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JERRY K. ROSE, TLN President

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Ethically Dissecting the Y2K Bug



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

Y2K hype came to the fore in the media one too many times in the past few months for my personal taste. The ubiquitous assault on our minds by fear-mongers set me on edge. I asked the God of the universe what the response should be from His creatures? I asked the Lord what our conduct should be as NRB members? Above all, I asked, "What's the word from the Word?"

The question is not, "What will happen?" No one knows. The question is, "What are we to do?" And for that, we have an answer.

We listen to some messages — sadly, even on a few Christian stations — blaring out, "Prepare for Y2K!" Some Christian periodicals publish the same admonishment. We are almost sent into shock with the force of the dire warnings from "authorities" who promote isolation, insulation and accumulation.

For the umpteenth time I have read stories about families who are all set for the problem. One particular story of a Maryland family appalled me. These people sold their home, car, boat and waterfront cottage. They filled coffee cans with fresh greenbacks and exchanged stocks and bonds for precious metals, stashing them in safes.

They bought a farmhouse at the end of a road and stocked it with enough food for 15 people for two years. The list of stored food included 1000 pounds of rice! One of the family members said, "Why two years of food? It will take that long to get [the Y2K disruption] all straightened out. At least we will be alive while the rest of the landscape is dotted by millions of dead bodies."

The garden is set and the root cellar is ready for the crops. The property is stocked with six-gallon buckets of feed for their animals (beef cattle, pigs, chickens, rabbits

and a milk cow). They enclosed their ranch with wire and armed themselves with semi-automatic weapons, determined that the 15 of them will outlast the rest of the world.

All of their bizarre actions are based on faith — in a computer glitch! These impetuous people have full faith in the words and fears of prophets of doom and gloom. Their preparations are the outworking of strong faith in the bug. We must keep our faith in the Bible and the Lord Jesus Christ.

Jude 20–25 describes a defense for the kind of times the Y2K bug is supposed to produce, succinctly summarizing our spiritual and ethical responsibility to keep our heads straight in such situations:

"But you, beloved, building yourselves up on your most holy faith, praying in the Holy Spirit, keep yourselves in the love of God, looking for the mercy of our Lord Jesus Christ unto eternal life. And on some have compassion, making a distinction; but others save with fear, pulling them out of the fire, hating even the garment defiled by the flesh. Now to Him who is able to keep you from stumbling, and to present you faultless before the presence of His glory with exceeding joy, to God our Savior, who alone is wise, be glory and majesty, dominion and power, both now and forever. Amen."

The Lord is in control and will bring us into our desired haven in His own due time. Let us shine as lights in the midst of a perverse, darkened world. Let us be salt scattered in a putrefying world. Let us cast our bread on the waters of the perishing world rather than hoarding it in 55-gallon drums. The Lord gives the great grace to be dramatically different to the world around us so they will see our "good works and glorify [our] Father who is in heaven."

Revise Method, Retain Mission

You don't have to be in electronic communications to know that things are changing. As we move into the 21st century, technology, audiences, competition and opportunities will be different. The challenge is to adapt.

While many electronic communications ministries understand the need to change, fewer have begun the process.

There are a lot of factors involved in the changes we face in Christian TV, including cost and format. Programming to a new generation of viewers with little religious structuring and biblical knowledge will require much prayer and research. The coming channel glut will scatter audiences throughout the various technologies from broadcast to the Internet and everything in between. Competition for viewers will become more competitive than ever.

The good news is that we have greater ministry opportunities than ever. It is an exciting time to be in communications. Yet there are caution flags. It is easy to get caught up in the excitement of change and lose sight of who we are and what we do.

A couple of years ago, our ministry set aside the summer months to look at our future and establish afresh our programming philosophy. Our objective was to do a better job of reaching the non-Christian audience. The result was startling. If we had followed the plan, the Gospel would have been so subtle that it would not have been noticeable.

We scrapped the plan and formulated a mission statement that locked in our core values of evangelism and spiritual growth. The idea is to build a seeker-sensitive program schedule that touches the

seeker's heart to bring about a life change.

While adapting to the new technology and the new generation of audiences, our core values must remain intact.

The calling is to reach the world for Christ and assist people in growing spiritually through electronic communications. We can entertain, motivate, inspire and inform. We should use as many of the emerging technologies as possible. We must do the necessary research to learn as much as possible about our potential audiences. But we cannot jettison our core mission: to present Christ to a hurting and increasingly confused world.

Today's focus on technology, demographics, creativity and out-of-the-box thinking is good. We should be thinking and talking about those things. Visionary thinking is the order of the day. But what I look for more than anything else in the new generation of Christian communicators is a heart for God, a genuine call to ministry, a passion to exploit electronic technology to reach people for Christ. Technology is never the end in itself. It is the means to an end and ours is the Gospel.

May God give us a generation of Christian communicators with a passion for the Gospel and the knowledge and creativity to communicate it to the world.



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

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- **November 10, 1999**
13th Annual DTV Update Conference, Association for Maximum Service Television (MSTV); Washington, DC. 202-861-0344.
- **November 10-14**
National Association of Farm Broadcasters (NAFB) Annual Convention; Kansas City, MO. 401-863-2221.
- **November 11-13**
Fasting & Prayer 99; Houston (TX) Astro Arena. 800-888-FAST (3278)
- **November 19-22**
141st SMPTE Technical Conference & Exhibit (Society of Motion Picture & Television Engineers); New York, NY. 914-761-1100.
- **January 6-9, 2000**
2000 International CES (Consumer Electronics Manufacturers Association); Las Vegas, NV. 703-907-7600
- **January 24-27**
National Association of TV Program Executives (NATPE) Annual Convention; New Orleans, LA. Nick Orfanopoulos, 310-453-4440.
- **February 5-8**
57th Annual NRB Convention & Exposition; Anaheim (CA) Marriott. Tammy Singleton, 703-330-7000, ext. 503.
- **February 16-19**
RAB 2000, Radio Advertising Bureau; Denver, CO. 972-753-6740.
- **April 8**
Broadcasters' Foundation Charity Golf Tournament; Las Vegas, NV. 203-862-8577.
- **April 8-13**
NAB 2000, Las Vegas, NV. 202-775-3527.
- **September 20-23**
2000 NAB Radio Show; San Francisco, CA. 202-775-3527.
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- **April 23-26**
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FCC Considers New Status for LPTV

The Federal Communications Commission has taken several actions of note for broadcasters in recent weeks — not all of them involving proposed station deals (which remain a hot topic, of course). Three of the more significant non-merger developments are highlighted below.

New Class A for LPTV?

Many Christian TV broadcasters may be interested in the FCC's proposal to establish a new Class A status for low-power TV (LPTV) stations. The FCC opened a new rulemaking proceeding to consider some form of "primary" status for LPTV stations authorized to operate on channels 2-51. Currently, LPTV facilities are accorded "secondary" status and, as such, must not cause interference to — but must accept interference from — full-power TV stations.

The agency's proposal recognizes that LPTV licensees provide valuable program services to their communities, and that upgrading the stations' protection from interference would afford LPTV operations more "stability." That change, in turn, might well enhance LPTV stations' prospects for improved financing and bolster local program production efforts.

However, the FCC also acknowledges that increasing interference protections for LPTV raises a number of difficult issues. Foremost is the need to ensure that the transition of full-power TV stations to digital operations not be undermined. As a practical matter, the FCC notes that it may not be possible to grant all LPTV stations the new Class A status; spectrum is particularly tight in urban areas.

The agency's Notice of Proposed Rulemaking seeks comment on a wide range of technical and service issues. Questions include how best to ensure that LPTV stations do not interfere with digital TV (DTV) stations, and whether Class A stations should be protected from displacement by new DTV or analog full-power TV stations.

Comments on the proposed change in LPTV status likely will be due in December, with reply comments due in January, though firm deadlines had not been established as of this writing. The full text of the Commission's Notice is available via the agency's Web site (www.fcc.gov).

Sale of Non-Standard Time to Candidates

In separate action, the FCC recently reversed course on federal candidates' right to purchase non-standard lengths of time for political advertisements. Broadcasters may not flatly refuse to sell spots to candidates that vary from the usual 30- or 60-second length, the FCC has decided.

This ruling, taken at the urging of several public interest groups, nullifies a 1994 agency decision that permitted stations to limit federal candidates to the

same increments of time afforded to commercial advertisers. Advocates of the new policy argued that candidates for the presidency and Congress should be allowed to purchase spots of, for example, five minutes — which could allow for more in-depth discussion of issues without requiring the expense of a full half-hour program.

The FCC's new determination does not, strictly speaking, obligate broadcasters to sell candidates time periods of any particular duration. Licensees now must enter into "good-faith negotiation" with any federal candidate and consider whether the station "could make adjustments in its [program] schedule" that would accommodate the broadcaster's needs. The FCC will defer to a licensee's discretion on the matter, intervening only if the station has acted "unreasonably" in denying a request for a non-standard spot.

Four of the five commission members supported the decision. In dissent, commissioner Harold Furchtgott-Roth argued that, among its flaws, the new policy would "impose great transaction costs on the stations."

First Broadcast Auctions Completed

The FCC's initial foray into auctioning off broadcast licenses ended in mid-October; agency officials overseeing the process announced they were "delighted by the success." Assuming that the winning bidders all meet the terms of their bids, the government raised more than \$57.8 million by selling off 91 licenses for new TV, LPTV, FM and FM translator stations.

Some winners in past auctions for non-broadcast facilities eventually defaulted on their bids, but there is no indication that the same problems will arise in the broadcast context. These first-ever broadcast auctions involved only stations that had been the subject of long-pending mutually exclusive applications; limiting the number of bidders to only those applicants may have indirectly operated to prevent highly speculative bids from being offered.

The highest winning bid for a full-power TV station was \$8.7 million for a UHF facility in the Norfolk-Newport News, VA, market. High bids for licenses in the other services were \$5 million for a full-power FM station in the Tucson, AZ, market; \$509,000 (submitted by Trinity Broadcasting) for an LPTV station in the Tampa-St. Petersburg, FL, market; and \$1,900 for an FM translator in a rural area of eastern Arizona. Readers should bear in mind that these prices reflect only the value of the license to the winning bidders — who still must bear the additional costs of constructing new facilities and making them operational.



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

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Trade Talk



Letters to the Editor

I have been a Christian radio listener for many years. I enjoy the variety of Christian radio available. However, I have a concern ... [and] am seeking some answers.

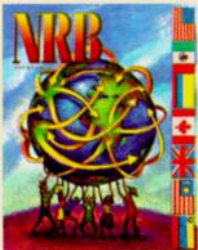
There seems to be racial segregation in Christian radio [programming]. On the white Christian station, one will find basically only artists and ministers of that race. On black Christian stations, only black artists and ministers are usually found.

A few black artists and ministers may cross over to the white stations. Very seldom, a white artist or minister is heard on black stations. In the secular media, AC and Top 40 formats consist of artists from both races.

Why isn't a format available in Christian radio which consists of a diversity in [voices] and racial unity? What can be done?

If the races come together, [we] will be able to learn from each other and truly love one another as we are called to do.

—Furman Glenn Jr.
FurmJanet@aol.com



The October 1999 cover is beautiful. Its flair of showing cultural diversity/pluralism and the commonality we embrace as people of the world is profoundly captured in the simple symbols and colors. Acknowledging people's differences and similarities is not only politically correct, it is desired. However, spreading the good news around the world about Jesus Christ is more important.

—Debra M. Hall, Special Events Coordinator
Total Living Network (TLN)
Dhall@tlnmedia.com

Thank you for the opportunity to receive *NRB* magazine. We are a new non-com FM station waiting for FCC approval, and I can't wait to go on air so we can become members of *NRB*. I appreciate you folks. Keep [giving] great information to the group.

—Mark Titta
Harvest Time Broadcasting, Inc.
MARKJIL@aol.com

NRB magazine is definitely worth reading. I appreciate the variety of articles and always find value in [them]. It is helpful to read what others are doing and how their ideas and ministries have developed. While some articles are clearly written for North American readers, I appreciate the effort that has been made to have a more international perspective.

—John Lindsay, Executive Director
Christian Resource Centre International
Papanui, Christchurch, New Zealand
crc@crconline.org



I regularly enjoy *NRB* and find it fascinating to read about a radio broadcasting landscape so different to ours in the United Kingdom. I noted with interest in your July/August issue that you are starting to go along the Thatcherite road of auctioning licenses (Washington, page 8).

In Britain, after the Thatcher government passed the 1990 Broadcasting Act of Parliament, "religious bodies" could own and operate Independent Local Radio (ILR) stations. Christian organizations ... could compete for a license based on business and program plans. Premier Radio [won] a local AM license for London. To date, it is the only full-time terrestrial Christian radio station in the country.

Where "religious bodies" are on unequal footing with secular broadcasters is that they cannot own or operate stations or be program providers in the following areas:

1. AM/FM Independent National Radio (INR) licenses, which the 1990 Broadcasting Act said had to go to the highest bidders for the three (please note only three) INR licenses and also specified types of programming (e.g. non-popular music);
2. National Digital Radio (NDR), where due to an "oversight" in the 1996 Broadcasting Act, "religious bodies" cannot own a multiplex or be a program provider;
3. Local/Regional Digital Radio (LDR) where the same restrictions as with NDR apply.

