utes of music in what they're doing, that will mess [it] up. I feel our format is carefully constructed to reach an audience that enjoys reading. I think a music station is probably ill-advised to start breaking up that format with talk; but I also think a talk station is ill-advised to start breaking it up with music."

He recalls another point at which the vision was challenged. At one NRB convention, broadcasters were being encouraged to reach out and make their formats more evangelistic. "We're talking to ourselves!" cried some. Dick carefully considered their words. "I remember thinking, Well, what's really wrong with that? For instance, around our dinner table as a family, we're talking to ourselves, but that's pretty important talk," Bott points out.

"What's wrong with a Christian radio station talking to the Christian communi-

ty? That thought was presented as something that's wrong, but it struck me that what you're saying will help them. How can you help Christians be stronger, how can you help them grow? How can you help them be focused, while having a broader vision? People grow stronger in eating good food."

The formula continues to work. Besides offering "good food" in the form of a talk-only format, the Bott network is also



innovative in helping local listeners stay abreast of local issues, as well as national issues, that concern the morality of our nation.

### Future Growth

And the dream continues to grow. Although Bott remains president and CEO of Bott Family Radio, he spends little time in the Kansas City, MO, office. His Lake of the Ozarks home is equipped with the latest technologies to make him as close to the office as if he were in an adjoining building. Meanwhile, his son Rich works with him as vice president and will take

over as president when Bott retires, planned within a few years.

Rich is excited about carrying on the family legacy. After all, he was a familiar face around the studio when he was a youngster. As a teen, he hosted the radio program *Teen Tempo*. During high school, Rich

committed his life to serving God in a missionary sense at a Youth for Christ camp. After graduation from high school, Rich attended Bob Jones University and earned an MBA from Harvard Business School.

And the mission field? Rich feels he's there. "I'm very excited about the opportunity to serve the Lord in this arena," Rich reveals. "I really view it as a discipleship ministry to help strengthen the body of Christ. We're in a partnership with quality Bible teaching ministries to change lives across the Midwest. This is my calling. I have a very strong sense that this is the area of service, of missions, the Lord wants to use me in."

Bott Family Radio plans to add more stations as the opportunities develop. Projects include using more translators and developing an Internet ministry to support its radio outreach.

The Bott men are still fascinated by airwaves. They've enjoyed building a legacy that they hope will continue ministering through the next generations of their family. In the vastness of the Bott vision, they're still empowered by the feedback of individual lives they've helped to change.

Bott is thrilled to recall a letter he recently received from a blind Memphis listener. The man depends upon the radio for much of his spiritual growth and repeatedly encourages his friends to make listening to the Bott station a priority in their lives. Rich recalls meeting an Ozarks neighbor who recognized the family name from being an avid listener to a Bott station.

The men are thrilled when God uses one of their stations to bring someone to salvation. Raised Jewish. St. Louis, MO, Congressman Jim Talent happened to be listening to KSIV while he was driving in St. Louis. The speaker told the audience they could be a Christian right then if they wanted. Talent pulled his car into a public school parking lot, bowed his head and accepted Christ.

Every story of salvation and growth excites the Bott men. With awe, they've discovered that when a man dedicates his interests and talents to God, the Lord can use that man to reach the world.

*Jeanette Gardner Littleton is senior editor of Moody magazine and a freelance writer. She may be reached at [jeanetteall@aol.com](mailto:jeanetteall@aol.com).*

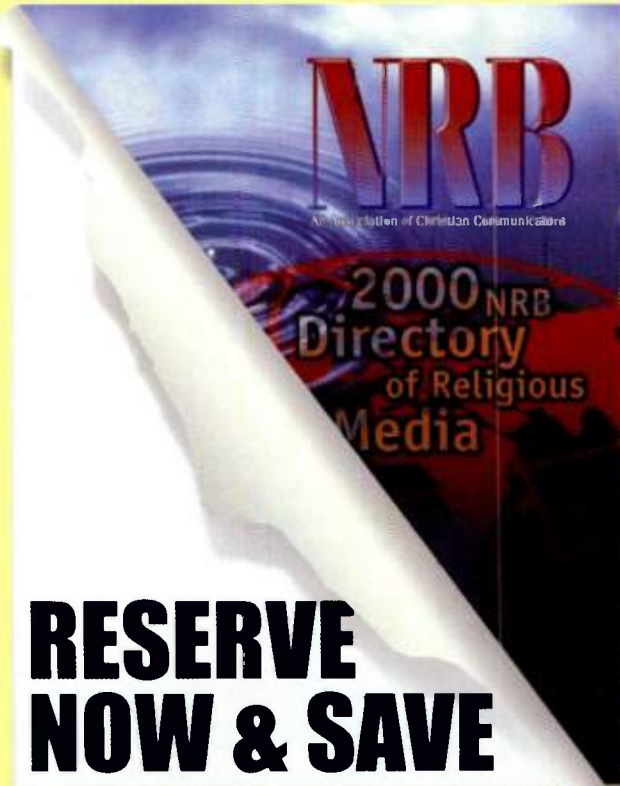
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KCRL-FM/Sunrise Beach, MO	KSIV-AM/St. Louis, MO
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Delivery in mid-November

# THE STATE OF Radio

## A conversation with NRB's Radio Committee

The Radio Committee met in May at the NRB headquarters in Manassas, VA. During the meeting, the magazine listened in on a roundtable discussion about all things radio. Following is the transcript.

### Participants

Moderator

E. Brandt Gustavson,  
NRB president

Chairman Sue Bahner,  
CrossWay Consulting,  
Manlius, NY

Gene Bender,  
KIXI-AM/Austin, TX

Jim East,  
WOLC-FM/  
Princess Anne, MD

Dave Eshleman,  
WITK-FM/Broadway, VA

Gordon Govier,  
WNWC-FM/Madison, WI

Scott Keegan,  
WGNB-FM/Zeeland, MI

**Gustavson:** Let's start off with the presentation of religious programming via the Internet. Is this an ally or an enemy? Will it make broadcasting obsolete or enhance stations?

