

NRRB

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December 1999

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- Online Streaming
- Tower Revenue Streams



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- **January 6-9, 2000**
2000 International CES (Consumer Electronics Manufacturers Association); Las Vegas, NV. 703-907-7600.
- **January 8-12**
National Association of Broadcasters (NAB) Board of Directors Meeting; Palm Springs, CA. 202-775-3527.
- **January 24**
Association of Local Television Stations (ALTV) Convention; New Orleans, LA. 202-887-1970.
- **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 12-15**
NAB State Leadership Conference; Washington, DC. 202-775-3527.
- **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.
- **April 12**
5th Annual NRB Media Breakfast; Las Vegas (NV) Hilton. Tammy Singleton, 703-330-7000, ext. 503.
- **September 20-23**
2000 NAB Radio Show; San Francisco, CA. 202-775-3527.
- **February 10-13, 2001**
58th Annual NRB Convention & Exposition; Wyndham Anatole Hotel, Dallas, TX. Tammy Singleton, 703-330-7000, ext. 503.
- **April 23-26**
NAB 2001, Las Vegas, NV. 202-775-3527.

Highlights

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- Tony Evans
- Jill Briscoe
- Ron Cline

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- Big Tent Revival
- Chris Rice
- Bob Carlisle
- Salvation Army Band
- Greater Vision
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- Haven Quartet
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- Kathy Troccoli
- The Martins
- Ralph Carmichael Big Band

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- 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

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

An Association Portrait



Michael T. Glenn is vice president of NRB. He may be reached at mglenn@nrb.org or 703-330-7000, ext. 502.

When NRB president E. Brandt Gustavson asked me to write the December column, I said, "It would be a pleasure," and sat down to make a list of possible topics.

Let's see ... there's LPFM, DBS Must Carry, COMM-LINC, NRB2000 in Anaheim, the new headquarters building, the upcoming presidential election, Y2K ...

Wait a minute. This is the December issue, the final month of the year and the end of the decade. Why not stop for a bit of reflection?

Did you know that NRB has experienced the most successful year in the history of the association? Let me paint this exciting picture for you.

The 1999 convention, held during February in Nashville, TN, set record figures in nearly every category. Regional conventions are welcoming higher attendance and new faces to the meetings, which are improving in creativity and workshops.

This magazine developed a new look during the past two years and continues to improve in appearance and content. The upcoming 2000 *Directory of Religious Media* is bigger and better. It runs 594 pages, contains more than 4700 listings and ships from the printer in a few weeks.

Membership is ready to top 1200, an increase of 20 percent in the last two years. We recently installed a new computer software system specifically designed to better

serve members. Many of you reading this helped with the financial support for this system. Thank you.

We expect to break ground in the spring for the association's permanent headquarters, the "Foundation for the Future."

This year marked the first summer the association has not needed to borrow funds. What a breakthrough achievement! And in my 19 years with the organization, I have never witnessed a more cohesive and professional headquarters staff, executive committee and board of directors.

Framing everything is a spiritual tone of service, a willingness to go the extra mile and to ensure that members have access to the tools and resources they need to create their own ministry portraits.

Stopping to reflect at this key point in time, we mark the rich blessings God has given to this association and its many members. But most importantly, we remember the greatest gift from our heavenly Father, presented 2000 years ago. May Christ refresh our hope and renew our commitment during this season of celebration.

"And the star which they had seen in the east went ahead of them until it stopped over the place where the child was. When they saw the star they were overjoyed" (Matthew 2:9-10).

Post-modern Communication

Someone has called this the "post modern" period in American media — a clever play on what some term the "post modern" period in society. But it is more than that. On several levels the term post modern fits the technological maelstrom in which we live.

A few examples:

- Motorola developed a cellular telephone to work on all the different systems in the world, permitting seamless transfer of media across international borders.
- Next year, Ford will introduce a direct broadcast radio receiver allowing drivers to listen to one station anywhere in North America.
- TV programs soon will be interactive with Web sites, enabling ministries to provide a host of on-demand information. This will introduce a level of intimacy with the audience never before possible.
- A new recording system captures hundreds of hours of video, enabling the creation of personal networks. Programs unavailable by broadcasting or cable are simply downloaded from the Internet.
- Wedgwood Baptist Church in Fort Worth discovered that its

Web site became an enormous portal to a world sympathetic and curious about how Christians confront death.