Christian broadcasters and the church in the United Kingdom need to:

1. Pray and lobby Parliament for changes in the law;
2. Work in unity for these changes;
3. Compete for new ILR licenses, remembering they have to extend listener choice (not go head-to-head with an existing format) and have the finance to support their plans;
4. Supply quality program spots relevant to the station format for existing secular ILR stations and/or BBC stations.

Please, *NRB* members, give prayer support to British Christian broadcasters working to gain access to the airwaves.

—J. Peter Wilson
Wolverhampton, United Kingdom
j_peter.wilson@virgin.net

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on your
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Airwave Anniversaries

Toledo, OH - In October, WLMB-TV40 celebrated its first anniversary. (Jamey Schmitz, 419-874-8862)



Airwave News

Manassas, VA - In the October issue of *NRB* magazine, an incorrect telephone number for Amsterdam 2000 was given. The correct number is 877-2GRAHAM. The editors apologize for any inconvenience caused by the error.

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Trade Talk



Manassas, VA – In a letter to members of Congress, NRB president E. Brandt Gustavson urged lawmakers to protect local Christian TV stations by rejecting any modifications to the existing must carry language in both the House and Senate versions of the Satellite Competition and Consumer Protection Act H.R. 1554. (Karl Stoll, 703-330-7000)

Dallas, TX – Heftel recently purchased KLTU-FM from SBT Communications Statutory Trust (a.k.a. Sunburst Media) for \$65 million. The deal provides Dallas-Fort Worth with the first full-market signal for Spanish-language programming. In March, Sunburst purchased the station from Delaware Radio for \$63.3 million. (*Radio & Records*)



Nashville, TN – The Christian Hit Radio Satellite Network announced the addition of the *Doug & Karla Morning Show* to the lineup of network affiliate, WAAJ/Murray, KY. (Darren Whitehead, 800-226-9296)



Charlotte, NC – *INSP World View* debuted in September with a series of five specials focusing on today's media. The series, hosted by Mac Head, sought to stimulate viewers to thoughtful consideration of issues such as families, music, teens, TV violence and children. (Sara Lowe, 704-561-7728)



Chicago, IL – Attendees of the 1999 Moody Broadcast Stations Division Conference gather at WCRF-FM/Cleveland, OH. Highlights included golf with the *Truth for Life* staff hosted by

Bob Butts and workshop sessions by Robin Jones of GSF & Associates and Aaron "AJ" Johnson. (Jones, 405-787-7102)

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VITAC Washington, DC – The U.S. Department of Education has awarded VITAC three grants to support closed captioning live news programs on NBC, CNN Headline News, ABC, and CBS from October 1, 1999, through September 2002. (724-514-4000)

Anchorage, AK – KAFC-FM began broadcasting a Top 100 format of contemporary Christian pop music in September. The station is owned and operated by Christian Broadcasting, Inc. (Mike Murray, 907-333-5282)

Wayside Nashville, TN – WAY-FM reports the highest ratings in the history of its program, *The Top Twenty Meltdown* with Matt Austin. In other news, WAY-FM joined forces with Sanctuary Ministries to promote the Nashville stop of the Holy Roller Tour (with The W's, Five Iron Frenzy, The Insyderz and Justin McRoberts) held at the Brentwood Skate Center following WAY-FM's Family Skate Night. (Darren Whitehead, 1-800-226-9296)

Chicago, IL – Total Living Network (TLN) received five nominations in four categories at the Chicago/Midwest Emmy Nomination Party held at Planet Hollywood. In other news, TLN chose the Chuck Blore Company (CBC) and Rezn8 of Los Angeles, CA, to



create a contemporary image for its network. CBC, best known for AT&T's "Reach Out and Touch Someone" TV commercials, has created image campaigns for NBC, ABC, CBS, and FOX. REZN8 has created image systems and network branding for the FOX Network, the 1994 and 1998 Winter Olympics and the current graphics for CBS and CBS/NFL. (Christine Moore, 972 267-1111)

Los Angeles, CA – ABC joined the growing number of networks developing upcoming movies about the life of Jesus by acquiring *The Miracle Maker*, which airs Easter evening. (LA Times)

Portland, OR – NBG Radio Network announced the signing of a sales representation agreement for Wireless Flash. Formerly part of Copley News Service, Wireless Flash provides daily news fax services. In exchange for delivery of the service to radio stations, NBG will receive 60 seconds of commercial inventory per day from each affiliate subscribing to the service. (John Holmes, 800-572-4624)



Los Angeles, CA – WPCB-TV/Wall, Pa. Cornerstone TeleVision's new state-of-the-art facility, showcases Panasonic's DVCPRO50 and DVCPRO50 Progressive equipment. The network is upgrading its infrastructure operations to a digital environment. (Pat Lamb, 518-692-8150)

Fullerton, CA – FamilyLife Today and Moody Broadcast Network recently debuted the four-minute *Living a Legacy* program, hosted by Crawford Loritts. (Jennifer Perez, 714-738-1501, ext. 235).

Colorado Springs, CO – Full Pardon, the radio feature from Good News Jail and Prison Ministry, changed its four-and-a-half minute format to two minutes. (Bev Singleton, 719-598-1733)

San Diego, CA – KCQB-AM began an all-talk format on Labor Day, adding the following to its lineup: *The Michael Medved Show*, *Common Sense Radio with Oliver North* and *The Dennis Prager Show*. In other program news, *The David Gold Show* airs live weekdays from 7-10 p.m. Also, owner Concord Media Group of California, Inc., entered into a Local Marketing Agreement with KPRZ and par-

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Trade Talk

ent company Salem Communications to provide programming and marketing for KCBQ. (858-535-1210)



Orlando, FL – KFUO-FM/St. Louis, MO, was named “Classical Station of the Year” and WUGN-FM/Midland, MI, was named “Religious Station of the Year” during the 1999 National Association of Broadcasters’ Marconi Radio Awards held in conjunction with the NAB Radio Show. (KFUO: Paul Devantier, 314-725-3030; UGN: Perry LaHaie, 800-776-1030)



New York, NY – NBC agreed to buy a convertible stock that would give it a 32 percent stake in Paxson Communications for \$415 million. If station ownership caps are raised, NBC has the right to buy up to 49 percent of Paxson for about \$1.2 billion after Feb. 1, 2002. NBC has already input into Paxson’s financial, programming and ad sales. NBC president/CEO Bob Wright said the deal gives NBC a second entertainment service and



NBC that it would continue to offer PAX TV’s brand of family friendly entertainment. Paxson plans to add appropriate programming from NBC, beginning with made-for-TV movies, miniseries and shows from NBC News and CNBC. NBC executive vice president Tom Rogers said his company has a right to NBC programming on the Paxson station if it can’t make a deal with another broadcast station, calling that an insurance policy. However, NBC expects most affiliates to want to find a way to cooperate with the Paxson stations in their market on programming, promotion and ad sales. (*Electronic Media Daily Fax*)

Houston, TX – On September 11, KSBJ-FM held its first “KSBJ Day” with the Houston Astros. More than 2,500 tickets consigned to local Christian bookstores sold out in four weeks. The station held an “O. Say Can You Sing” contest that awarded a church choir the honor of singing the National Anthem for the game. KSBJ’s *Morning Show* personality Buddy Holiday threw out the ceremonial first pitch. (Jason Ray, 281-446-5725)



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Int'l Airwaves

Neuquen, ARGENTINA – Voz de Esperanza (Voice of Hope) is Radiodifusao Biblica's 90th Spanish station. (Harold Richards, Hrichards@bbradio.org)

Timisoara, ROMANIA – In September, Alfa Omega TV Production applied to the National Counsel of Audiovisual for a license to obtain frequency for a local TV station in Timisoara. (Tudor Petan, 011-40-56-284-913)



Internet

Orlando, FL – CRISP is an Internet Tuner for Christian Radio which allows the user to listen to almost any Christian radio station, news programs, features and music shows on the Internet. The tuner has a variety of uses for program producers and broadcast professionals. It was awarded four stars by ZDNet and received a good review from About.com. Download it free at www.terrycom.net/crisp.htm. (Tom Terry, mail@terrycom.net)



Atlanta, GA – Larry Burkett's *Money Matters for Kids* Web site is online at www.mmforkids.org. (Allen Burkett, 828-454-0388)

Naperville, IL – The City News WebWire™ provides continually updated local and state news with a Christian world view to radio and TV broadcasters in Illinois. (Jerry McGlothlin, 630-848-0750)

The Harbor Lighthouse Chattanooga, TN – *The John Ankerberg Show* recently opened a new Web site, www.harborlighthouse.com, featuring articles by 52 scholars in 15 categories, including science, biblical prophecy, Islam, New Age, apologetics, media presentations and a discussion forum. (Alan Weathers, 615-892-7722)

Nashville, TN – lightsource.com now Webcasts *20 The Countdown Magazine* with Jon Rivers. (Whit Dreher, 972-560-7000)

POWERFIND.net

LaFox, IL – Richardson Electronics, Ltd., recently added PowerFind.net to its roster of Internet inventory locator sites. The free site allows buyers and engineers to locate and compare electronic components. Customers search the database by part number and receive a list of distributors, quantities in stock and links to distributor Web sites. (630-208-2200)

Tucson, AZ – The nationally syndicated *Parent Talk* program is now online at www.parenttalk.org through the Involved Christian Radio Network. (Warren Bonesteel, 800-776-1070, ext. 122)



Chantilly, VA – In September, Crosswalk.com

launched its Sports Channel with former Athletes in Action chairman/NFL quarterback Frank Reich as manager. The channel offers up-to-the-minute news, scores, interviews, polls and "Beat the Pro" — a game that allows fans to match wits with former Washington Redskins coach Joe Gibbs. (Rich Manieri, 770-813-0000)



Music Notes



Nashville, TN – Michael W. Smith (L), who will appear at NRB 2000 in Nashville, works on *This is Your Time* with co-producer Bryan Lenox (center) and assistant engineer Rob Burrell. (Brian Smith, 615-329-1007)

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Trade Talk

Nashville, TN – Turning Point Media Relations relocated to 1609 17th Avenue South, Nashville, TN 37212. The company's current roster includes Age of Faith, Steve Amerson, Charles Billingsley, Kirk Franklin, Karyn Henley, LaRue, NewSong, Selah, Michael W. Smith, Nicol Smith, Tavani and Willie Aames (Bibleman). (Brian Smith, 615-329-1007)



Nashville, TN – (L-R) Gray dot recording artist Age of Faith's Drue Bachmann and Steve Blair, Al Denson and Age of Faith members Jimi Ray and Dave Buchanan celebrate the taping of an appearance on TBN's *The Al Denson Show*. (Brian Smith, 615-329-1007)



Nashville, TN – Ardent Records recording artist Brother's Keeper sign a management agreement with Wright Entertainment, which also manages pop stars 'N Sync and Britney Spears. (L-R) Ardent president Patrick Scholes, Wright manager Michael Jerome, BK members David Shrodt and Gabe Dunlap, Wright manager Doug Brown and BK member John Sanders. BK member Phillip Enzore was home in Memphis, awaiting the birth of his second child. (Lynn McCain, 615-262-1727)

Los Angeles, CA – N*Soul Records, Inc., announced the formation of N*Soul Records, Canada. Ryan Richard son was named managing director of the new com-

pany, which will be distributed through the Navarre agreement with Oasis Entertainment in the mainstream and CBA markets. (Phillip Kim, 818-980-9088)



News Bites

Washington, DC – The U.S. Postal Service backed off from its ruling that a Christian ministry's mailings are not "religious"



enough to qualify for low nonprofit mail rates. The Postal Service refunded \$40,555.87 to Global Evangelism Television, run by Texas evangelist and NRB member John Hagee, after a federal lawsuit filed by the American Center for Law and Justice. (www.religiontoday.com)

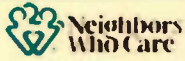


Portland, OR – NBG Radio Network (OTC: NSBD) announced its subsidiary, NBG Solutions, Inc., executed a Basic Ordering Agreement with the General Services Administration to provide kiosks, support equipment and services to the federal government. The agreement is part of the Government Services Express program, which places interactive kiosk technology and federal and state agency personnel in commercial mall storefront locations. Pilot testing was successfully completed in Oakland/San Francisco, CA, and Boston, MA. (John Holmes, 800-572-4624)



Wheaton, IL – The board of directors of the National Association of Evangelicals voted to sell its Wheaton facility and relocate the office to the Los Angeles, CA, area. President Kevin Mannoia stated reasons include a desire to be "missional and to assist the church in becoming a movement to transform our culture ... the [Los Angeles] area is clearly one of the urban, global and multi-ethnic centers of the world." In conjunction with NAE's location in Washington, DC, the new office provides a bi-coastal national posture for the association. (Richard Cizik, 202-789-1011)

Trade Talk



Washington, DC – Neighbors Who Care, a national victim

assistance group led by former Nixon aide and Watergate figure Chuck Colson, received the National Organization for Victim Assistance's (NOVA) outstanding victim assistance award. (Krista Obitts, 703-478-0100)

Little Rock, AR – In August, a federal jury found California-based film producer Pat Matrisciana and the nonprofit Citizens for Honest Government (CHG) guilty of defamation. Arkansas police officers Jay Campbell and Kirk Lane sued Matrisciana, his company Jeremiah Films and CHG for naming them as murder suspects in Jeremiah Films' *Obstruction of Justice* video. Jeremiah Films was exonerated. An appeal is planned. (*CBA Marketplace*, October 1999)



People

Cary, NC – In September, Trans World Radio awarded NRB member Chuck Swindoll its 1999 International Broadcaster Award. (Dawn Winters, 919-460-3757)



Nashville, TN – WENO/WNAZ general manager John Wesley (L) and Greg Fast, president of GSF & Associates, team up at the fifth annual WENO/WNAZ Celebrity Golf Tournament in Mt. Juliet, TN.