**Bender:** The Internet has done a tremendous amount to help our reception in the downtown areas of our community, where a lot of people wanted to listen to us during the day and couldn't. Because of the Internet, our listenership during business hours has grown significantly. Being able to listen to us on their computers is a perfect situation.

**Keegan:** One of the benefits is that we are hearing from people around the world who are able to tune in. For example, Founders Week is an important part of our organization as a whole. They may be in the jungle or maybe in a foreign country where there is no Christian radio of any kind and they can tune in and they hear Founders Week. It's particularly good for them to hear some of the speakers. They contact us through the

Internet and say, "This is thrilling. To be able to hear Founder's Week live, or to be able to pick up on an archived message for Founder's Week is having tremendous spiritual benefit in our life through the Internet."

**Gustavson:** Do you think the quality of Internet audio will improve?

**Keegan:** No question about it.

**East:** The impact on smaller stations who haven't had the resources to do live streaming and other enhancements is that it is hard to compete with larger market stations who have larger

incomes. So, we're seeing the opposite effect because they're still able to get their favorite programmers on the Internet, and people are listening at work but they're not listening to us. They're listening to their favorite programmer, who is already streaming. We have a Web presence [with local community information], but we don't have live audio yet. Our goal is to be able to do that, so at least our local audience will be able to pick us up.

**Keegan:** There are benefits to the Internet other than the ability to stream audio. [You can post] your program schedule, pictures of your staff, reports from the manager, reports of events that you're doing, a bulletin board of community events that you are airing, a playlist of your music. All of these immediately contact your listener and allow your listener to contact you.

**East:** Add research to that. We do surveys on our Web site. Listeners give us feedback on important programming topics, on music they like. We get some demographic information from them. They have a place to send prayer requests and ministry opportunities. There is dialogue and a relationship develops online.

**Keegan:** We also have the challenge of people coming halfway into the program and not knowing what the topic is. Some of our main programs have a synopsis on the Web site, with information about the guest. Providing that information saves phone calls to the station.



The Radio Committee visits NRB's Manassas headquarters. (L-R) Eshleman, NRB president Gustavson, Bender, committee chairman Bahner, East, Govier and Keegan.



# Regulation

**Gustavson:** Let's go on to regulatory issues. What about the definition of a religious broadcaster and EEO matters?

**East:** In our office, everybody answers the phone at some point and every day there's somebody saying, "Will you pray with me?" In the interview process, we ask, "Are you comfortable doing that? This is going to be part of your job." I've offered jobs to people who later realized they weren't comfortable and they screened themselves. We want to be as open and fair minded as possible, but we have a mission and job to do; everyone hired is expected to help that job happen.

**Bender:** Part of the challenge you run up against is that you try your best to obey the laws of the

land, to be discerning and to really be straight up with people about who they're working for and what to expect in this job environment. It's a tremendous frustration to pour limited resources into training and after six weeks they get tired of being asked their religious affiliation or whatever — by clients or people who come to the radio station — and they quit. The EEO ruling has potential to help Christian radio stations be a lot more effective in putting resources toward having a more productive staff. When you factor in all the EEO guidelines and the statistics that the Commission has required stations to meet, it's an almost untenable situation.



Bender

**Gustavson:** Let's move into trends. What are the hot topics among radio and Christian broadcasters right now?

**Bender:** Of real concern is the potential conflict between programs on the Internet versus local radio programs. I read that the listenership of radio programs is growing over the Internet, but it raises a question. I'm sitting here promoting my station and its programs. Yet, in the same market, some of those programs are available through ministries and other outlets in direct competition in my market. That's a real challenge.

Another hot topic is consolidation. There are fewer mom and pop stations and more stations run by large corporations. Radio properties are currently escalating to unbelievable prices. Where's the future of Christian radio going to come from? It's tougher to find the property, get into it and then hold onto it for reasonable value. I know there are probably a number of good quality Christian radio stations in our country that have fallen victim to consolidation. An interesting situation is going on in Dallas right now. An established music-oriented station was sold for \$65 million. I don't think it's reasonable to expect the purchaser to continue in that format, given the tremendous amount of debt service he has to do at that station. That's a concern, and I'm sure that's happened with quality talk-oriented stations as well.

**East:** Another concern is competition among Christian radio stations in a given market. It seems incongruous to me that we preach a message of reconciliation and unity within the body of Christ, and yet we can't work together to feed the poor, to minister to the needy in our community or to build bridges between our "competing" Christian stations in our given communities.

**Gustavson:** One of the goals of NRB is to try to get ministries in communities to work together through Comm-LINC, the association's emphasis on prayer and fasting.

**East:** WOLC has worked well with WXPZ in Milford, DE. We've done billboards together and fund raisers for our pregnancy care centers. We network and communicate with one another. WDIH in Salisbury, MD, has helped us with March for Jesus.

**Bahner:** Sometimes it takes just one station to make it happen, to make the contacts.

**East:** But I also talk to station managers in other markets who say, "We won't have anything to do with them. We don't recognize them." That pierces my heart. We're brothers and sisters in Christ. We are Christian broadcasters — please, let's not forget that.

**Bender:** Another concern is the need for innovative programming in Christian radio. So much of our industry is driven by teaching programs and talk shows that focus on public policy driven programming. If you look at the future of radio and the coming technology leaps, where is that new and creative programming coming from and how can we bridge this jump into the future?

**Keegan:** You're talking about thinking outside the box. It's difficult and threatening when we do that because we're very comfortable with how we've done it for a long time. Yet, we have to be thinking outside the box and creating ...