So what are some of the implications of "post modernism" for Christian broadcasters? First, the very nature of broadcasting is changing. Audio and video are merging into a new kind of media amalgam that fits the new distribution systems. Although it is too early to discern if this will be a boon to Christian broadcasters, it appears to level the playing field.

Second, Christian broadcasters must learn to compete for audience in an environment with hundreds of options rather than the dozens currently available.

Third, I doubt that programs which are poor imitations of secular formats will attract and hold audiences. This has been tried and largely failed. We need biblically based, creative approaches exalting Christ as the answer to personal and societal needs.

Let us turn to God, the source of all creativity and wisdom, to give us the inspiration to create content that resonates in the hearts and minds of audiences in this new post modern period.



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

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						KCIV-FM Fresno/Modesto



FCC Considers Digital Audio Broadcasting



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.

The Federal Communications Commission has opened its long-anticipated rulemaking proceeding concerning digital broadcasting by AM and FM radio stations — or, in Commission parlance, “digital audio broadcasting” (DAB). However, unlike its practice in many rulemakings, the FCC does not offer any tentative conclusion as to what approach for authorizing DAB might be best. Instead, it poses many questions on which it seeks comment, including whether the agency should formally adopt a DAB transmission standard or leave that matter to industry consensus.

Some of the main issues that the Commission flags are noted below. Foremost among them is whether the concept of “in-band on-channel” (IBOC) DAB — which would allow for the simultaneous broadcast of analog and digital signals in the existing radio spectrum — is now technically viable.

General Policy Goals

As many broadcasters know, the FCC has been pondering the general issue of digital radio broadcasting for some time. In 1990, the agency began to explore digital technology’s potential for both traditional “terrestrial” radio broadcasting and for a new satellite-delivered radio service. Then, as now, most existing terrestrial broadcasters strongly favored the IBOC approach, but the technology at that time proved unfeasible. (Progress was made more quickly with respect to satellite “digital audio radio service” [DARS]. Two such systems have since been licensed and should begin operating next summer.)

Proponents of DAB continued to work on the terrestrial technology, and last year one of three developers of rival IBOC systems urged the Commission to authorize the service based on the many advancements that had been made. The new rulemaking is an outgrowth of that request, but the FCC makes clear that it wants to consider all DAB options.

In making its choice, the agency said that it would evaluate competing proposals on the basis of (1) the potential for enhanced sound quality, (2) the potential to withstand interference, (3) compatibility with existing analog signals, (4) spectrum efficiency, (5) flexibility to provide new broadcast and non-broadcast services in addition to the traditional programming signal, (6) ability to adapt to future technological advances, (7) ability to accommodate all existing broadcasters, (8) ability to replicate the “protected” contour of each station’s analog signal, and (9) implementation costs. The last criterion includes both the cost of transmission technology and cost to consumers for new digital receivers.

“In-Band” or New Spectrum?

The industry has long been focused on IBOC technology as the best answer for the introduction of digital radio broadcasting. IBOC proposals call for existing

broadcasters to make use of the spectrum now devoted to “emission masks” on the power of a station’s signal on its assigned channel. When broadcasting in a “hybrid” operational mode, IBOC technology would allow a licensee to transmit lower-power digital signal “sidebands” positioned on either side of the analog signal — and so, proponents assert, would allow for near CD-quality digital FM signals or FM-quality sound on AM channels without interfering with the analog transmission. This hybrid mode of broadcasting would end at some point and, accordingly, the three IBOC proposals would also provide for all-digital transmission.

As an alternative, the Commission could attempt to place DAB in another portion of the spectrum. But new spectrum allocations are difficult, given the competing demands for bandwidth. The only specific spectrum that the FCC identifies as a possible home for DAB is currently used for television channel 6. This spectrum is due to be vacated, for the most part, after the transition to digital television (DTV) ends, but that will not occur until the end of 2006 (and may be extended further).

The agency notes that “a workable IBOC system would be superior to a new-spectrum DAB system in several respects.” In addition to avoiding the need for a spectrum allocation, the IBOC approach likely would allow for a smoother and faster transition to digital radio broadcasting for broadcasters and their listeners. It also could eliminate the question of whether DAB authorizations should count as new licenses — and thereby might raise issues under the local radio ownership restrictions.

Another consideration facing IBOC proposals is their compatibility with the Commission’s proposed low-power FM (LPFM) service. As discussed in my April 1999 column, the FCC is contemplating the creation of up to three new classes of low-power radio stations in the FM band. It is not clear how well the available spectrum could support both initiatives; accordingly, the agency seeks comment on “how a DAB system could be designed to protect a possible future LPFM service.”