Thirty-two teams of four participated in the game, which raised funds for *Angels of the Poor*. (Susan Meredith, 615-361-1810)

Cincinnati, OH – Harris Corporation recently appointed Charles Sotto to TV systems account manager. He will repre-

sent the company's broadcast communications division to all non-call letter broadcasters. (Martha Rapp, 217-221-7577)



Sekulow

Virginia Beach, VA – Regent University appointed Jay Sekulow to its board of trustees. Sekulow is chief counsel for the European Centre for Law and Justice and Chief Counsel for the American Center for Law and Justice. (Baxter Ennis, 757-226-4093)

Nashville, TN – Terri Todd recently accepted a position with Janet Paschal Ministries. Todd was director of publicity and radio promotion for Wright Music. (615-833-1633)



Sacramento, CA – EMF Broadcasting welcomed the return of David Pierce as midday host. Pierce is in charge of creative production for the network as well as developing a new contemporary worship format for K-LOVE, set to launch in early 2000. (Lloyd Parker, 916-282-1400)



Charlotte, NC – Jeff Blodgett moved to Bible Broadcasting Network headquarters

to begin work with the on-air staff. (Hrichards@bbnradio.org)



Englewood, CA – CBS vice president Robert Seidel will deliver the keynote address "DTV—The Global View" at Digital Television 99. The conference will be

held December 1-3 at the Hyatt Regency O'Hare in Rosemont, IL. (Cathy Horning, 720-489-3145)

Florence, KY – Paragon Communications, a division of Paragon Advertising, Inc., appointed Robin Dixon executive vice president. Also, Lisa Bierman joined as executive assistant to the president. In other news, Sam Littleton, vice president of the South East region, relocated his office to Knoxville, TN. (Kim Schneider, 606-647-2800)

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Fort Washington, PA – Walter Bennett Communications recently named Jack Hibbard an account executive. Hibbard joins the agency after three years as station manager of WCHR-AM/Trenton, NJ. (215-836-2727)

Hibbard

Louisville, KY – Mark Halverson joined Salem Communications Corporation as general manager of WLSY-FM and WRVI-FM in Louisville.

Halverson served as general manager of WHO, KMXD and KYSY in Des Moines, IA. During his Iowa tenure, WHO won 6 Marconi Awards from the National Association of Broadcasters. (David Ruleman, 703-807-2266)



Los Angeles, CA – Broadcaster and author Hal Lindsey served as biblical prophecy consultant for *The Omega Code*, a feature film released in October to 300 theaters in more than 70 markets.

The film is a fictional suspense thriller based on the premise that scholars have uncovered the key to the Bible Code, a mathematical phenomenon of hidden messages woven within the text of the Bible. (Dennis Disney, 615-287-9215)



Virginia Beach, VA – Regent University recently named Lisa Mosley as vice president for development. Mosley will be responsible for administering Regent's development office in conjunction with various capital campaigns. Mosley leaves a position with Hillsdale (MI) College, where she served as director of parent relations. (Baxter Ennis, 757-226-4093)

Mosley

Seattle, WA – Pamela McCann has been appointed as the new senior vice president of client services for The Raymond Group (TRG). McCann has extensive leadership experience at client-side organizations, serving as executive director of Women of Faith and the national director of advertising and marketing for Minirth Meier New Life Clinics. Before joining TRG, McCann was the director of client services at KMA Media Group in Dallas, TX. (Rich Simons, 360-394-4300)

Florence, KY – After more than six years as managing partner of Force Communications & Consultants, LLC, John Pierce has continued his brokerage under his own banner, John Pierce & Company. Also, joining the new brokerage firm is Jamie Schworer as associate broker. (Kim Schneider, 606-647-0101)

Nashville, TN – lightsource.com announced that former Salem Communications Corporation programming executives Donald Cartmell and Dennis Worden will consult with lightsource.com to develop new growth strategies for its growing client list. Their focus will be to help lightsource.com clients expand their Internet broadcast ministries on lightsource.com. (Whit Dreher, 972-560-7000)

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Stewart

Nashville, TN – Atlantic Records recently announced personnel changes: Demetrus Stewart, former Warner Bros. vice president, is vice president of Gospel Artist Relations, the new Christian division of Atlantic. Stewart is responsible for all phases of artist signing and development. Mark Lusk, former



Lusk

director of marketing at Broadman & Holman, is vice president of sales and marketing. Ron Tabb, formerly with Reunion Records and creator of campaigns for Michael W. Smith, Kathy Troccoli and Clay Crosse, is director of promotions and marketing. Jay Schield, former national accounts manager for WEA Christian



Tabb

Distribution, is director of sales and product development. Support staff includes executive assistant to the vice president/general manager Sharon Lundy, marketing administrator Susan Linklater and marketing coordinator Chris Bernstein. (SpinCycle, 615-662-1241)



Schild

Trade Talk



Technology

Lake Mary, FL – Recoton Corporation (NASDAQ National Market: RCOT), and Lucent Digital Radio formed an alliance for the development and testing of In-Band On Channel (IBOC) Digital Audio



Broadcast (DAB) receivers for consumers. Recoton previously announced that it is creating and developing products for CD Radio®, a leading Satellite Digital Audio Radio

System (SDARS) company. The Lucent Digital Radio IBOC system is designed as an end-to-end solution for broadcast stations to seamlessly convert to an all-digital AM or FM broadcast scheme. (Chris Pfaff, 908-582-7571)



Plympton, MA – The CT-20 Positioning Head system, manufactured by the Camera Turret Company, remotely positions video and film cameras up to 25 pounds. Suitable for use on jibs, remote mounts and tripods, the CT-20 is operated via joystick and features motors which allow it to be operated at variable speeds up to 4 rpms per minute. The basic configuration retails for \$799. (Gordon Thomas, 508-822-0923)

Cincinnati, OH – Harris Corporation recently introduced a totally integrated master control module for High Definition Television. Marketed under the

HARRIS

Masterplus™ brand name, the system replaces 13 stand-alone products with three plug-in boards. (Martha Rapp, 217-221-7577)

Kingdom computers Mansfield, PA – Kingdom Computers, a user direct manufacturer of computer equipment, was again rated a “Best Buy” in the September issue of *Computer Buyer's Guide and Handbook*. (Angelique Caffrey, 570-662-7515, ext. 2948)



harman/kardon®

Warren, NJ – Lucent Digital Radio, Inc., a venture owned by Lucent Technologies (NYSE:LU) and Pequot Capital Management, Inc., announced an agreement between Lucent Digital Radio and Harman Kardon to develop prototype receivers using Lucent's In-Band On Channel (IBOC) Digital Audio Broadcast (DAB) digital radio technology. Other technologies include Lucent's Perceptual Audio Coder (PAC) technology, which delivers CD-like quality audio at 96 Kilobits per second; Unequal Error Protection, which prioritizes information based on its impact to audio quality; and Multi-Streaming, which provides for a more robust signal in an impaired channel. (Franklyn Roth, 212-388-1400.)

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Omartian

Writer/speaker Stormie Omartian will host the Women's Luncheon. A popular retreat speaker, her goal is to help women to find a way out of struggle and pain, to become all God created them to be and to establish and preserve strong family bonds. (Karl Stoll, 703-330-7000, ext. 517)



Carlisle

Benson recording artist Bob Carlisle will perform during the Award Night/Opening Session. After achieving first fame with the Allie, Carlisle reached cross-over success with his tribute to his daughter, *Butterfly Kisses*, now a standard for weddings. (Karl Stoll, 703-330-7000, ext. 517)



Carbaugh

Discovery House Music recording artist Damaris Carbaugh will perform during the Sunday Worship Service. Carbaugh was lead soloist of the Brooklyn Tabernacle Choir and a frequent guest on the *Day of Discovery* TV program. (Karl Stoll, 703-330-7000, ext. 517)



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Opinion: New Ministry of Propaganda?



Blanquita Cullum is president of the National Association of Radio Talk Show Hosts. She may be reached at bqview@radioamerica.org. Listen online to BQ at Radio America weekdays from 12 noon to 3 p.m. (EST) at www.radioamerica.org.

A new international agency has been created, called the International Public Information Agency (IPI). According to the *Washington Times*, a former senior Clinton Administration official charges that a new multi-agency plan to closely control the dissemination of public information abroad is really aimed at spinning misinformation to the American people.

The public has refused to support the President's foreign policy. They're saying that news coverage is distorted at home and they need to fight it at all costs because there was so little support from the people, even though the media was spinning it like crazy. What do you think?

In my mind, it's like creating a Minister of Propaganda, much like Joseph Goebbels in Nazi Germany.

The President has issued a directive ordering the creation of an International Public Information system designed to make sure that all government agencies share the same single message. It's supposed to prevent creating crises and influence foreign audiences in a way favorable to achievement of U.S. foreign policy objectives. The draft charter says that information aimed at U.S. audiences should be coordinated, integrated, de-conflicted by the IPI to achieve a unified effect.

Let me tell you who is going to be monitoring this: Morton Halperin. [He is] the guy who, when they were concerned about Alaska not being protected in missile defense, said it [was] not worth a thousand people.

This is a guy who is a big supporter of Fidel Castro, and he is going to be the one who is chairing the IPI. After October, the IPI will be run by the newly created Under Secretary of State for Public Diplomacy who will take on much of the duties of the U.S. Information Agency, which is now being disbanded.

This is really a shame, because that was Voice of America. It's being taken over by the State Department. Doesn't that make you feel

comfortable, especially when the State Department is run by a woman who is as arrogant and egotistical as Madeleine Albright? The State Department has always been like its own private fiefdom. They think they're smarter, brighter and better and have their own agenda.

There are those who say, however, that this new process indicates a measure of desperation in the President's foreign policy. When it is not received well abroad, he resorts to propaganda. There is concern the IPI could be used by the party in power to push its own agenda rather than the national interest. We've seen that in this case, especially when we're going out and bombing aspirin plants while the President admits that he had sex with an intern.

Should the State Department have an information agency that is going to be controlling the spin of foreign policy to every outlet in the country? Is that spin, is that propaganda, or is that information?

The other interesting thing is that the IPI is going to be working with the United Nations, and the U.S. spokesman said they've offered to help the U.N. during its peacekeeping and humanitarian efforts.

Listeners will occasionally ask me when I'm going to run for office, but right now my primary goal is to try to get talk radio established at a permanent location in the Congress so that we can have much more direct access to the members.

I think the possibility would be more on the House side of the aisle, because I've heard from people who work for members of the Senate that they're afraid of us. I want talk radio inside the U.S. Congress. I'm working on it, and I want to hold them accountable by being there.

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- "You don't know how helpful the music is. Thanks--"
- "...Your inspirational music is like medicine for my ears while falling asleep at night."
- "Sacred music has always quieted my spirit...Your program is a great way to start the day."

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- "Thank you for playing uplifting music to the Glory of Jesus...am hungry for God's Word...so thank you also for inserting scripture bites between music."
- "Please, please keep Music 'til Dawn going strong. The scripture excerpts and poems are all appreciated."
- "I enjoy the poems and especially the songs, many of which we don't hear much anymore."
- "May the anointing of the Holy Spirit continue to fill you as you share Jesus through the music and words..."

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- "Your work is touching the hearts of many by filling the emptiness within them."
- "...Fills my life with strength to battle life's disappointments, and hope to go on..."
- "Words cannot express how much your program means to us!!!"
- "Thank you for letting the Lord use you in such a wonderful way...How I praise our heavenly Father for a program like yours."
- "Please keep *Music 'til Dawn* on..."



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Member Profile: Chuck Pollak, Multi-faceted Professor

Northwestern College professor Chuck Pollak, president of Sharing Ministries International, is integral to Interecollegiate Religious Broadcasters. As former chairman of the IRB committee, he led the IRB membership to a 200-percent increase. But serving on the IRB committee is only one facet of Pollak's broadcast ministry.

He founded Sharing Ministries International, an organization to establish Christian broadcasting in third world countries. Through this ministry, he wants to "help people reach their goal and vision for Christ in broadcasting."

To help get stations on the air, Pollak obtains funding, supplies and equipment. Then Sharing Ministries sends in construction and medical teams. He believes the medical teams are necessary to introduce the love of Christ with the necessities of food and medicine. In some cases, other U.S. ministries partner with the fledgling stations.

Sharing's goal is to equip the broadcasters to begin their ministry and maintain an independent station. To date, the ministry helped to start stations in seven countries.