**Bender:** Programming that pays for itself, that's self-sustaining ...

**Gustavson:** ... that meets the needs of the audience.

**Keegan:** ... and stays central to the message of Jesus Christ.

**Bender:** Radio is driven by two things: personality and entertainment. That is universal throughout the industry. If we grab hold of those two things we'll be successful. *Focus on the Family* has done a masterful job at capturing those two elements.



East



"Local broadcasting is not optional. You serve your community of license." — Sue Bahner

# THE STATE OF Radio

**Gustavson:** What about micro-FMs? The chairman of the FCC is pushing the idea of opening up the spectrum for hundreds of stations. Is this an opportunity or interference? Most of our stations would say that microradio is going to nip away at established contours and diminish the opportunity for ministry.

**Eshleman:** I think that is true not only from the technology standpoint, but also in the continued fragmentation of the market. I'm in a very small market that already has four or five Christian radio stations. Microradio will fragment it more. When you rely on a certain percentage of that market to support your programs and pay for the advertising, it's going to be a problem.

**Gustavson:** NAB has been in touch with us asking if we would join in their opposition toward it. Our attorneys are now working on it.

**East:** Being in a small market, I know how much effort, finance, time and energy it takes to program what we do. A local church trying to program for a very small signal coverage area will have miniscule revenue opportunities.

**Gustavson:** Therefore, what will be the quality of the programming?

**Bender:** Not only of the programming, but what will be the quality of the technical plant? The FCC seems to assume that all these little microstations will be well run. We all know the havoc that can be raised by signal skips and improperly maintained equipment. The microstations seem to be a source of incredible technical frustration. Five cellular sites have been built around our AM station. Every time we check our monitor points, we determine if these cellular sites have impacted our signal. When you have an abnormality we have to go through a tedious and expensive trial and error game to figure out who the culprit is. Then you have to go through a complicated situation to track down their chief engineer to go out and get the site re-tuned. So imagine what's going to happen now with all of these small signals that go on the air.

**Bahner:** And there is another factor. If a church has a broadcast on my radio station and it is able to acquire a low-power station, it will no longer have its program on my station. That revenue is lost.

**Eshleman:** This raises a question. Radio stations have always been marketplace driven. If there is the financial wherewithal to sustain these stations, then they survive. Now you have the FCC coming along through what seems to be a misguided sense of social calling. I'm not sure this is what the Commission was originally chartered for.



Govier

**Gustavson:** Let's talk about programming trends. Speak to the importance of not only news, but public affairs kind of programming in our communities.

**Govier:** I see news leading the way for a Christian radio station to connect with its community. You're interacting with community leaders, people who are trying to provide leadership through political means and other ways. You're often a reporter in the community, meeting these leaders in the field or in your studio. You're also providing a way for listeners to understand what needs are. We encourage our listeners to pray for the things they hear in the newscast, sometimes referring to it as prayer time. We talk about local and international events, reporting on things such as the recent Kosovo refugees needing help and what agencies are responding. News is reaching a point where it's starting to mature in Christian radio; there is a better understanding of what's going on and new programming is becoming available.

**Gustavson:** Some people have said we know too much too soon these days. Is it a good thing to give a Christian slant and emphasis to the things they are hearing?

**Govier:** I think that it's never too soon to pray. When you hear about something that's going on, the first thing you want to do sometimes is to pray for that situation if that sensitivity has been developed. In Christian radio you can do that. We think of some of the horrible stories that are reported on the news and we recoil from that. Then when you realize that God is doing ministry through people who are involved there, you can pray and support that.

**Bender:** It's not a slant on the news; it's the Christian worldview on the news. Our listeners want to know what a news story means to them. We had a situation in Austin where the city passed a new budget. What was buried in that budget was that there was \$5 million earmarked for Planned Parenthood. The citizens received that important information only through our radio station. I think our listeners want to know that perspective.

**Govier:** If there's not a Christian radio station out there reporting news like that, the general public will never know it.



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"I see news leading the way for a Christian radio station to connect with its community. You're interacting with community leaders, people who are trying to provide leadership through political means and other ways. You're often a reporter in the community, meeting these leaders in the field or in your studio. You're also providing a way for listeners to understand what needs are." — Gordon Govier

# THE STATE OF Radio

## Preaching/Teaching

- 29 percent of all adults listen in a typical week
  - 48 percent are born again
  - 36 percent are not born again
  - 37 percent describe themselves as politically conservative
  - 20 percent describe themselves as politically liberal
  - 15 percent are not affiliated with Catholic or Protestant churches
- BARNIA RESEARCH GROUP, JULY 1998

## Christian Talk/Music

- 32 percent of all adults listen in a typical week
  - 64 percent are born again
  - 9 percent are not affiliated with Catholic or Protestant churches
- BARNIA RESEARCH GROUP, JULY 1998
- 58 percent of all adults are exposed to preaching/teaching and Christian talk/music during a typical week
- BARNIA RESEARCH GROUP, JULY 1998

## Audience Age

- 23 percent of Baby Busters
  - 38 percent of Baby Boomers
  - 54 percent of 50- and 60-year-olds
  - 64 percent of 70- and 80-year-olds
- BARNIA RESEARCH GROUP, JULY 1998

## Least Likely to Listen

- 83 percent of adults who do not attend church
  - 77 percent of Catholics
  - 77 percent of Baby Busters
  - 75 percent of Hispanics
  - 75 percent of those not born again
  - 73 percent of adults with household income of \$50K or more
  - 72 percent of political liberals
  - 72 percent of residents in the Northeast
  - 71 percent of residents in the West
  - 68 percent of men
  - 68 percent of college graduates
- BARNIA RESEARCH GROUP, JULY 1998



Gustavson (left) and Keegan

**Gustavson:** Talk about technology trends and going digital.

**Keegan:** I think one of the benefits we have seen recently is the hard work done by several to bring the Christian Radio Consortium together. That has saved us countless — thousands — of hours of individual work. In solving the digital issue, radio broadcasters came together as the body of Christ, perhaps paving the way for cooperation in other areas. It's encouraging. Rather than an attitude to protect individual areas, I see an attitude of cooperation to accomplish this goal together for the sake of all the radio stations that will be broadcasting.