DAB Standards and Testing

The Commission poses many questions about what role the government should play in testing, and ultimately selecting, a DAB transmission standard. Although many proponents want to adopt a national standard, the FCC points to developments abroad, as well as in the United States, that suggest the industry might reach consensus on its own. The agency seeks comment on whether it might advance its DAB goals through some step short of mandating a standard.

As of this writing, no firm deadlines for public comment on the DAB proposals have been set, but the Commission will accept submissions until at least mid-February. The full text of the rulemaking notice is available via the agency’s Web site (www.fcc.gov).

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Letters to the Editor



I read with interest the pros and cons of low-power FM (LPFM) in articles and letters in various trade journals. While there may be interference problems with existing stations, I cannot make a judgment because I haven't seen all the technical details of the studies that have been done.

While there may be a need for such a service, particularly for reaching various ethnic groups in some cities, such as Michael Bond mentioned in his letter in the October issue of *NRB*, there are problems as to financial viability. Can such a service get enough income to survive?

With all the discussion I have not read any mention of another possibility. One way to reach minority ethnic groups without risking interference problems is with the use of Sub-Carrier Authorization (SCA) on existing FM stations. Additional stations would not have to be built. Existing stations would not have to break up their broadcast schedules to allow an hour for a foreign language broadcast. Yet, programming could be produced which is targeted at various ethnic groups. The cost of operating such a service would probably be less than operating an LPFM station. It would also provide some additional income for the stations airing the SCA programming. And those stations could even be secular stations.

Of course, some effort would be required to get the targeted ethnic groups to purchase the special receivers needed to receive SCA programming. But this can be done. I would like to hear more on this subject from those of you who have SCA programming at your stations.

— Bruce W. Clark
WFRS-FM Operations Manager
Central Islip, NY

I was pleased to see Dan Wooding's article, "Global Visions," in the October issue. However, an international view of broadcasting is incomplete without mentioning the powerful shortwave work of organizations like High Adventure Broadcasting and its string of Voice of Hope stations scattered around the globe. Nor was there mention of LeSEA shortwave broadcasting ministry.

Since 1979, the Voice of Hope has been broadcasting, often at great risk, in southern Lebanon. It also operates KVOH out of Los Angeles, CA. (directionalized to Latin America and Cuba) and the Voice of Hope to Asia (on the Pacific island of Palau). Well-programmed missionary radio remains the best overall investment in global evangelism.

— Don S. Otis
Creative Resources, Inc.
Sandpoint, ID

Blessings and thanks. The *NRB* magazine is in my bookcase after reading it cover to cover.

— Gil McDowell
McDowell Ministries International
Palm Harbor, FL
scotsholm@mindspring.com



Airwave Anniversaries

Fort Worth, TX – FamilyNet programs *Powerline* and *Country Crossroads* recently celebrated 30-year anniversaries. (FamilyNet, 817-737-4011)



Brownsburg, IN – *Gospel Country*, the syndicated countdown program of Christian country music, recently celebrated its 15th year. The radio program is

broadcast in five countries and over the Internet at www.gospel-country.net. (Les Roberts, 317-892-5031)

San Juan, PR – WBMJ-AM, a radio station of Calvary Evangelistic Mission, Inc., celebrated 13 years of Christian broadcasting in September. (Ruth Luttrell, 787-724-2727)

Nashville, TN – WWCR International celebrated its 10th anniversary. Programs reach daily into Europe, the Middle East, Africa, Australia, New Zealand, North America, Central America and South America. (George McClintock, 615-255-1300)



Airwave News

Corsicana, TX – The B & B Media Group created *A Neighborhood Christmas* radio special, featuring a fireside chat with Walt Wanegrin on preparing for Jesus, a dramatic reading from Thomas Kinkade's *A Child's Christmas at St. Nicholas Circle* and other holiday selections. Stations can air individual tracks or the entire two-CD program, made available in November. (Terry Walsh, 800-927-0517, ext. 106)



Minneapolis, MN – World Wide Pictures announced *A New Song*, a new full-length movie to air nationally on North American television in June 2000. A story of redemption, the film is directed by Charlie Jordan with John Shepherd as producer and John Schmidt as co-producer. (Tim Morgan, 800-745-4318)