Pollak

In addition to his teaching and international broadcast ministry, Pollak teaches at Summer Institute of Radio (SIR) which meets prior to INSPO (a summer broadcast conference). This in-depth boot camp introduces new station managers, program directors, producers and churches to broadcasting.

Broadcasting, education and ministry are mainstays of the Pollak family. His parents work with Sharing's medical teams; his wife, Kathy, is vice president of Christian Broadcasting Network (CBN); their daughter, Sarah, is completing her master's degree at Regent University.

Chuck, I want to thank you for your leadership and membership in the IRB and NRB. You have been a blessing to me since my arrival at NRB. It is inspiring to see all that you have accomplished in your zeal for the Lord.

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

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Six Pillars of
CHARACTER

TRUSTWORTHINESS

RESPECT

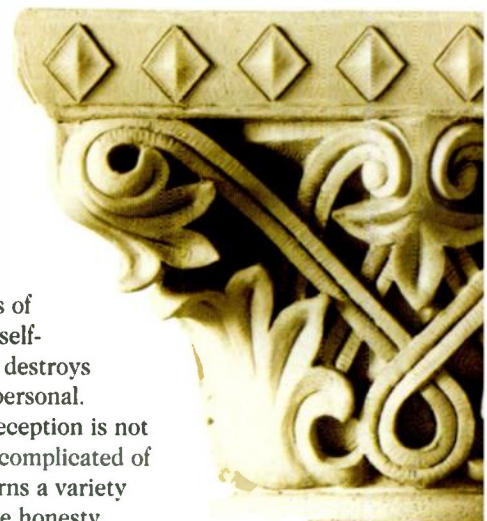
RESPONSIBILITY

FAIRNESS

CARING

CITIZENSHIP

courtesy of the Josephson Institute



Trustworthiness, respect, responsibility, fairness, caring and citizenship — these six core ethical values, which the Josephson Institute calls “Pillars of Character,” provide objective criteria to guide our choices. The standards of conduct that arise out of those values constitute the ground rules of ethics, and therefore of ethical decision-making.

There is nothing sacrosanct about the language of the Six Pillars. The terms simply represent discrete ethical concepts that function as moral truths. Since the Aspen Summit on Character Education, and even more so since the founding of its CHARACTER COUNTS!SM project, the Institute has promoted the idea that a common lexicon is possible, and indeed necessary to arrive at. Why? So that people can see what unites our diverse and fractured society. So that the challenge of ethical relativism can be tackled. So that ethical decisions, while not necessarily made any easier, can nevertheless become more consistent and defensible.

Consensus, discovered and acknowledged, has a special power to change society and lives. A clear, consistent language represents that consensus.

The principles represented by this common language in turn act as filters through which to process decisions. So, being trustworthy is not enough — we must also be caring. Adhering to the letter of the law is not enough — we must accept responsibility for our inaction.

Finally, using core ethical values as the basis for principled reasoning can help us detect situations where we focus so hard on upholding one moral principle that we sacrifice another — where, intent on holding others accountable, we ignore the duty to be compassionate; where, intent on getting a job done, we ignore how.

In short, systematically using the Six Pillars can dramatically improve the ethical quality of our decisions, and thus our character.

PILLAR ONE: TRUSTWORTHINESS

When we're trusted we're given greater leeway by others because they don't feel they need contracts to assure that we'll meet our obligations. They believe in us. That's satisfying. But there's a downside: we must

constantly live up to the expectations of others and refrain from competitive, self-serving behavior that tarnishes if not destroys relationships, both professional and personal.

Simply refraining from lies and deception is not enough. Trustworthiness is the most complicated of the six core ethical values and concerns a variety of behavioral qualities — qualities like honesty, integrity, reliability and loyalty.

Honesty

There is no more fundamental ethical value than honesty. We associate honesty with people of honor, and we admire and trust those who are honest. But honesty is a broader concept than many may realize. Honesty in communications requires a good-faith intent to convey the truth as best we know it and to avoid communicating in a way likely to mislead or deceive. There are three dimensions:

TRUTHFULNESS — The obligation of truthfulness precludes intentional misrepresentation of fact (lying). Intent is the crucial distinction between truthfulness and truth itself. Being wrong is not the same thing as being a liar, although honest mistakes can still damage trust insofar as they may be evidence of sloppy judgment.

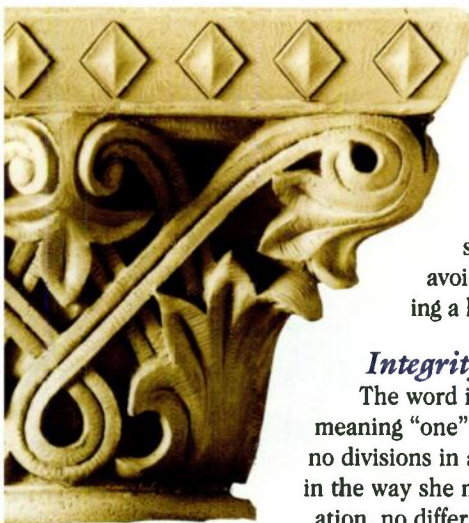
SINCERITY/NON-DECEPTION — The obligation of sincerity precludes all acts, including half-truths, out-of-context statements and even silence, that are intended to create beliefs or leave impressions that are untrue or misleading.

CANDOR — In relationships involving legitimate expectations of trust, honesty may also require candor, forthrightness and frankness, imposing the obligation to volunteer information that another person needs to know.

Honesty in conduct prohibits stealing, cheating, fraud, subterfuge and other trickery. Cheating is a particularly foul form of dishonesty because one not only seeks to deceive but to take advantage of those who are not cheating. It's a two-fer: a violation of trust and fairness.

Not all lies are unethical, even though all lies are dishonest. Huh? That's right, honesty is not an inviolate principle. Occasionally dishonesty is ethically justifiable, as when the police lie in undercover operations or when

There is no more fundamental ethical value than honesty. We associate honesty with people of honor, and we admire and trust those who are honest. But honesty is a broader concept than many may realize.



one lies to criminals or terrorists to save lives. But don't kid yourself: occasions for ethically sanctioned lying are rare and require serving a very high purpose indeed — not hitting a management-pleasing sales target or winning a game or avoiding a confrontation. We're talking saving a life, that sort of thing.

Integrity

The word integrity comes from the word integer, meaning "one" or wholeness. This means there are no divisions in an ethical person's life, no difference in the way she makes decisions from situation to situation, no difference in the way she acts at work and at home, in public and alone. At one time or another, we all have allowed our behavior to depart from our conscience or to vary according to locale. Even so, almost all of us have lines we will not cross; our challenge is to draw the line around the Six Pillars.

Because she must know who she is and what she values, the person of integrity takes time for self-reflection, so that the events, crises and seeming necessities of the day do not determine the course of her moral life. She stays in control. She may be courteous, even charming, but she is never duplicitous. She never demeans herself with obsequious behavior toward those she thinks might do her some good. She is trusted because you know who she is: what you see is what you get.

Four enemies of integrity: 1) Self-interest — Things we want; 2) Self-protection — Things we don't want; 3) Self-deception — A refusal to see a situation clearly; 4) Self-righteousness — An "end-justifies-the-means" attitude.

Reliability (promise-keeping)

When we make promises or other commitments that create a legitimate basis for another person to rely upon us to perform certain tasks, we undertake moral duties that go beyond legal obligations. The ethical dimension of promise-keeping imposes the responsibility of making all reasonable efforts to fulfill our commitments. Because promise-keeping is such an important aspect of trustworthiness, it is important to:

AVOID BAD-FAITH EXCUSES — Honorable people interpret their contracts and other commitments in a fair and reasonable manner and not in a way designed to rationalize noncompliance or create justifications for escaping commitments.

AVOID UNWISE COMMITMENTS — Be cautious about making commitments that create ethical obligations. Before making a promise consider carefully whether you are willing and likely to keep it. Think about unknown or future events that could make it difficult, undesirable or impossible. Sometimes, all we can do is promise to do our best.

Avoid unclear commitments — Since others will expect you to live up to what they think you have promised to do, be sure that when you make a promise the other person understands what you are committing to do.

Occasionally dishonesty is ethically justifiable ... but don't kid yourself: occasions for ethically sanctioned lying are rare and require serving a very high purpose indeed — not hitting a management-pleasing sales target or winning a game or avoiding a confrontation. We're talking saving a life.

Loyalty

Loyalty is a special moral responsibility to promote and protect the interests of certain people, organizations or affiliations. This duty goes beyond the normal obligation we all share to care for others. Some relationships — husband-wife, employer-employee, citizen-country — create an expectation of allegiance, fidelity and devotion.

LIMITATIONS TO LOYALTY — Loyalty is a tricky thing. It is not uncommon for friends, employers, co-workers and others who have a claim on us to demand that their interests be ranked first, even above ethical considerations. Loyalty is a reciprocal concept, however, and no one has the right to ask another to sacrifice ethical principles in the name of a special relationship. Indeed, one forfeits a claim of loyalty when so high a price is put on maintaining the relationship.

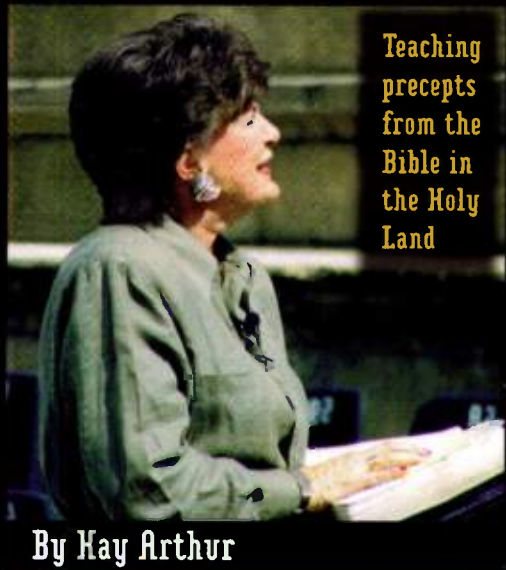
PRIORITIZING LOYALTIES — Because so many individuals and groups make loyalty claims on us, it is often impossible to honor them all simultaneously. Consequently, we must rank our loyalty obligations in some rational fashion. In our personal lives, for example, most people expect us to place the highest degree of loyalty on our family relationships. It's perfectly reasonable and ethical to look out for the interests of our children, parents and spouses even if we have to subordinate our obligations to other children, neighbors, or co-workers in doing so.

SAFEGUARDING CONFIDENTIAL INFORMATION — The duty of loyalty requires us to keep secrets learned in confidence.

AVOIDING CONFLICTING INTERESTS — Employees and public servants have an additional responsibility to make all professional decisions on merit, unimpeded by conflicting personal interests. Their goal is to secure and maintain the trust of the public, to whom they owe their ultimate loyalty.

When we're trusted we're given greater leeway by others because they don't feel they need contracts to assure that we'll meet our obligations.

"I visited the Holy Land, and I never looked at my Bible the same way again."



Teaching precepts from the Bible in the Holy Land

By Kay Arthur

Every time I land in Israel I feel I have come home. From the moment I step off the plane, I know that I'm standing on holy ground — set apart by God for the descendants of Abraham, Isaac, and Jacob as an everlasting possession.

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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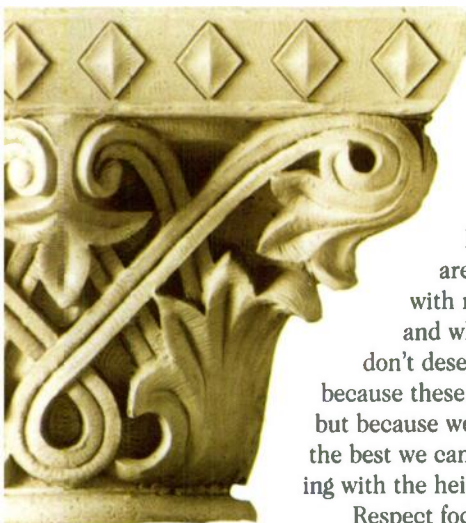
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PILLAR TWO: RESPECT

The way one shows respect varies, but its essence is the display of regard for the worth of people, including oneself. We have no ethical duty to hold all people in high esteem or admire them, but we are morally obligated to treat everyone with respect, regardless of who they are and what they have done — even if they don't deserve respect. The reason is not because these undeserving souls are human beings, but because we are. We have a responsibility to be the best we can be in all situations, even when dealing with the heinous.

Respect focuses on the moral obligation to honor the essential worth and dignity of the individual. Respect prohibits violence, humiliation, manipulation and exploitation. It reflects notions such as civility, courtesy, dignity, autonomy, tolerance and acceptance.

CIVILITY, COURTESY, DECENCY — A respectful person is an attentive listener, although his patience with the boorish need not be endless (respect works both ways). Nevertheless, the respectful person treats others with consideration, conforming to accepted notions of taste and propriety, and doesn't resort to intimidation, coercion or violence except in extraordinary and limited situations to teach discipline, maintain order or achieve social justice. Punishment is used in moderation and only to advance important social goals and purposes.

AUTONOMY — An ethical person exercises personal, official and managerial authority in a way that provides others with the information they need to make informed decisions about their own lives.

TOLERANCE — An ethical person accepts individual differences and beliefs without prejudice and judges others only on the content of their character.