**Gustavson:** What about ministry trends in small markets? How are stations being used for ministry?

**Eshleman:** We try to get involved and promote good things in the community. We're involved with March for Jesus and Walk for Life. We're doing a live broadcast from March for Jesus. Our morning man got on the air and took pledges. He's going to march. Actually, for the March for Jesus, we're the station providing the march music. Cars will have speakers on top of them broadcasting our signal. Even though we're very small and we have a small staff, we reach out to the community. We tie in particularly with contemporary Christian music and what is already being promoted, such as concerts at the county fair. We've had Carmen and Point of Grace at the fair and this year Jaci Velasquez is going to be there. We're not sticking our necks out with the financial commitment, but we get a chance to help promote it and gain visibility. We also work with some of the Southern gospel promoters in the area.

I've been in Christian radio for a number of years. Historically, it was a hodge-podge, a bit of this and a bit of that. We have a music intensive station on our FM. What excites me is the response of the people who don't normally listen to Christian radio. They're not going to lis-

ten to preaching/talk programs, but they do want music. They're not necessarily Christians and they want a positive message. They're sick and tired of negative music and lyrics. So they'll tune us in. My wife went to the doctor's office the other day. She said, "Guess what? They listen to your radio station. They even have it on their telephone's hold feature." With a music intensive format, you get into surprising areas of ministry.

**East:** Something great is happening at WOLC right now. I'm so excited about this. The staff had a burden to go to different churches in the area and coordinate prayer meetings called "Breaking Down the Walls." With very little agenda and at the invitation of local pastors, twice a month we visit a church on Tuesday evening. People of all colors and beliefs from that neighborhood come together to pray for and get to know one another. It's been going on for six months now and the response continues to grow. Churches are calling us to invite us to their community. Each evening, a different staff member leads and coordinates it. That helps us influence, minister to and build bridges in that community.



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"The future of Christian radio is still the same thing it's historically been —  
to broadcast the message of Jesus Christ." — Scott Keegan

# THE STATE OF Radio

## NRB 2000 Events

It's important NRB readers understand that this committee is putting together workshops for the NRB 2000 convention about meeting the various radio needs this discussion included: skills, technology, programming and Internet. The radio track will be an excellent representation of radio, current and future.  
—Radio Committee  
Chairman Sue Bahner

### **Gustavson:** The future of Christian radio. What's on the horizon?

**Bender:** I believe broadcasters must recognize the demand to be financially creative, to be in tune with the marketplace, to discern how to most effectively serve that marketplace. I think many broadcasters have become comfortable because of the good quality of syndicated programs; I don't know that we can necessarily count on them being there five to 10 years from now. Stations must be creative and understand what Christian radio is going to look like 10 years from now. I don't think it's going to look then like it does now.

**Eshleman:** What are you going to be programming when you don't have these syndicated programs?

**Bender:** That was part of the issue I raised earlier about the innovative programming that needs to come out there at the local level. One thing that the local Christian radio station will always have going for it is that it is local. The local Christian radio station is challenged: satellite dishes are available that fit on cars and receive 800 channels; radio ministries are streaming 24-hours-a-day on the Internet; portable hard drives that plug into cars can hold two hours of downloaded audio off the Internet; microstations are possible threats. Radio came from serving the local community — it's radio's history.

**Bahner:** Local broadcasting is not optional. You serve your community of license. That's what you're supposed to do.

**Keegan:** That's where the challenge comes — to create programming that cannot be obtained anywhere else, programming that is local in nature, programming that targets your audience with information they cannot get through any other source. That's how you keep your audience.

**East:** The more local churches, homeless shelters, food pantries and ministries we are able to highlight, talk about, celebrate, encourage and support, the more people are listening because it's their neighborhood. It's their passion. They get excited and want to listen to what's happening on the radio and it follows that they get involved.

**Bender:** I think the relationship between the local church and radio is going to become stronger, because this also affects how the local church is going to respond. If you've got all these ministries you can download 24-hours-a-day, that may redefine what's going to happen in your local church. I think it's going to have some impact.

**Keegan:** Radio can be the conduit between churches, groups and ministries, the tool that brings everything together to accomplish what Christ has called us to do.

**East:** Radio can challenge listeners. It can say, "We've got fellowship, now what are we going to do with it? Are we going to feed the poor? Are we going to minister to the hurting, the homeless, the orphan, the person who's in prison or in the hospital?" We're rolling up our sleeves and saying, "Jesus said, 'Go, do, feed the poor. When you do it to the least of these ...'"

**Keegan:** The future of Christian radio is still the same thing it's historically been — to broadcast the message of Jesus Christ. Although that hasn't changed, how we work that out in our own lives and in our communities does change.

**East:** Like never before, we're becoming doers of the Word as the body of Christ. Radio is playing a big part in that.