Milwaukee, WI – In October, an impromptu one-hour fund raiser on WVCY-FM's *Crosstalk* program raised more than \$25,000 to build a church for a leprosy colony in Rajanagaram, India. The initial goal

myfuture@oneplace.com

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Trade Talk

of \$5,000 was quickly surpassed; the surplus will be used to build three additional churches. Less than a month earlier, another impromptu fund raiser netted nearly \$20,000 to print Bibles in China. (Ingrid Schlueter, 414-607-1757)



Fort Worth, TX – KCBI-FM reached its goal of \$2.2 million in eight days during “Share ’99,” its annual on-air fund raiser. The station received calls and Internet responses from nearly 10,000 listeners. In conjunction with the event, KCBI launched Compassion-Cuba, a ministry to Cuban elderly. (Troy Kricchbaum, 817-792-3800)

Orlando, FL – *The Lighthouse Report*, a daily four-minute package reporting the latest news of the Lighthouse Movement, features a one-minute cutaway for stations unable to air the full program. Each day’s program is available at www.lighthousereport.com. (Tom Terry, 407-826-2139)



Milwaukee, WI – WELS Outreach Resources announced the release of “Mr. Whistle’s Lamb – Jesus, God’s Promise Kept,” the second video in its *Mr. Whistle* series. (John Barber, 414-256-3280)

St. Paul, MN – Northwestern College Radio Network raised \$4,625,648 during “Sharathon ’99” September 28-30. KTIS-AM-FM met its goal of \$1.55 million the second day, the earliest in its history. The station then launched “Opportunity Plus,” raising \$871,000 in two days for special projects. The \$2.4 million KTIS sharathon total surpassed last year’s record \$1.9 million. Seventy-five percent of the “Opportunity Plus” funds were designated for the new facility for KTIS/SkyLight/Northwestern College Radio to be built in Roseville. Groundbreaking is scheduled for February with completion of the \$5 million facility by August 2000. (Janell Wojtowicz, 651-628-3387)



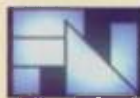
Anaheim, CA – *Parcs & Tales* is a new 24-minute, weekly radio program from Insight for Living. Each adventure, designed for children ages 6 to 12, is dedicated to modeling Christian values in an entertaining and educational format. (Colette Smith, 714-575-5409)

Hollywood, CA – *Left Behind*, by Tim LaHaye and Jerry Jenkins, is headed for the big screen in September 2000. Namesake Entertainment and Cloud Ten Pictures will partner in the project. (Byron Jones, 502-243-3185)



Barnes

Fullerton, CA – Emilie Barnes’s *Keep It Simple* radio program debuts nationwide December 6. The one-minute program addresses topics such as housework made easy and creative ideas to create more time for relationships with God and family. The first 12 of 65 programs are dedicated to Christmas ideas for the family. (Michelle Blood, 714-738-1501)



Fort Worth, TX – FamilyNet announced that it reaches more than three million people in North America on a weekly basis with its radio programs. *The Baptist Hour*, *Country Crossroads*, *Master Control*, *Powerline* and *On Track* are carried by secular and Christian stations nationwide. (FamilyNet, 817-737-4011)

Sacramento, CA – EMF Broadcasting president Richard Jenkins announced the purchase (pending FCC approval) of KQDY-FM in Bismarck, ND, airing the K-LOVE format. In other K-LOVE Radio Network news, the network also recently signed on an FM translator in The Dalles, OR, and added an FM translator in Somerset, KY. (Lloyd Parker, 916-282-400)

Nashville, TN – Three videos in Pamplin Entertainment’s *The Bibleman Adventure* series starring Willie Aames were in the Top 25 on SoundScan’s “Christian Top Children’s Video” chart for the October 13 report. Aames is featured in a workshop at NRB 2000 in Anaheim, CA. (Brian Smith, 615-298-5505)



San Diego, CA – Catholic Family Radio (CFR) added WNST-AM/Baltimore, MD, to its network. CFR is also adding stations in Boston, MA; Springfield, MA; Providence, RI; and three in Maine, pending approval from federal regulators. Purchased from Capital Kids Radio, CFR broadcasts 24 hours daily. In other news, CFR announced its new online Catholic community at www.catholicfamilyradio.com. (Sean McCabe, 703-683-5004)