PILLAR THREE: RESPONSIBILITY

Life is full of choices. Being responsible means being in charge of our choices and, thus, our lives. It means being accountable for what we do and who we are. It also means recognizing that what we do, and what we don't do, matters and we are morally on the hook for the consequences.

Responsibility makes demands on us. It imposes duties to do what we can, not because we are being paid or because we will suffer if we don't, but simply because it is our obligation to do so. The essence of responsibility is continuous awareness that our capacity to reason and our freedom to choose makes us morally autonomous and, therefore, answerable for how we use our autonomy and whether we honor or degrade the ethical principles that give life meaning and purpose.

Beyond having the responsibility to be trustworthy, respectful, fair and caring, ethical people show responsibility by being accountable, pursuing excellence and exercising self-restraint. In other words, they exhibit the ability to respond to expectations of performance.

ACCOUNTABILITY — An accountable person is not a victim and doesn't shift blame or claim credit for the work of others. He considers the likely consequences of his behavior and associations. He recognizes the common complicity in the triumph of evil when nothing is done to stop it. He leads by example.

PURSUIT OF EXCELLENCE — The pursuit of excellence has an ethical dimension when others rely upon our knowledge, ability or willingness to perform tasks safely and effectively.

DILIGENCE — It is hardly unethical to make mistakes or be less than "excellent," but there is a moral obligation to do one's best, to be diligent, reliable, careful, prepared and informed.

PERSEVERANCE — Responsible people finish what they start, overcoming rather than surrendering to obstacles and excuses.

Respect prohibits violence, humiliation, manipulation and exploitation. It reflects notions such as civility, courtesy, dignity, autonomy, tolerance and acceptance.

FOUR ENEMIES OF INTEGRITY

- 1) Self-interest — Things we want
- 2) Self-protection — Things we don't want
- 3) Self-deception — A refusal to see a situation clearly
- 4) Self-righteousness — An "end-justifies-the-means" attitude

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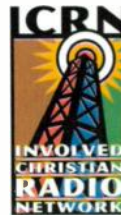
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NRB general counsel Richard E. Wiley is a former FCC chairman. He is a partner in the law firm of Wiley, Rein and Fielding. Partner Rosemary C. Harold assisted in the preparation of this column.

FCC Preserves and Clarifies Religious Exemption to New EEO Rules

The FCC's imposition of new equal employment opportunity (EEO) mandates on broadcasters has been the talk of the industry for weeks. The regulations are complex, featuring data-collection and record-keeping mandates that can be confusing and duplicative. Nonetheless, there is one spot of reasonably good news in the EEO order that has attracted little attention — the FCC has codified an exemption to its general nondiscrimination rule that allows religious broadcasters to choose employees on the basis of their faith.

The basic regulation, which the FCC reaffirmed in its latest decision, prohibits all broadcasters from discriminating against individuals on the basis of race, religion, color, national origin or gender. NRB for many years sought an exemption to the religious component of that rule, securing a policy decision to that end from the agency in 1997 during the course of litigation over a license renewal challenge to the Lutheran Church-Missouri Synod (LCMS), operator of two radio stations in suburban St. Louis. To complete the circle, a federal appellate court reversed the FCC's action in the LCMS case, striking down most of the broadcast EEO rules in the process. The FCC's new EEO regulations are the outgrowth of that court case.

The new rule codifying the religious exemption does not track NRB's desires in all particulars, but it does provide religious broadcasters with more scope to take applicants' religious beliefs into account when filling job vacancies. The agency also clarified some aspects of the exemption in ways generally favorable to religious licensees.

The new rules permit a "religious broadcaster" — as defined by the Commission — to establish religious belief or affiliation as a job qualification for all station employees. However, such licensees are not exempt from all the new EEO recruiting and record-keeping obligations; they must "make reasonable, good faith efforts to recruit widely among their co-religionists."

The FCC defines a "religious broadcaster" as one who "is, or is closely affiliated with, a

church, synagogue or other religious entity, including a subsidiary of such an entity." If a question arises as to whether a particular licensee qualifies, the agency will undertake a case-specific review "based on an evaluation of the religious entity's characteristics, including whether the entity operates on a nonprofit basis, whether it has a distinct religious history and whether the entity's articles of incorporation set forth a religious purpose."

Religious broadcasters should note that the FCC has made clear that none of these characteristics will be treated as "a sole determining factor" in any case. In particular, the FCC stated, "a licensee's lack of nonprofit status will not automatically disqualify it from claiming religious broadcaster status."

The agency also clarified that a licensee "is not required to affiliate with a church or specific denomination" to qualify as a religious broadcaster; instead, it may qualify as a nondenominational "religious entity." In such cases, the FCC suggested that it likely would give significant weight to whether a religious purpose is provided in the entity's articles of incorporation and whether the entity has a "distinct religious history."

The FCC also will treat the amount of airtime that a licensee devotes to "religious programming" as a factor to be considered in evaluating a licensee's claim of religious broadcaster status. The agency did not identify any specific minimum number of hours that it would consider favorably.

The FCC does not require religious broadcasters to file any sort of documentation to claim the benefit of the EEO exemption. Rather, if any question arises about a religious broadcaster's status, the FCC initially will defer to a licensee's "reasonable" and "good faith" claim to that status. If upon review the agency ultimately disagrees with the broadcaster's determination, it will not sanction the licensee's for past employment decisions but will only require the station to comply prospectively with the full set of EEO obligations.

Cornerstone Aftermath

As many NRB members know, substantial controversy erupted over the FCC's decision in late December 1999 to establish onerous restrictions on the broadcast of religious programming by noncommercial television (NCETV) licensees. The new restraint — which would have prevented NCETV stations from using "programming primarily devoted to religious exhortation, proselytizing or state-

ments of personally-held religious views and religious beliefs" to meet their "educational" programming obligations — came in the context of an order approving a Pittsburgh, PA, station swap deal that involved Cornerstone TeleVision, Inc. The unprecedented action was taken without any prior public notice or opportunity for comment.

The resulting furor prompted the agency in late January to delete the ill-considered "Additional Guidance" language from the Cornerstone order. NRB members, along with other supporters of religious speech rights, lauded the FCC's action as a significant victory.

It is not, however, a complete one. Although the FCC voted 4-1 to rescind the Additional Guidance paragraphs that laid out the restriction, the possibility remains that the oppressive approach could be quietly resurrected — perhaps as informal staff "processing guidelines" for handling NCETV applications involving religious broadcasters. Statements issued by two commissioners at the time of the January vote indicate that they foresee such an occurrence (but vehemently disagree as to whether it would be lawful).

NRB, through my law firm, has asked the agency to plainly state that the policy is null and void, regardless of the form it might take. That request remains pending.

In the meantime, legislative proposals addressing the issue also are circulating. More than 120 members of the House of Representatives, Democrats and Republicans alike, are co-sponsoring a bill spearheaded by Rep. Mike Oxley (R-OH). H.R. 3525, the "Religious Broadcasting Freedom Act," would require the FCC to follow normal notice-and-comment rulemaking procedures if it wished to establish new programming rules for NCETV stations.

Other lawmakers are considering a different approach suggested by Sen. Tim Hutchinson (R-AR). The "Noncommercial Broadcasting Eligibility Act" — which has not yet been formally introduced as legislation — would require the agency to accept programming "substantially related to any tax-exempt purpose" under federal tax law as appropriate fare for noncommercial stations. The Internal Revenue Code has long recognized "religious" purposes as valid for non-profit status.

Given that this is a presidential election year, it is difficult to say whether either measure will advance before Congress turns its attention to full-time campaigning. I will monitor the progress of both proposals — as well as NRB's request to the FCC — and report significant developments when warranted.

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NAB 2000, Las Vegas, NV. 202-775-3527.
- **April 12**
5th Annual NRB Media Breakfast; Las Vegas (NV) Hilton. Tammy Singleton, 703-330-7000, ext. 503.
- **July 27-29**
Southwestern NRB Chapter Convention; Dallas-Fort Worth (TX) Marriott. Barry Thompson, 318-783-1560.
- **September 14-16**
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- **September 20-23**
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- **September 24-26**
Eastern NRB Chapter Convention; Sandy Cove Bible Conference Center, North East, MD. Bill Blount, 401-737-0700.
- **September 28-30**
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- **October 1-3**
Western NRB Chapter Convention; The Queen Mary, Long Beach, CA. Gary Curtis, 818-779-8400.
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CONTINUOUS IMPROVEMENT — Responsible people look for ways to do their work better.

SELF-RESTRAINT — Responsible people exercise self-control, restraining passions and appetites (lust, hatred, gluttony, greed, fear, etc.) for the sake of reason, prudence and the duty to set a good example. They delay gratification if necessary and never feel it's necessary to "win at any cost." They realize they are as they choose to be, every day.

PILLAR FOUR: FAIRNESS

Most would agree that fairness and justice involve issues of equality, impartiality, proportionality, openness and due process. Most would agree that it is unfair to handle similar matters inconsistently. Most would agree that it is unfair to impose punishment that is not commensurate with the offense. Beyond that, there is little agreement. Fairness is another tricky concept, probably more subject to legitimate debate and interpretation than any other ethical value.

Disagreeing parties tend to maintain that there is only one fair position (their own, naturally). But while some situations and decisions are clearly unfair, fairness usually refers to a range of morally justifiable outcomes rather than discovery of the fair answer.

PROCESS — In settling disputes or dividing resources, how one proceeds to judgment is crucial, for someone is bound to be disappointed with the result. A fair person scrupulously employs open and impartial processes for gathering and evaluating information necessary to make decisions. Fair people do not wait for the truth to come to them; they seek out relevant information and conflicting perspectives before making important judgments.

IMPARTIALITY — Decisions should be made without favoritism or prejudice.

EQUITY — Fairness requires that an individual, company, or society correct mistakes, promptly and voluntarily. It is improper to take advantage of the weakness or ignorance of others.

PILLAR FIVE: CARING

Caring is the heart of ethics. It is scarcely possible to be truly ethical and not genuinely concerned with the welfare of others. That is because ethics is ultimately about our responsibilities toward other people. If you existed alone in the universe, there would be no need for ethics and your heart could be a cold, hard stone without consequence to anyone or anything.

It is easier to love "humanity" than it is to love people. People who consider themselves ethical and yet lack a caring attitude toward individuals tend to treat others as instruments of their will. They rarely feel an obligation to be honest, loyal, fair or respectful except insofar as it is prudent for them to do so, a dis-

position which itself hints at duplicity and a lack of integrity.

A person who really cares feels an emotional response to both the pain and pleasure of others. Oddly enough, though, it is not uncommon for people to be remarkably ungracious, intolerant and unforgiving toward those they love — while at the same time showing a generous spirit toward strangers and business associates. Go figure.

Of course, sometimes we must hurt those we truly care for and some decisions, while quite ethical, do cause pain. But one should consciously cause no more harm than is reasonably necessary to perform one's duties.

The highest form of caring is the honest expression of benevolence. This is sometimes referred to as altruism, not to be confused with strategic charity. "Gifts" to charities to advance personal interests are (to put it uncharitably) a bit of a fraud. That is, they aren't gifts at all. They're investments, or tax write-offs.

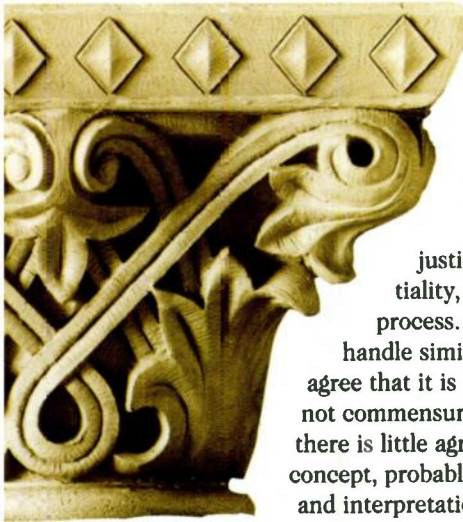
PILLAR SIX: CITIZENSHIP

The concept of citizenship includes civic virtues and duties that prescribe how we ought to behave as part of a community. The good citizen knows the laws and obeys them, yes, but that's not all. She volunteers and stays informed on the issues of the day, the better to execute her duties and privileges as a member of a self-governing democratic society. That is, she does more than her "fair" share to make society work, now and for future generations. And beyond respecting the law, reporting crimes, serving on juries, voting and paying taxes, the good citizen protects the environment by conserving resources, recycling, using public transportation and cleaning up litter. She never takes more than she gives.

When we say something is a civic duty, we imply that not doing that duty is unethical. Yet that can be a harsh and erroneous judgment. If one has a duty to be honest, caring, fair, respectful and responsible, then we mean it is ethically wrong to be the opposite of those things. But does that then mean that if one has a "civic duty" to stay informed that one is unethical if one is ignorant? Certainly we don't have to admire self-absorbed and lazy people who take their citizenship for granted. It is important, however, to make the distinction between what is ethically mandated and what is merely desirable and worthy of emulation. To a great extent, people have to live their own lives, in whatever degree of isolation they choose.

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Caring is the heart of ethics. It is scarcely possible to be truly ethical and not genuinely concerned with the welfare of others.

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COMMON RATIONALIZATIONS

In making tough decisions, don't be distracted by rationalizations. Here are some of the most common.