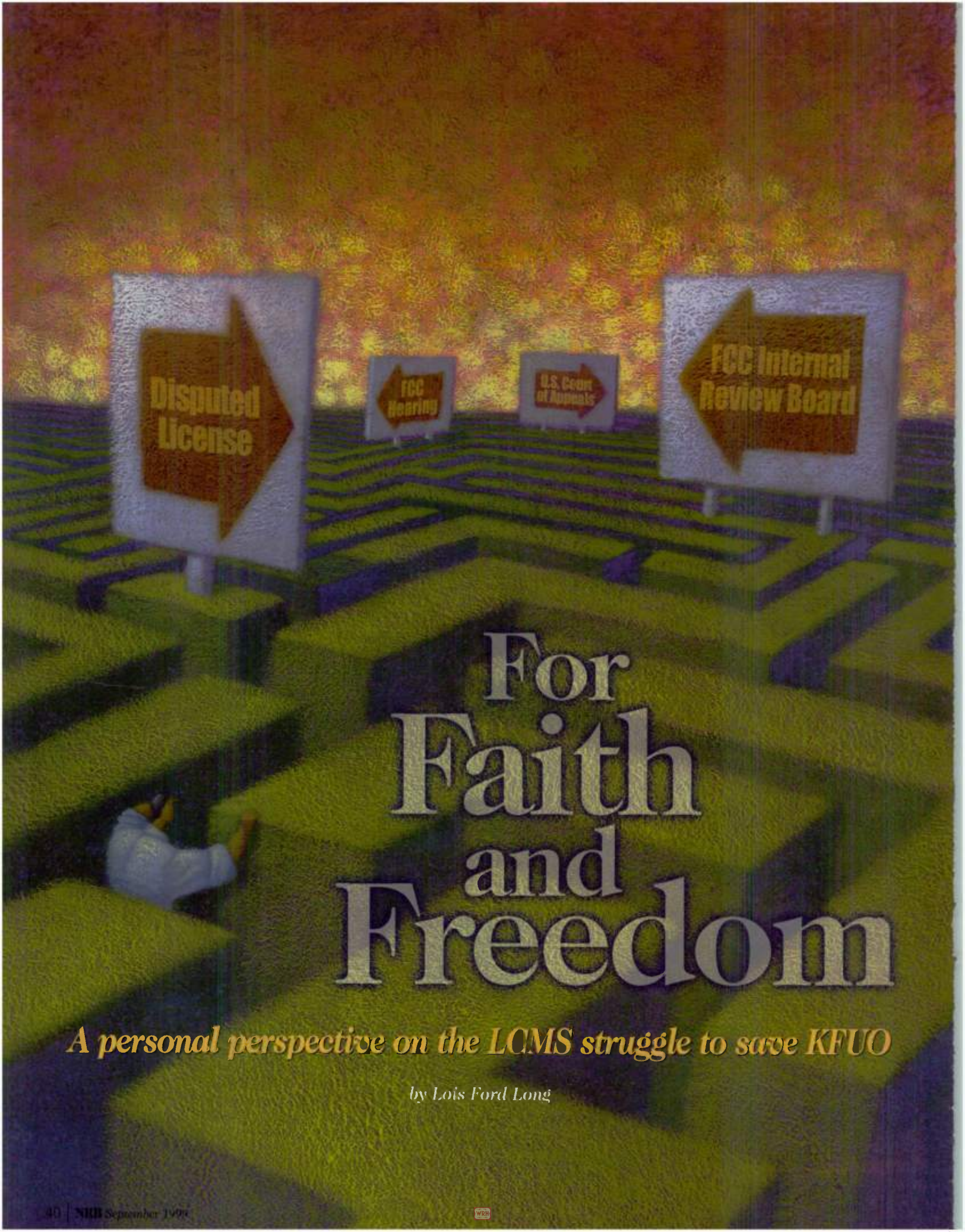
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# For Faith and Freedom

*A personal perspective on the LCMS struggle to save KFUO*

by Lois Ford Long



There is sadness in Paul Devantier's voice when he tells the story of victory and vindication, unsought battle, painful decisions, deep wounds and opponents who should have been allies.

For the executive director of the Board for Communication Services of The Lutheran Church-Missouri Synod (LCMS), the story of the KFUE-AM-FM/St. Louis, MO, struggle is bittersweet. He saw victory but endured the cost — over nearly a decade.

## Momentum Without Merit

It was license renewal time in 1989. KFUE had done it many times in its 75 years — its establishment predating the Federal Communications Commission (FCC). It is a treasured legacy — KFUE's reputation spotless, its place in history as the country's oldest religious broadcast station secure.

But there was no routine renewal. Targeted by the National Association for the Advancement of Colored Persons (NAACP), KFUE was charged with not fulfilling the Equal Employment Opportunity (EEO) rule. The attack, led by lawyer David Honig, was not unique. It had happened to many stations before, as the NAACP strove for equality. Accused stations feared it and did all they could to make it go away. The typical scenario saw stations accepting a fine and creating programs to satisfy Honig and the NAACP rather than fighting back.

But just as the license renewal was not routine for KFUE, neither was the challenge for Honig. This time, the accused resisted.

"We were not inclined to settle because we were not guilty," says Devantier. "We are a church body that has always stood for equality and justice. Any settlement that would have been tantamount to an admission of guilt was out of the question."

Those who know the executive director marvel that racism allegations could end up in his lap. As early as the 1940s, KFUE had minorities in significant positions. Under Devantier, the stations hired minorities at a pace exceeding the minority representation in the St. Louis work force (16.3 percent versus 15.6 percent). Beyond that, he had two adopted minority children and had welcomed 75 foster children — most of them minorities — into his heart and home.

So the church chose to fight. For two years, it was a paper war. Answering the FCC inquiry took untold hours. Then, silence. From December 1992 until January 1994, the FCC took no action.

In 1994, the political landscape changed and the FCC's new chairman vowed that "diversity" would be a top priority. Almost immediately, KFUE was set for an evidentiary hearing — a rarity for any disputed license.

"It was clear we were the example," says Devantier. "A church body would be humiliated, maybe even lose its license. The FCC was sending a 'shape up' message to the industry. It became a high-visibility case."