Zarephath, NJ – The headquarters building of Pillar of Fire International and home of WAWZ-FM reported extensive damage from the effects of Hurricane Floyd in September. WAWZ remained on the air at the height of the storm and flood, but the crew was finally forced to evacuate. The station left the air Friday evening, returning at 8 p.m. the next night when the facility was deemed safe. (Allen Lewicki, 732-469-0991)

Charlotte, NC – *Sexually Speaking*, a five-part series of specials focusing on teen sexuality and abstinence, was aired on INSP-The Inspirational Network. Author, educator and award-winning teen speaker Mike Long was host/co-producer. In other news, INSP will air its New Year’s Eve special *Celebration 2000*, consisting of praise and worship and contemporary Christian music. (Sara Lowe, 704-561-7728)

Campus Crusade for Christ

Orlando, FL – Campus Crusade for Christ International celebrated the

grand opening of its new Lake Hart campus in Orlando. The dedication marks the completion of phase one of the campus, which includes the main campus east and west buildings and Vision Walk, interactive walkways telling the ministry’s 48-year history. Plans for future phases of the campus include a conference center, visitor’s center, strategic prayer center, retreat center and hotel. (James Woelbern, 407-721-4877)

Trade Talk



College Place, WA – Positive Life Radio completed its annual four-station, two-day sharathon raising more than \$310,700: KGTS-FM/Walla Walla, WA, raised \$116,500; KYPL-FM/Yakima, WA, raised \$27,600; KPLW-FM/Wenatchee, WA, raised \$90,600; and KEEH-FM/Spokane, WA, raised \$76,000. (ShareMedia@aol.com)

Champaign, IL – For Clergy Appreciation Month, WBGL-FM and local businesses awarded a pastor and a guest with a five-day/five-night Carnival Cruise. (Meredith Foster, 217-359-8232)



Int'l Airwaves



La Mirada, CA – Far East Broadcasting (FEB) Indonesia (Yaski) felt the violent unrest from East Timor's referendum to

Indonesia's capital of Jakarta. Following a radical Buddhist committee's condemnation of the FEB programs, staff homes have been burned during heightened periods of violence and threats against the ministry have led to suspension of programs on some Indonesian islands. FEB Indonesia remains firm in its decision to

continue broadcasts in East Timor and to be a beacon of light and a bearer of peace. In other FEB Company news, the ministry partnered with Overseas Missionary Fellowship to debut a daily 15-minute program via shortwave from Manila, Philippines, and a weekly half-hour program from Chiang Mai, Thailand, to North Vietnam in the Yao language. (Alisa Grace, 800-523-3480)



PAPUA NEW GUINEA – Joseph Emert, president of Life Radio Ministries/chairman of SENRB, and Sam Rowley of HCJB World Radio meet with Papua New Guinea government

and church leaders about starting an FM radio network. (L-R): Rowley; Christian Democratic Party member Korowa Pokeya; prime minister's chief of staff Pila Niningi; Emert; PNG Bible Church chairman Rev. Mondopa Mini; and PNG Bible Church vice chairman Rev. Kaima Maka. (Joseph Emert, 770-995-4920)

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Trade Talk

Puerto Ayacucho, VENEZUELA – The Asociacion Ministerial de Cristianos Evangelicos de Venezuela (A.M.C.E. VEN) remains on the air, thanks to the donation of a North American church. The station, located on the border between Colombia and Venezuela, broadcasts the message of salvation daily and is the only on-air station of its kind in the region. Along with Grace Mission, the A.M.C.E. VEN announced the opening of the First Theological Institute for the Indians. (Joel Gonzalez, 048-21-1-44-86-3859)

San Juan, PR – WBMJ-AM/San Juan and WIVV-AM/Vieques began simulcasting October 31 as Amor Radio under Calvary Evangelistic Mission, Inc. (Janet Luttrell, 787-724-1190)



Internet

New York, NY – “The Creche and The Cross” Web site provides reviews and notes designed to make research for Christmas programs easier. (T. Sam Parrish, www.crecheandcross.com)

crosswalk.com Washington, DC – The live Webcast in October of the “Christian Mind in the New Millennium” conference inaugurated an agreement between Prison Fellowship Ministries (PFM) and crosswalk.com. The agreement calls for PFM’s *BreakPoint* team to become the primary content providers for crosswalk.com’s “News and Culture” section. In other crosswalk.com news, the site logged on as the online promotional partner for the film *The Omega Code*. (Dennis Disney, 615-287-9215)