If It's Necessary, It's Ethical

This rationalization is based on the false assumption that necessity breeds propriety. This type of reasoning often leads to ends-justify-the-means reasoning and treating tasks or goals as moral imperatives.

The False Necessity Trap

As Nietzsche put it, "necessity is an interpretation, not a fact." We tend to fall into the "false necessity trap" because we overestimate the cost of doing the right thing and underestimate the cost of failing to do so.

If It's Legal and Permissible, It's Proper

This substitutes legal requirements (which establish minimal standards of behavior) for personal moral judgment. This alternative does not embrace the full range of ethical obligations, especially for those involved in upholding the public trust. Ethical people often choose to do less than what is maximally allowable but more than what is minimally acceptable.

I Was Just Doing It for You

This is a primary justification of committing "little white lies" or withholding important information in personal or professional relationships, such as performance reviews. This rationalization pits the values of honesty and respect against the value of caring.

An individual deserves the truth because he has a moral right to make decisions about his own life based on accurate information. This rationalization overestimates other people's desire to be "protected" from the truth, when in fact most people would rather be provided unpleasant information than be deluded into believing falsehoods. Consider the perspective of people lied to: if they discovered the lie, would they thank you for being considerate or would they feel betrayed, patronized or manipulated?

I'm Just Fighting Fire With Fire

This is based on the false assumption that promise-breaking, lying and deceit are justified if they are routinely engaged in by those with whom you are dealing.

It Doesn't Hurt Anyone

Used to excuse misconduct, this rationalization is based on the false assumption that one can violate ethical principles so long as there is no clear and immediate harm to others. It treats ethical obligations simply as factors to be considered in decision making rather than as ground rules. Problem areas: asking for or giving special favors to family, friends or public officials, disclosing nonpublic information to benefit others, using one's position for personal advantage.

Everyone's Doing It

This is a false, "safety in numbers" rationale fed by the tendency to uncritically adopt cultural, organizational or occupational behavior systems as if they were ethical norms just because they are norms.

It's OK If I Don't Gain Personally

This justifies improper conduct done for others or for institutional purposes on the false assumption that personal gain is the only test of impropriety. A related, but more narrow excuse, is that only behavior resulting in improper financial gain warrants ethical criticism.

I've Got It Coming

People who feel they are overworked or underpaid rationalize that minor "perks" — acceptance of favors, discounts or gratuities — are nothing more than fair compensation for services rendered. This is also used as an excuse to abuse sick time, insurance claims, overtime, personal phone calls and personal use of office supplies.

I Can Still Be Objective

This rationalization ignores the fact that a loss of objectivity always prevents perception of the loss of objectivity. It also underestimates the subtle ways in which gratitude, friendship, anticipation of future favors and the like affect judgment. Does the person providing you with the benefit believe that it will in no way affect your judgment? Would the benefit still be provided if you were in no position to help the provider in any way?

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Online Education: Make Your Move



by Lance D. Clark

Have you ever thought of continuing your education? Perhaps you have thought of pursuing an MBA or just finishing a college degree in business or communication. I recently heard a radio advertisement for a local adult educational program. It was one of several quality adult programs campaigning for the ever-increasing professional adult demographic who may be considering going back to college. Excluding the industrial background music and specific program name and phone number, the ad went something like this:

"When was the last time you played

the game of chess? You know, that classic medieval game with kings and queens, rooks and knights and all those little pawns. Some say life's a lot like chess. You have to make the right move otherwise ... checkmate. And getting a degree is one of the right moves you can make. The problem is, you may have started but never finished. With the pressures of your career and family, you've never gone back. The solution is simple ... imagine how much better you'll feel knowing you've accomplished a major life goal, not to mention more promising career opportunities. It's your turn to make the right move by getting your degree. Call today!"

Setting Up the Game

It was a convincing ad. As a professional educator, I chose three years ago to go forward in my pursuit of higher education. I was in my own game of chess and knew that in order to stay active in my career I had to get another degree. The problem was that I didn't have the time. I was working 60 hours per week teaching media classes, managing the campus radio station and directing the video production company. Oh, did I mention my wonderful wife and two little girls? I was juggling enough plates in the air. I thought that adding an adult degree to the rotation would surely send them all

crashing to the floor. It was my move on the chessboard and I didn't even have my playing pieces on the board yet.

I did my research, drove to several top schools in my tri-state area, met with professors and discussed the ins and outs of their programs. I soon realized I would be spending on average of six or more hours a week in the car driving to and from these universities, not to mention the hours I would spend reading and writing. How depressing. I committed my decision to the Lord and He answered. Instead of spending all that time in the car, why not go online and pursue a degree through the tools of the Internet? After a thorough search in my field of interest (Ph.D. in communication) I chose Regent University, one of the nation's leaders in online education. I was ready to make my move.

Two years later I have finished my course work and am currently studying for my qualifying exams — a feat that sends most rooks and knights to their graves. Although the journey is rough, it is worth all the effort. There are many advantages to online education and I want to challenge you to consider pursuing your own online degree.

Studying the Pieces

With online education, you are not limited by the traditional barriers of time and space. You can "attend" classes at credible colleges and universities around the country, or even the world for that matter, right in the comfort of your own living room. Through the Internet and e-mail you can be in virtual classes on your own timetable. Depending on the professor, you can usually choose when to log on and check your e-mail for important lectures, assignments and class discussions.

Perhaps the best advantage to online education is the fact that you don't have to sacrifice your day job. I chose to study at night and on weekends. My class syllabi were online, and class handouts and articles were readily available to download. Voices of dissent claim that online classes repress the true give-and-take of the real classroom experience. For 18- to 22-year-olds I would agree that there is still strong merit for the on-campus experience. For the adult student who has a family and career I strongly disagree. I found much more in-depth debate and lively discussion with my online classmates than I ever imagined. In many ways I felt more connected to my class

since I "entered" the classroom every night as I logged on to the computer.

Learning From the Masters

Another advantage to online education is the attention you get from your professors. You are no longer a number just sitting in the crowd, perhaps too timid to ask the tough questions in front of your peers. In the online classroom you are one-on-one with your professor, who can directly respond to your concerns and questions with a point and click of a mouse. Even virtual study groups can be set up within your class. I was in several study groups with students from Jamaica, Europe, Florida and California who all pitched in to help encourage and support each other through difficult class units. After all, chess is made up of several pieces working together.

Is it easy? No! You may find it difficult to get used to the virtual classroom. An open schedule can really throw you off at first. It is up to you to log on and be disciplined enough to stay the course.

Are there sacrifices? Yes! The main sacrifice is time. Time you normally spend watching or listening to the TV or radio or relaxing before you hit the sack. Time you normally spend fishing or engaging in other recreational activities on the weekend come to a screeching halt. But my supportive wife keeps telling me it is only for a season. And she is right. There is light at the end of the tunnel and I am now beginning to see it is not an oncoming train.

Is it worth it? Yes! Besides research that continually shows that those with higher educations have better career opportunities, a degree lends more credibility to our profession as broadcasters and managers of media. Sharpening our minds also honors our Father who places a high premium on knowledge, education and wisdom (as shown in Proverbs).

Check! Now it is your turn. Make the right move and consider online education.

Lance D. Clark is assistant professor in communication at Huntington (IN) College.

Checking the Internet

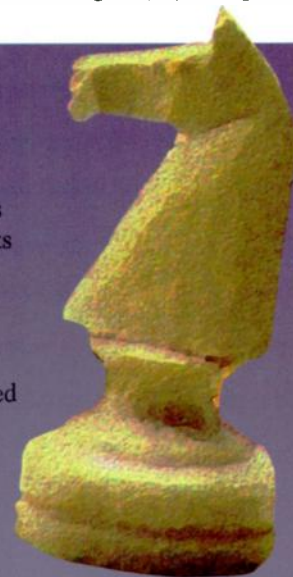
The need for improved distance education offerings has become even more critical as the demands on students and their families increase. More than 60 percent of those taking higher education courses next year will be working either full-time or part-time. Almost half of all college students are 24 years or older.

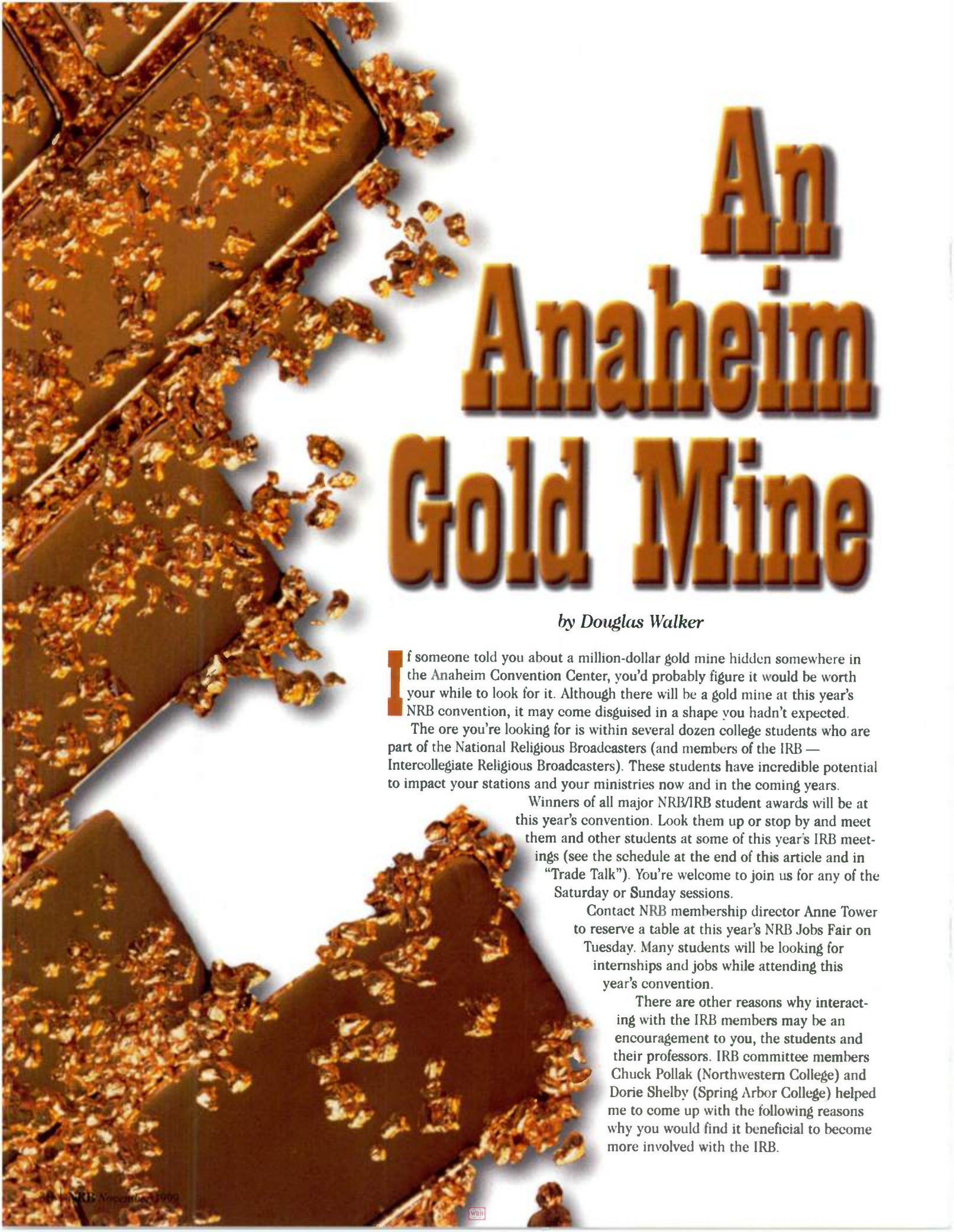
One organization attempting to meet the growing need for distance education is Christian University GlobalNet (www.cugn.org). CUGN is a collaborative partnership with the Council for Christian Colleges and Universities. CUGN serves as a central listing point for distributed-learning courses from several dozen Christian colleges and universities.

All the offerings from these schools are listed under the CUGN Web site. For instance, the CUGN online catalog lists more than two dozen courses from six colleges and universities under business administration and management. There are both undergraduate and graduate courses. These include courses like managerial statistics, strategy and problems in management, principles of marketing, human resource management, managerial accounting and computing and information systems. There are also a variety of other management-related courses available at CUGN and many secular colleges and universities.

Places to start online research:

<http://www.gospelcom.net/cugn/>
<http://www.urlwire.com/newsarchive/103098.html>
<http://www.csupomona.edu/~career/mbalinks2.htm>
<http://vm.marist.edu/graduate/mbadean.html/>
<http://www.regent.edu/distance/>
<http://www.capellauniversity.com/>





An Anaheim Gold Mine

by Douglas Walker

If someone told you about a million-dollar gold mine hidden somewhere in the Anaheim Convention Center, you'd probably figure it would be worth your while to look for it. Although there will be a gold mine at this year's NRB convention, it may come disguised in a shape you hadn't expected.

The ore you're looking for is within several dozen college students who are part of the National Religious Broadcasters (and members of the IRB — Intercollegiate Religious Broadcasters). These students have incredible potential to impact your stations and your ministries now and in the coming years.