## What Price Peace?

Devantier and the NAACP representatives talked — no written proposals from the NAACP, nothing documented or official. But the NAACP hinted at a settlement: LCMS could hand over KFUE-FM, make it available for minority ownership and, under the FCC's "Distress Sale Policy," do so at 75 percent of market value. The deal — giving up valuable property and losing 25 percent of its value — was supposed to be more attractive than losing everything by failing to defeat the challenge.

Encouragement for LCMS to take the deal came indirectly from the FCC and directly from the NAACP. In 1996, the two sides sat down together — a face-to-face meeting orchestrated by an NRB board member. With the help of NRB president E. Brandt Gustavson, the meeting was held at NRB headquarters in Manassas, VA. Four hours of discussion yielded no progress.

"It was clear the NAACP was not interested in settling for anything less than a radio station," states Devantier, "and that was out of the question."

The offers continued. Perhaps LCMS could buy another outlet, give it to minority owners, and provide operating funds. The NAACP had a station in mind. KFUE had been the successful bidder for an educational channel and the NAACP thought the church might offer it as a way to end the case. LCMS rejected the settlement proposal. The FCC eventually refused to assign the new FM station to LCMS and eventually NRB member Dick Bott bought it.

Finally, the deal came down to cash: if the church paid the NAACP and Honig about \$400,000, the case would go away.

All along, broadcasters, lawyers and even churchmen urged settlement to end the expense and bad publicity. It was lonely for Devantier, the communications board and its Standing Committee on Broadcast. "There wasn't a lot of visible public support," recalls Devantier. "I will always be grateful for board members and friends in a variety of places who encouraged us to stand firm."

## The Evidence

With an FCC evidentiary hearing looming in 1994, the stations were burdened with preparing 4,000 pages of documents.

The FCC hearing designation order had KFUE answer the charge that hiring seminary students for part-time positions limited the number of positions KFUE could give minorities. The FCC came down hard on the work/study program between the stations and Concordia Seminary — a long relationship that taught students the use of radio to accomplish church work.

For five days, the arguments flew before an administrative law judge in Washington, D.C. The FCC judge's conclusion — no evidence of any intentional discrimination by KFUE. Yet he found the stations guilty of wrongdoing. It was the stations' requirement of knowledge of Christian teachings and practices for some jobs (and for a few jobs, membership in the LCMS) that the FCC found objectionable. The FCC claimed it violated the EEO rule. The judge also ruled that such requirements were "intertwined with misrepresentation and lack of candor." For these "violations," the judge imposed a \$50,000 fine.

Although Devantier was surprised by the religious discrimination findings, overall, the judge's decision was quite positive. "It discredited most of the NAACP charges and did not even hint that the licenses should be taken away," the executive director remarks.

The issue now was no longer racial discrimination, but religious freedom. "We had to contend for our rights and freedoms," says Devantier. "The FCC wanted to dictate, case by case, which positions at our stations require religious expertise and which ones could not."

The NAACP appealed the administrative law judge's ruling to the FCC's Internal Review Board and then to the full commission. LCMS also appealed, claiming the findings, the fine and the reporting conditions were not justified. Both the Review Board and the full commission insisted on the reporting requirements and a fine for "lack of candor." But both bodies also said KFUE should keep its licenses.

Unhappy, the NAACP appealed the FCC ruling to the United States Court of Appeals, District of Columbia Circuit. LCMS followed suit. The NAACP still wanted the licenses revoked. However, the case had become a key First Amendment battle — one that threatened to have a chilling impact on the ability of religious stations to carry on their ministries.

Then, just before briefs were due at the Federal Appeals Court, the NAACP dismissed its appeal — leaving only the FCC to challenge KFUE.

“It confused us that the NAACP, traditionally so close to churches, would attack us so dramatically,” explains Devantier. “A number of our goals are similar — justice, equality, fairness and truth. Being pitted against the NAACP for so many years is a lingering sadness.”

## “Arbitrary and Capricious”

In the Federal Appeals Court in January 1998, LCMS showed that FCC intrusion in religious hiring requirements was an unacceptable violation of its constitutional freedoms; proved its policy and practice of seeking and hiring minorities for station positions; and demonstrated there had been neither lack of candor nor information withheld. The FCC disagreed, yet it issued a new order allowing certain religious stations to include religious knowledge, training and experience as qualifications for all employees.

The court issued its ruling April 14, 1998, calling the FCC’s “lack of candor” ruling “arbitrary and capricious.” The result — no fine against the church. And the court threw out sanctions against KFUE for discriminatory practices. In fact, it told the FCC its EEO rule and program were unconstitutional.

The FCC had until December 15, 1998, to appeal. The date came and went with no action. The case was over. The church and radio stations were completely vindicated.

## The Cost of Battle

It is easy to tally the loss: \$2 million in legal fees and other expenses, nine years handling the case, the loss of the FM station the church had hoped to buy. But the big losses are not dollars.

The church’s reputation suffered — and no court ruling could undo the damage of years of unfairly bearing hurtful labels of discrimination and dishonesty. Seminary students suffered. From 1994 on, they could not be hired at the stations, losing a valuable opportunity to enhance future ministries.

Station employees also suffered. They had to deal with the ramifications while keeping on-air programming to its high standards. “They were under pressure, with their own jobs at risk and the entity they loved in trouble. Yet, during that time, our audience grew and support grew significantly. The staff hung on and it is a real credit to them,” comments Devantier

Although no one suffered the weight on

his shoulders more than Devantier, his staff marvels at his grace, steadiness and strength. Yet, he also paid a price. “That’s a downside — I lost a little ability to trust, to experience joy and to be optimistic about the future.”

Perhaps the most painful cost was borne by the church’s minority members, who had to endure hurtful allegations against a church they love brought by an association they respect.