Camarillo CA – Salem Communications’s OnePlace.com is offering free, continuous, 24-hour streaming for radio stations throughout the country in exchange for agreeing to advertise OnePlace.com on the air. In other Salem news, AudioCentral.com was purchased by OnePlace.com. (Monica Ives, 972-402-8800)

WZZK Birmingham, AL – WZZK-FM and Cox Interactive Media (CIMedia) launched WZZK.com, a family-oriented Web site that is a brand extension of the station. CIMedia and WZZK are both owned by Cox Enterprises. (Marleen Burford, 404-572-1830)

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Trade Talk

lightsource.com Nashville, TN – Lightsource.com formed a marketing partnership with author and lecturer John Maxwell and his Atlanta-based ministry outreach and resource organization, The INJOY Group. (Michele Formosa, 615-457-3028)

Chantilly, VA – FamilyLife, a division of Campus Crusade for Christ, sponsored and developed the Family Channel for crosswalk.com. The channel features a range of content, including e-commerce, online community offerings and RealAudio streaming of the daily *FamilyLife Today* radio program. (Gary Struzik, 703-968-4808)



St. Louis Park, MN – N*SOUL Records formed ChristianMP3s.com, a site developed to promote and expand the ministries of Christian music artists. (info@nsoul.com)

Music Notes

Nashville, TN – *This Is Your Time*, the new video from Michael W. Smith's Reunion recording of the same name, debuted at No. 1 on Z Music Television's weekly *Top Ten Video Countdown*, marking the first time in the network's six-year history that a video debuted in the countdown's top position. Smith will perform at NRB 2000 in Anaheim, CA. (Brian Smith, 615-298-5505)



Nashville, TN – Absolute Records announced plans to launch two new niche market labels for the CBA market in early 2000. (Jan Walker, 615-661-6012)

Atlanta, GA – Gospo Centric recording artist Kirk Franklin was nominated for eight Stellar Gospel Music Awards, including "Artist of the Year" and "Producer of the Year." Franklin's *The Nu Nation Project* also received nominations for "CD of the Year," "Contemporary CD of the Year" and "Rap/Hip Hop Gospel CD of the Year." (Brian Smith, 615-298-5505)



Nashville, TN – Wayne Watson puts the finishing touches on his single, "For Such A Time As This," from his *The Way Home* album. The song was prominently featured in the season premiere of the CBS drama, *Touched By An Angel*. (L-R): Word Records vice president of A&R Brent Bourgeois; Watson; Word Records vice president/general manager Elisa Elder; and producer Michael Omartian. (615-385-9673)

Burbank, CA – Seven Summits Music announced an administration pack with gospel singer Donnie McClurkin for a co-publishing deal with Disney. (Erma Byrd, 818-953-3515)



Detroit, MI – Composer/recording artist John Tesh is partnering with the World Vision Artist Associates Program on his One World Tour. World Vision uses a portion of the program to educate the audience about its work and to give them an opportunity to sponsor a child. (L-R): John Tesh Productions project director Alan Wollard, Tesh and World Vision Artist Associates Program director Kris Thompson. (Heather Hargis, 615-777-2211)



Pigeon Forge, TN – Dollywood held its fourth annual Southern Gospel Jubilee in October, showcasing more than 30 Southern gospel performers. (423-428-9486)



Cleveland, TN – Phil Driscoll announced the formation of his new label and distribution company, the Phil Driscoll Music Group. Steve Sutton, former head of distribution of sales at Word Records, is the executive vice president and Kerry Direking is vice president of sales. (Lorelee Lindley Douglass, 770-242-0408)

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Trade Talk



Brentwood, TN – Ministry Music founder/president Stan Moser (R) welcomes Kevin Weimer as general manager of the label. Weimer's former labels include ForeFront and Chordant. (Colleen Hoagland, 615-221-5111)

Nashville, TN – ForeFront Records garnered nearly half of the nominations in the Contemporary Christian category at the Billboard Music Video Awards. Nominees were de Talk for *Consume Me*, Audio Adrenaline for *Get Down*, Smalltown Poets for *There Is Only You* and RAZE for *Always and Forever*. (Annette Reischl, 615-771-4507)



Nashville, TN – Benson recording artist NewSong's newest member is solo artist Michael O'Brien. (L-R): Five14 Management's Troy VanLiere; NewSong's

Leonard Ahlstrom, Scotty Wilbanks, Billy Goodwin, O'Brien and Eddie Carswell; and Benson Records vice president of marketing and sales Mark Campbell. (Jackie Marushka, 615-261-6439)