Winners of all major NRB/IRB student awards will be at this year's convention. Look them up or stop by and meet them and other students at some of this year's IRB meetings (see the schedule at the end of this article and in "Trade Talk"). You're welcome to join us for any of the Saturday or Sunday sessions.

Contact NRB membership director Anne Tower to reserve a table at this year's NRB Jobs Fair on Tuesday. Many students will be looking for internships and jobs while attending this year's convention.

There are other reasons why interacting with the IRB members may be an encouragement to you, the students and their professors. IRB committee members Chuck Pollak (Northwestern College) and Dorie Shelby (Spring Arbor College) helped me to come up with the following reasons why you would find it beneficial to become more involved with the IRB.

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
- Babbie Mason
- Big Tent Revival
- Chris Rice
- Bob Carlisle
- Salvation Army Band
- Greater Vision
- Michael W. Smith
- Haven Quartet
- Alicia Williamson
- India Children's Choir
- Kathy Troccoli
- The Martins
- 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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Saturday, February 5 –
Tuesday, February 8, 2000

www.nrb.org/conv.htm

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E-mail: tsingleton@nrb.org

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

IRB at NRB 2000

Saturday, February 5

- 12:30 p.m.** "Good Friend Hunting" Lunch
(meet students from other schools at the convention; last year more than 70 attended)
- 3 p.m.** "So That's How You Do That"
(Student discussion groups on campus radio and TV stations, and video ministries. A time to share great ideas that have worked at different schools)
- 4:15 p.m.** Faculty-Student Paper Presentation: "Media & Messages: Communication that Works" (Moderator: Chuck Pollak, Northwestern College; panelists will include the first-place student winner in the Al Sanders Scholarship contest)

Sunday, February 6

- 1:30 p.m.** "Putting Yourself in Position to Find the Right Job" (Industry panel, includes Lisa Berglund, 1995 NPPA Television News Photographer of the Year)
- 3 p.m.** IRB Planning Session and Election (Moderator: Doug Walker, Asbury College)
- 3:45 p.m.** IRB Awards Ceremony (Moderator: Lance Clark, Huntington College)

Monday, February 7

- 9 a.m.** IRB student tours of Los Angeles broadcast studios (details will be available during the Saturday and Sunday sessions and on the NRB Web site in October)

Tuesday, February 8

- 8-10 a.m.** Jobs Fair

The Ore of Influence

Christian professionals can influence the students by direct and indirect contact in panels and interviews and through talking informally with them in the halls at the convention. IRB members are future NRB members. This is a chance for you to impact and influence students early and to groom them to be effective and productive NRB members. A positive IRB experience will lead these future members to view NRB in the same positive light. Investing in IRB is investing in your future.

You can also help keep professors sharp and up-to-date by trading ideas with them. Asking questions such as, "What's something that's worked (or not worked) at your station recently?" may provide a great discussion-starter for an upcoming class. "What are your main concerns about the new workers you're hiring?" help professors to better adapt their teaching and course offerings. Let's talk!

Digging up Internships

Among IRB member schools you'll find sharp, energetic help for many of your essential tasks, as well as assistance in tackling some dreamed-about projects that you never seem to have a budget to develop.

It makes a great difference if you're able to help with the students' expenses or salaries, but even if that's not possible, there are many students who welcome the chance to learn from an internship with you.

Mining for Labor Needs

By being involved with the IRB, broadcast decision-makers get to develop a relationship over time with a student, watching the student grow in professionalism and maturity. When the time comes to graduate, the student/applicant is a known entity.

Panning for Partnerships

IRB and NRB can be great partners through the creation of education-industry partnerships. IRB is home to a wealth of untapped student talent that could work in many innovative ways for NRB members. Possibilities include on-the-job training, programming partnerships, mission work, special projects and research. IRB students have been on faculty-led teams that have developed mission videos overseas, have conducted a 400+ person survey for a remote radio station in Alaska and have worked at different stations around the world. You and the students benefit from such experiences.

Mapping a Ministry

Your station, program or Web site may want to further develop a ministry to youth in your area. Chat with IRB members who are close in age to your target audience. Their perspective helps to sharpen your ministry.

Those are just a few of the reasons you'll find it worthwhile to mine for gold in Anaheim. Students come to NRB because they want to learn more about the ministry you've invested your life in. Many will go on to join you in ministry.

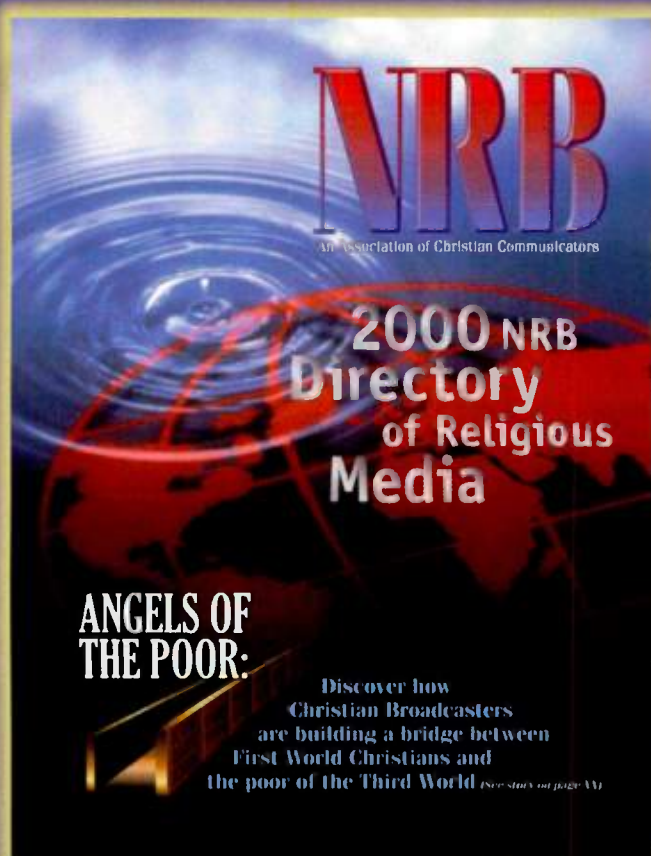
Others may go on to careers in the secular media (where Christians also are desperately needed). The contacts they make with NRB members now may provide later bridges for the sharing of ideas and resources.

Let's join together at this year's convention to uncover some gold nuggets — of friendship, ideas and plans — that have the power to transform lives and ministries. Get involved with the IRB.

Douglas Walker is chairman of the Intercollegiate Religious Broadcasters and assistant professor of broadcast communications at Asbury College in Wilmore, KY.



Christian Media's Contact Sourcebook



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- Television Programs
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- Gov't Agencies & Regs
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Sample Listing

Arlington

WAVA-FM 105.1. 1901 N. Moore St. Ste. 200, Arlington, VA 22209. 703-807-2266. Fax: 703-807-2248. E-mail: comment@wava.com. Web: www.wava.com. Broadcast online: Yes. MSA: Washington, DC. Owner: Beltway Media Partners (acq. 1992). Commercial. 41,000/ watts. Format: Contemporary Christian, Talk/Interview. Hours: 24 hours, 168 hrs rlg/week. Prog support: Paid time. Network(s): SRN, WONE.
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IRB College Guide

	Broadcast Major	Broadcast Concentration	Broadcast Minor	New Media/Multi-media Degree	New Media/Multi-media Courses	Internship Required	On-campus Radio Station	On-campus Audio Recording Studio	On-campus TV Station	Work-study Production Studio	Work-study Available	Broadcast Scholarships Available	Job Placement for Graduates	Distance Learning Available	IRB Member	Broadcast Faculty	Students	Student/Teacher Ratio	Broadcast Students	Room/Board/Tuition/Fees (One Year)
Anderson University Anderson, IN	•	•	•		•	•	•	•	•	•	•						2300	16:1	60	
Asbury College Wilmore, KY	•	•	•	•	•	•	•	•	•	•	•	•		•			1286	14:1	111	\$16400
Belhaven College Jackson, MS	•			•						•	•	•	•			1	1600		5	
Bethel College North Newton, KS		•	•		•	•	•		•	•						1	580	11:1	10	\$11500
Biola University La Mirada, CA	•			•	•	•	•		•	•	•	•				4	3600	18:1	120	\$20000
Bluffton College Bluffton, OH					•	•				•						2	1000	17:1	40	\$18528
Campbell University Buies Creek, NC	•	•	•		•	•	•		•	•	•	•				10	3500	18:1	270	
Cedarville College Cedarville, OH	•		•	•	•	•			•		•	•				5	2800	20:1	80	\$15534
Central Christian College McPherson, KS				•						•						1	250	16:1	5	\$13500
Cornerstone University Grand Rapids, MI	•	•	•		•	•	•					•					1200	20:1	24	\$14000
Dallas Baptist University Dallas, TX		•	•	•	•	•				•		•	•	•		1	3900	25:1	32	\$12800
Eastern Mennonite University Harrisonburg, VA				•	•	•	•			•		•	•			2	1400	13:1		\$18430
Eastern Nazarene College Quincy, MA		•		•	•	•			•	•			•			1	650	15:1	15	\$17000
Evangel University Springfield, MO	•	•	•		•	•	•	•	•	•	•			•		2	1600		50	\$13000

Contact Information

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1100 E. 5th St.
Anderson, IN 46012
P: 800-428-6414
Web: www.anderson.edu
Contact: Donald Boggs
E: dgboggs@kirk.anderson.edu

Asbury College

1 Macklem Ave.
Wilmore, KY 40390
P: 606-858-3511, ext. 2142
F: 606-858-3921
Web: www.asbury.edu
Contact: Jim Owens
E: admissions@asbury.edu

Belhaven College

1500 Peachtree St.,
Jackson, MS 39202
P: 601-968-8715
F: 601-968-9998
Web: www.belhaven.edu
Contact: Eelayne Hayes-Anthony
E: ehayesanthony@belhaven.edu

Bethel College

300 E. 27th St.
North Newton, KS 67117
P: 316-283-2500 • F: 316-283-0522
Web: www.bethelks.edu
Contact: John McCabe-Juhnke
E: jmccjuhnk@bethelks.edu

Biola University

13800 Biola Ave.
La Mirada, CA 90639
P: 562-903-4804 •
Web: www.biola.edu
Contact: Tom Nash
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Bluffton College

280 W. College Ave.
Bluffton, OH 45817
P: 419-358-3298
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Campbell University

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Buies Creek, NC 27506
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Web: www.campbell.edu
Contact: Dan Ensley
E: Ensley@mailcenter.campbell.edu

Cedarville College

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Eastern Mennonite University

1200 Park Rd.
Harrisonburg, VA 22802
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Web: www.emu.edu
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E: info@emu.edu

Eastern Nazarene College

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Quincy, MA 02170
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Web: www.enc.edu
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Evangel University

1111 N. Glenstone
Springfield, MO 65802
P: 417-865-2815, ext. 7377
F: 417-865-9599
Web: www.evangel.edu
Contact: Shirley Shedd
E: shedds@evangel.edu

	Broadcast Major	Broadcast Concentration	Broadcast Minor	New Media/Multi-media Degree	New Media/Multi-media Courses	Internship Required	On-campus Radio Station	On-campus Audio Recording Studio	On-campus TV Station	On-campus TV Production Studio	Work-study Available	Broadcast Scholarships Available	Job Placement for Graduates	Distance Learning Available	IRB Member	Broadcast Faculty	Students	Student/Teacher Ratio	Broadcast Students	Room/Board/Tuition/Fees (One Year)
George Fox University Newberg, OR 97132	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	2	1500	15:1	25	\$22125
Goshen College Goshen, IN		•		•	•	•	•		•	•	•					5	1000	13:1	40	
Grace University Omaha, NE		•			•	•	•						•	•		4	533	15:1	14	\$11289
Grove City College Grove City, PA	•					•	•			•		•				2	2350	18:1	40	\$11600
Huntington College Huntington, IN	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	2	1000	14:1	40	\$18500
John Brown University Siloam Springs, AR	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	4	1453	16:1	152	\$15080
Messiah College Grantham, PA	•	•	•	•	•					•		•		•		2	2697	15:1	79	\$20676
Mississippi College Clinton, MS		•			•	•			•	•						5	3000	15:1	135	\$11000
Northwest Nazarene University Nampa, ID				•	•	•	•		•	•	•					2	1500	14:1	25	\$16000
Northwestern College St. Paul, MN	•		•	•	•	•			•	•	•		•	•			1400	17:1	50	\$18800
Nyack College Nyack, NY		•			•	•	•			•	•	•	•			2	1400	15:1		\$17000
Southern Nazarene University Bethany, OK 73008	•						•	•	•							3	2000	20:1	25	\$10000
Toccoa Falls College Toccoa Falls, GA	•		•		•	•	•		•	•	•					2	950	19:1	30	\$6140
Trevecca Nazarene University Nashville, TN 37210	•	•	•	•	•	•	•		•	•	•			•		3	1600	15:1	15	\$15678

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Grove City College

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E: lytal@mc.edu

Northwest Nazarene University

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E: drwaller@exodus.nnu.edu

Northwestern College

3003 Snelling Ave. N.
St. Paul, MN 55113
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Web: www.nwc.edu
Contact: Timothy Tomlinson

Nyack College

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Nyack, NY 10960
P: 914-358-1710, ext. 373
F: 914-348-0873
Web: www.nyackcollege.edu
E: career@nyack.edu

Southern Nazarene University

6729 NW 39th Expwy.
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Web: www.snu.edu
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E: pbroyles@snu.edu

Toccoa Falls College

P.O. Box 800836
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Web: www.toccoafalls.edu
Contact: Randall Pruitt

Trevecca Nazarene University

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Web: www.trevecca.edu
Contact: David Deese
E: ddeese@trevecca.edu



Now More Than Ever

Call on God's people to fast and pray." This was the plea of Dr. Al Meredith on Sunday, September 19, as he addressed 15,000 gathered at Texas Christian University during a memorial service for victims of those who perished in the Wedgewood Baptist Church massacre.