“There are lasting feelings,” discloses Devantier. “We have 55,000 African-Americans in the church. An organization they support was calling into question the integrity, truthfulness and fairness of their church body. They may always have some doubt about their church because of what the NAACP has said. That hurts. There is a lingering, residual effect. It’s not all positive.”

## Good From Bad

But the case could not rob Devantier of his faith. From the start he believed the Lord could bring good out of bad. And so He has.

A strong court decision supported KFUE and led to a change in FCC policies allowing religious broadcasters more freedom. “We think we made a real contribution for many,” observes Devantier. “Our prayer is that the court decision will stand for a long time and that new FCC policies clearly recognize the rights of religious organizations.”

Devantier also recognizes that LCMS fought for religious freedoms precious to all in an arena where most religious broadcasters could not afford to have contended. “We were blessed with a church body behind us and a charitable foundation that provided much support.”

While public support was rare, the battle forged valuable alliances. NRB gave the struggle visibility and filed legal briefs on behalf of LCMS. “I especially appreciated the friendship and support of Dr. Gustavson,” acknowledges Devantier. Other organizations also gave support, and friends were discovered on Capitol Hill

who were willing to introduce bills to preserve religious freedom for broadcasters and listeners.

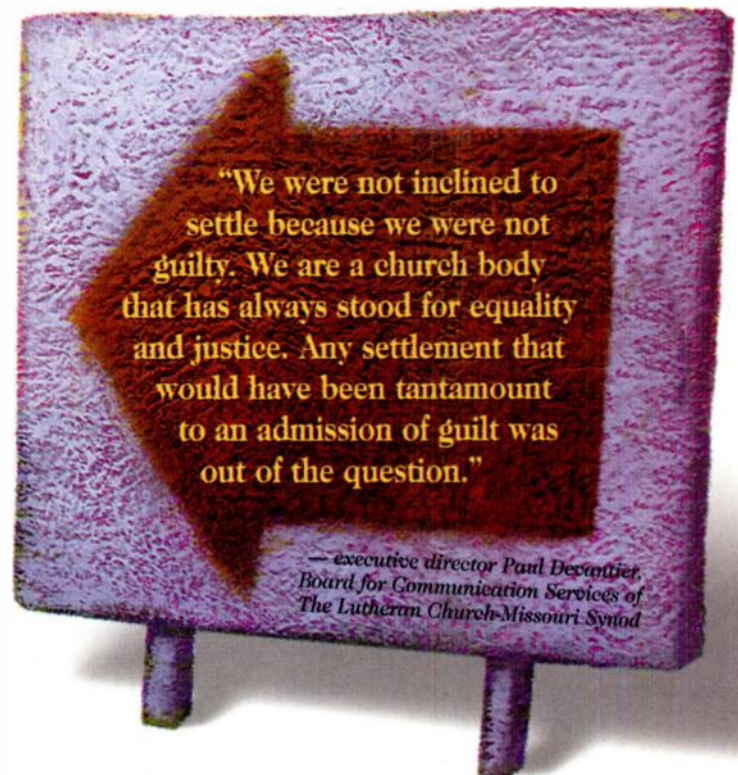
But the shock of such a case despite a long, spotless broadcast record brought a new perspective to Devantier and LCMS. “We appreciate our stations more than ever. We recognize anew what a privilege and blessing it is to be a broadcaster,” notes Devantier.

## Assessing the Past — and the Future

“We had no choice,” Devantier says. “I never could have lived with a settlement suggesting we were guilty of serious wrongdoing. We love our church body; its name, reputation and beliefs are important. We’re willing to stand up for these things. It’s unfortunate it was necessary to take such a strong stand. But I’d do it again.”

There always may be sadness when he tells the story, but there is also hope. “We’re accomplishing new goals and no longer say, ‘...if we’re around, if we survive.’ We have resumed the task — to serve listeners, to nurture Christians, to make contributions where we reside through quality programming and to reach out with a Christian witness beyond our own church family. It’s a new day!”

*Lois Ford Long is vice president of News for FACTA NEWS, Inc., based in St. Louis. FACTA is a non-profit organization serving journalists as they cover religion and assisting religious bodies in working effectively with secular media. Long can be reached at [loislong@msn.com](mailto:loislong@msn.com).*





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## Speaking Her Mind: Rep. Helen Chenoweth

Remarks by Rep. Helen Chenoweth (R-Idaho) on the need for prayer and fasting, excerpted from the Congressional Record. By a vote of 275 yeas to 140 nays with 11 voting "present," the measure failed to acquire the two-thirds majority for passage. Contact Chenoweth at 202-225-6611. For more information on NRB's prayer and fasting project, Comm-LINC (Communication Leaders in Communities), call Karl Stoll 703-330-7000, ext. 517.

**M**r. Speaker, I am very grateful to have this opportunity to be able to bring House Concurrent Resolution 94 to the House in recognition of our national need for reconciliation and healing and calling for days of prayer, fasting and repentance.

Mr. Speaker, H. Con. Res. 94 is patterned after what was once common practice by national and state elected leaders, from the Revolutionary War to the Civil War, ending with President Abraham Lincoln's great proclamation of March 1863, calling for a national day of humiliation, fasting and prayer.

From the Revolutionary War to the Civil War, over 200 such resolutions were made. These proclamations literally called for a day or days where the people of this nation refrained from working and humbly sought grace and forgiveness from God Almighty through prayer and fasting in the tradition of the Old Testament's call for solemn assemblies.

Consider the powerful words of Abraham Lincoln in this 1863 proclamation during perhaps the most difficult and tumultuous time in our Nation's history.