News Bites

Washington, DC – In October, the Satellite Broadcasting and Communications Association and its member companies, DIRECTV and EchoStar Communications Corp., held a briefing in Washington, DC, to discuss satellite TV legislation. (Jennifer Buckley, 703-549-6990)



St. Louis, MO – The Greater St. Louis Billy Graham Crusade was held in the TWA Dome in October. In his last crusade of the 1900s, Graham

addressed the issue of racism. In attendance was St. Louis mayor Clarence Harmon. Speakers included St. Louis Rams quarterback Kurt Warner, Olympic gymnast Mary Lou Retton, Cardinal Hall of Famer Lou Brock and Dr. Benjamin Carson of the Johns Hopkins University Medical Institution. Performers included Michael W. Smith, Kirk Franklin and de Talk. (Larry Ross, 972-267-1111)

Colorado Springs, CO – Focus on the Family Institute announced plans to double its student enrollment. The institute offers an internship experience that helps college juniors and seniors strengthen their leadership skills with the goal of restoring the nation's families and transforming society. (Elizabeth Eschbach, 719-531-3481)



People

Toccoa Falls, GA – Mrs. Grace Alford, the wife of Toccoa Falls College president Dr. Paul Alford, died on September 23. (Linda Sink, TWR)

Fort Washington, PA – Walter Bennett Communications president Robert H. Straton recently celebrated 30 years of service with the organization. Straton is a member-at-large of NRB's executive committee and a past chairman of NRB. (215-836-2727)

Denver, CO – Michelle Hendry returned to spinning disks for "talk of the town" Standards-Big Band station KLZ-AM, a Crawford Broadcasting Company station. Hendry will host the midday program from 10 a.m. to 2 p.m. (303-433-5500)



Nashville, TN – KMG Records recently hired Cindy Kalar as director of media relations. Kalar, former publicist at Sparrow Records in Brentwood, replaces Missy Baker, who recently accepted the position of account executive at Ackermann Public Relations & Marketing in Knoxville. (Kalar, 615-269-7000)

Chantilly, VA – Crosswalk.com president/CEO Bill Parker was appointed to the 19-member Commission on Online Child Protection. The commission, created under the Child Online Protection Act of 1998, is charged with making recommendations to Congress which will help reduce children's access to online material deemed harmful to minors. Among those serving on the commission with Parker will be the CEOs and senior executives of PSINet, America Online and Walt Disney's Buena Vista Internet Group. (Gary Struzik, 703-968-4808, ext. 123)



Redfield

Chicago, IL – WMBI-FM community relations and promotions director Cheryl Redfield was awarded the "Ministry Impact Award" by the Christian Booksellers Association (CBA) in recognition of her work with CBA's annual "Bibles for Prisoners" project. (Heidy Hartley, 312-329-4403)

Nashville, TN – Michael Dukes was named coordinator of media relations for Turning Point Media Relations, Inc. Dukes will assist in servicing national print and broadcast media personnel and will also pursue regional media opportunities for the firm's clients. (Brian Smith, 615-298-5505)



Miami, FL – Latin America Mission (LAM) appointed Jere Cox director of development. An ordained minister of the American Evangelical Christian Churches, he also serves on the board of Jesus-Net Missions Support Network, which uses Internet technology to support missionaries. (Kenneth MacHarg, 800-275-8410)

Trade Talk



Lipkin-Shahak

New York, NY – Amnon Lipkin-Shahak, founder of Israel's National Center Party and former chief of staff of the Israel Defense Forces, was appointed Israel's minister of tourism. (Sonia Tick, 212-499-5646)

Nashville, TN – Cardascia Communications owner Tim Cardascia, former national promotions manager for Rebecca St. James, launched a Web site at www.promodude.com. (Tim@promodude.com)

Manassas, VA – Two Interecollegiate Religious Broadcasters advisors were recently promoted. Charles Pollak of

Northwestern College in St.