Turning to the rabbi who had just offered condolences to the assembled crowd on behalf of Fort Worth's Jewish community, pastor Meredith invited Christians to join their Jewish neighbors who were about to celebrate the Day of Atonement with fasting and prayer. He said that the gravity of our nation's sin requires nothing less of God's people, and when we turn to Him, God promises hope for broken relationships, provision for daily living, direction for hard choices and healing for our sinful land.

Whatever life brings your way, the presence and promises of your heavenly Father remain constant, as Luke 11:11,12 assures: "Which of you fathers, if your son asks for a fish, will give him a snake instead? Or if he asks for an egg, will give him a scorpion? If you, then, though you are evil, know how to give good gifts to your children, how much more will your Father in heaven give the Holy Spirit to those who ask him!"

God cares about your every joy and sorrow, your smallest disappointment and your fondest dream. And as you seek His face through fasting and prayer, not only will your life change, but in the spirit of 2 Chronicles 7:14, you can help to call our nation back to God: "If my people who are called by my name, will humble themselves and pray and seek my face and turn from their wicked ways, then will I hear from heaven and will forgive their sins and will their land."

You're invited to join believers across America who are gathering November 11-13 to seek God's face and claim His promises during "Fasting & Prayer 99." If you cannot attend the main event in Houston's Astro Arena, you can log on via the Internet in the privacy of your home or join a church, neighborhood or community group to participate via live satellite broadcast.

Christian leaders across America are calling our nation to prayer. Whatever way you choose to participate, you will be joining in prayer with Christian leaders including Vonette Bright, Bill Bright, Evelyn Christenson, Bill McCartney, Adrian Rogers, Thomas Trask and more than 30 other Christian leaders who will be uniting to fast and pray.

"Fasting & Prayer 99" will not only include times of prayer, but will also call on participants to exercise the spiritual discipline of fasting — abstaining from solid food during part or all of the three-day gathering. The experience of even a limited fast can take your devotional life to another level by adding what Bill Bright describes as "the spiritual atomic bomb that our Lord has given us to destroy the strongholds of evil."

Of the first time he felt impressed to go without solid food as a discipline of spiritual devotion, Bright wrote: "This proved to be the most important 40 days of my life. As I waited on the Lord, the Holy Spirit gave me the assurance that America and much of the world will, before the year 2000, experience a great spiritual awakening. This divine visit from heaven will kindle the greatest spiritual harvest in the history of the Church. But before God comes in revival power, the Holy Spirit will call millions of God's people to repent, fast and pray."

(Editor's Note: If you have any health concerns, consult your physician before embarking on an extended fast.)

Speakers at "Fasting & Prayer 99"

- Kay Arthur, executive vice president of Precept Ministries
- Theodore Baehr, president/founder of Christian Film and Television Commission
- Bob Bakke, director of National Prayer Advance
- John Bisagno, pastor of First Baptist Church in Houston, TX
- H. David Bryant, president/founder of Concerts of Prayer International
- Paul Cedar, president of Mission America
- Morris Chapman
- Evelyn Christenson, president of Evelyn Christenson Ministries
- H. Thomas Claus, president of Hope Indian Eskimo Fellowship
- Stephen B. Douglass, executive vice president of Campus Crusade for Christ
- Maxie D. Dunnam, president of Asbury Theological Seminary
- Dick Eastman, president of Every Home for Christ
- Paul Eshleman, vice president of The JESUS Film Project
- H. Eddie Fox, director of World Evangelism World Methodist Council
- Nina Gunter, executive director of Nazarene World Mission Society
- E. Brandt Gustavson, president of National Religious Broadcasters
- Eugene Habecker, president of American Bible Society
- Ted Haggard, pastor of New Life Christian Church
- Marvin P. Kehler, president of Campus Crusade for Christ, Canada
- Jerry R. Kirk, CEO/Chairman of the Board of National Coalition for the Protection of Children and Family
- Kevin W. Mannoia, president of NAE
- Peter J. Marshall, evangelist/author of Peter Marshall Ministries
- John Ed Mathison, senior minister of Frazer Memorial U.M.C.
- Bill McCartney, founder of Promise Keepers
- Tom Phillips of International Students, Inc.
- Tim Philpot of CBMC International
- Dennis Rainey, executive director of FamilyLife
- Bob Reccord, CEO/president of North American Mission Board
- Adrian Rogers, senior pastor of Bellevue Baptist Church
- Rick Scarborough, president of Vision America
- Dale Schlafer of Promise Keepers
- Alan Sears, president of Alliance Defense Fund
- Jay Sekulow, talk show host/speaker of A.C.L.J.
- Dal Shealy, president/CEO of Fellowship of Christian Athletes
- Edward Silvano, president of Harvest Evangelism
- Eddie Smith, executive director of AD2000 U.S. Prayer Track
- Thomas E. Trask, general superintendent of General Council of the Assemblies of God
- Luder G. Whitlock, president of Reformed Theological Seminary
- Lester Woerner, president of Woerner World Ministries
- H. Edwin Young, pastor of Second Baptist Church

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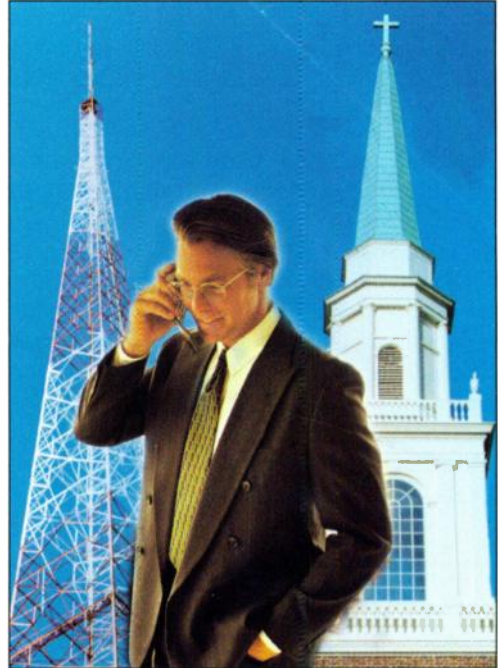
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Help Wanted

MANAGERS, ASSISTANT MANAGERS, ACCOUNT EXECUTIVES AND UNDERWRITERS for secular and religious stations for Southeast U.S. Resume to Vernon H. Baker, President, Positive Radio Group, P.O. Box 889, Blacksburg, VA 24063 or e-mail office@parfm.com.

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November



November 1, 1998

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Billy Graham

November 6, 1948

A Visit with the Joneses begins broadcasting from the Jones home on WPIT/Pittsburgh, PA. The program received the NRB "Milestone" award in 1999 for 50 years of continuous service.

November 7, 1918

Billy Graham is born in Charlotte, NC. Thirty-two years later, on November 5, Graham first broadcasts The Hour of Decision from a crusade in Atlanta, GA, airing on 150 ABC stations.

November 11, 1978

The first Christian radio station in the British Commonwealth, Radio Rhema, signs on in Christchurch, New Zealand, following an 18-year effort to obtain a permanent broadcasting license.



November 14, 1975

Jerry Rose joins Christian Communications of Chicagoland, Inc., as vice president and general manager of WCFC-TV38/Chicago, IL, the first 24-hour Christian TV station in the city. TV38's first broadcast took place in May 1976. Rose, currently president of the Total Living Network in Chicago and KTLN-TV68/San Francisco, CA, serves on NRB's executive committee.



Jerry Rose

November 27, 1921

Radio Church of America begins broadcasting in New York.

November 1927

William Ward Ayer embarks on a 41-year radio ministry. His first broadcast, The Sunday Dinner Hour, Saving the Bread of Life aired on WJKS/Gary, IN. In 1932, he moved to Canada and began broadcasting The Bible and Your Newspaper. He later moved to New York City, NY, to pastor Calvary Baptist Church. While there, he began a program on WHN (later known as WMGM). Ayer was elected NRB's first president in 1944 and was inducted into the Hall of Fame in 1978.



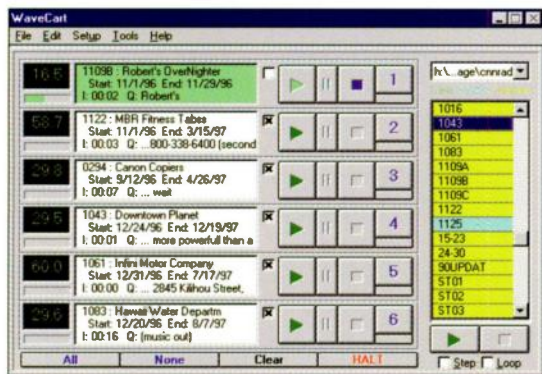
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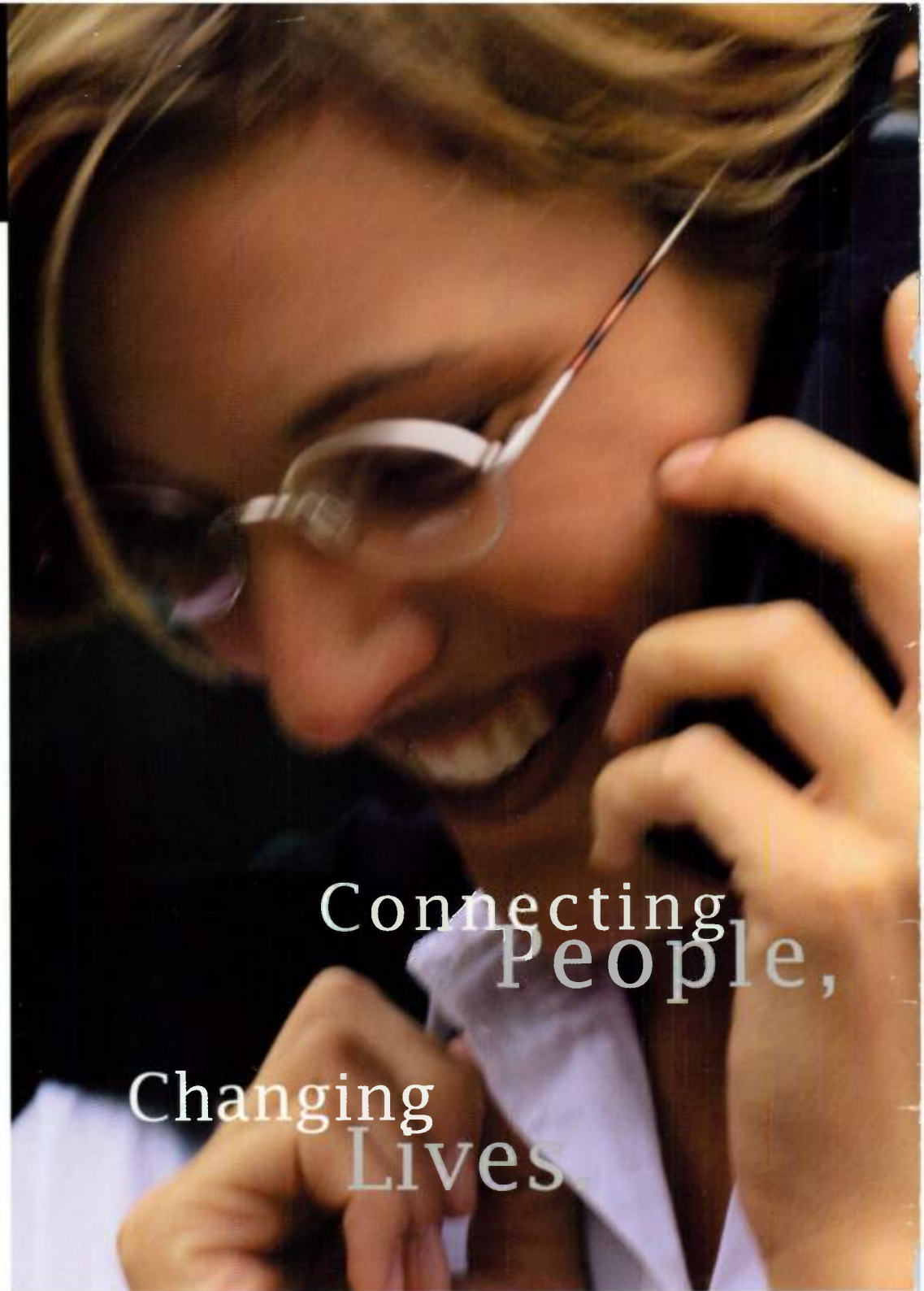
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