"We have been preserved, these many years, in peace and prosperity. And we have grown in numbers and wealth and power as no other nation has ever grown. But we have forgotten God. We have forgotten the gracious hand which has preserved us in peace and multiplied and enriched and strengthened us; and we have vainly imagined, in the deceitfulness of our hearts, that all these blessings were produced by some superior wisdom and virtue of our own. Intoxicated with unbroken success, we have become too self-sufficient to feel the necessity of redeeming and preserving grace, too proud to pray to God that made us. It behooves us then to humble ourselves before the offended power to confess our national sins and to pray for clemency and forgiveness."

Mr. Speaker, as we reflect upon the problems that we are experiencing today, these great words are no less applicable. We, as a nation, are witnessing with increased regularity, callous acts of violence and murder, a disregard of life, exploitation of children, indifference to suffering, the breakdown of families, and a general moral decay. Much

has been spoken about the events of mass murder and mayhem in places such as Colorado and Oregon and Arkansas, but every day we are hearing of new brutalities being committed against the most vulnerable in our society.

Why is this happening? We should listen to the words of Darrel Scott, a brave father who testified before the House Committee on the Judiciary whose daughter was gunned down and killed at Columbine High School and whose son witnessed the murder of his two best friends. I quote Scott:

"I am here today to declare that Columbine was not just a tragedy. It was a spiritual event that should be forcing us to look at where the real blame lies. What has happened to us as a nation? We have refused to honor God, and in doing so, we open the doors to hatred and violence. We do not need more restrictive laws. We do not need more religion. We do need a change of heart and humble acknowledgment that this nation was founded on the principles of simple trust in God."

Having trust and faith in God means more than prayers; it means more than just going to church. It means humbly accepting the charge to serve and possess compassion and love and moral stability and to be humble. Humility means not only acknowledging God as the source of our blessings as individuals and as a nation and the strength that we possess in adversity, but also recognizing our sins before God as individuals and as a nation.

Mr. Speaker, in truth, the very foundation of this nation is biased and based on faith in God and belief in moral principles. This was a point well understood by the founders of this nation. John Adams said:

"We have no government armed with the power capable of contending with human passions which would be unbridled by morality and religion. Our Constitution was made only for a moral and religious people. It is wholly inadequate to the government of any other."

Mr. Speaker, we simply cannot continue down the road where hate, incivility and bloodshed flourishes and expect the blessings of this prosperity to continue. This resolution does not resolve our problems, but it does move us and focus us to the Source from where we should seek our guidance and our national healing.



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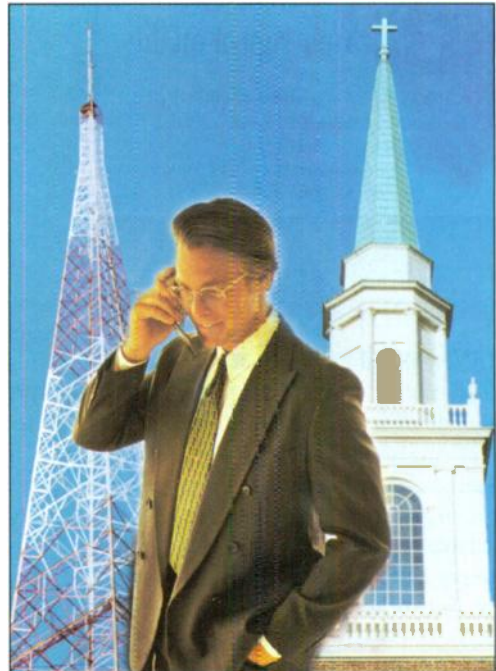
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**MANAGER OF ENGINEERING SERVICES** for Wheaton (IL) College. Reports to director of media resources. Responsible for staff management, acquisition, installation and maintenance of equipment/software. Minimum requirements: bachelor's degree; working knowledge of integration/production of technology in education; experience maintaining networked computers; familiarity with data presentation systems, audio/video production and FM broadcasting/cable TV engineering. Also desire experience with project/staff management, AVID, ProTools and Microsoft Access. Evangelical Christian liberal arts college whose faculty and staff affirm a Statement of Faith and adhere to lifestyle expectations. Complies with federal and state guidelines in employment. Women and minorities encouraged to apply. Send resume to Director of Human Resources, Wheaton College, Wheaton, IL 60187.

**Did you hear Michael Reagan at the fifth annual NRB Media Breakfast during NAB '99 at the Las Vegas (NV) Hilton?**

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# Century Retrospective

## September



Martin DeHaan

**September 4, 1938**

*Martin De Haan launches Detroit Bible Class, later called Radio Bible Class. He was inducted into NRB's Hall of Fame in 1996.*

**September 7, 1952**

*This is the Life broadcasts on four TV stations under the direction of Herman Goekel and The Lutheran Church-Missouri Synod. Goekel worked on the program 20 years, producing more than 500 episodes. Upon his retirement in 1971, it was the most widely telecast religious program in the world. Goekel was inducted into NRB's Hall of Fame in 1979.*



Herman Goekel

**September 15, 1921**

*The U.S. Department of Commerce awards the first broadcast license to WBZ/Springfield, MA.*

**September 21, 1944**

*Dale Crossley, Sr., is elected first secretary of National Religious Broadcasters (a name he suggested for the association). Crossley launched his radio broadcast Right Start for the Day to the nation's capital in 1941 and received the NRB "Milestone Award" in 1979.*



Dale Crossley, Sr.

**September 1926**

*WMBI airs Radio School of the Bible and becomes the first station to offer Bible courses for credit. The program continues to this day.*

**September 1951**

*With funding from a local businessman, Bruce Dunn begins Grace Worship Hour on WPEO/Peoria, IL. In 1974, the program expanded to televising on the local NBC affiliate WEEK-TV. Dunn was inducted into NRB's Hall of Fame in 1994.*



Bruce Dunn

**September 1981**

*Moody Broadcasting begins satellite programming service.*



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