Paul, MN, moved from assistant professor of communications/broadcasting to associate professor. Lance Clark of

Huntington (IN) College was

promoted from instructor in communication to assistant professor. (Anne Tower, 703-330-7000, ext. 511)

Appleton, WI – Christian Family Radio stations WEMI-FM/Appleton, WEMY-FM/Green Bay and WGNV-FM/Milladore recently announced personnel changes: WGNV's Paul Perrault is assistant to the operations director and continues as program/music director for the three stations. Angela Pentz is traffic director and Phil Pannier is news director for the three stations. Gary Bennit is midday host/production director and Mary Martin is customer service representative for WEMI and WEMY. Claudia Buckholz moved from WGNV office supervisor to account executive, and Sandy Lynn was named afternoon drive host. (Christian Family Radio, emiofiwi@athenet.net)



Smith

Virginia Beach, VA – Regent University named Dan Smith director of development. He will cultivate relationships with donors and direct fund raising, including the annual Salt & Light Society fund raiser. (Baxter Ennis, 757-226-4093)



Hayford

Van Nuys, CA – Jack Hayford was installed as president of The King's Seminary and Scott Bauer was installed as senior pastor at The Church on the Way during an anointing and commissioning service October 24. (Steve Fick, 818-779-8400)

Albion, MI – Satellite Export & Engineering, Inc., announced the addition of Mike Powell to its sales department. Powell has extensive experience in dealing with international and domestic customers within the wireless communications industry over the past five years. (517-629-5990)



Meredith

Nashville, TN – Susan Meredith joined GSF & Associates as projects coordinator. With a seven-year tenure at WHTN-TV, Meredith has extensive experience in public relations, television broadcast and operations and administration. (GSF & Associates, 615-361-1810)

Canton, OH – Tom Bishop, general manager of contemporary Christian radio station WNPO-FM, was recently inducted into the Ohio Broadcasters Hall of Fame. Bishop started in radio in 1969 and was with WTOF in Canton for 25 years. (Henry Dunn, 330-867-3779)



Ehrlich

Hauppauge, NY – Former IBM and AT&T executive Marni Ehrlich was named CEO of NetSat Express, Inc., a subsidiary of Globecom Systems Inc. Ehrlich has 20 years of senior management experience in international telecommunications, Internet and e-business. (David Hershberg, 516-231-4422)

Chicago, IL – *Deep Faith for Dark Valleys*, a book by NRB executive committee member-at-large/Total Living Network president Jerry Rose, was recently updated. The book was first published in 1988. (Debra Hall, 312-433-3838)

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Wanda Franz Ph.D.

Pro-Life Perspective

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

Trade Talk



Charlotte, NC – Winners of INSP's 1999

"Inspirational Life Awards" include author Max Lucado and recording artists Kirk Franklin, de Talk and Skillet. In its second year, the awards featured categories for music artists, authors, children's products and Web sites. Winners were determined by votes received via INSP-The Inspirational Network's Web site at www.insp.com. (Sara Lowe, 704-561-7728)



Young

Portland, OR – NBG Radio Network named Andy Young engineer/producer for its syndicated radio division. Young will be responsible for producing several of NBG's sports and entertainment programs. (John Holmes, 800-572-4624)

Meade, KS – The Kansas Association of Broadcasters presented several awards to KJIL-FM and KHYM-FM at its recent convention in Manhattan, KS. First-place honors in PSAs went to Doug Wedekind, Keith Sanderson and Gabriel Hughes. Sanderson also received a second-place award in station promos, while Wedekind received an honorable mention in the category. Don Hughes received an honorable mention for DJ air personality and complete newscast. (316-873-2991)



Kennesaw, GA – BARCO Projection Systems America promoted Kevin Barlow from strategic accounts manager to market manager for its church and worship market. (770-218-3276)

Houston, TX – Janet Parshall received a proclamation signed by the mayor and City Council of Houston, declaring her an honorary citizen of the nation's fourth largest city. (713-260-3600)



Publishing



Nashville, TN – Author John Maxwell signed with J. Countryman for a series of three illustrated gift books: *The Treasure of a Friend*; *Success, One Day at a Time*; and *Teamwork That Makes the Dream Work*. (Valerie Bower, 615-902-3218)

Brownsburg, IN – CCRB, the *Cooperative Christian Radio Bulletin*, celebrated its eighth anniversary by introducing an Inspirational music chart. The semi-monthly CCRB is available via mail or Internet. Stations may request a free Internet subscription by contacting info@ccrb.org. (Les Roberts, 317-892-5031)



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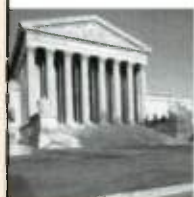


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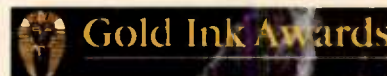
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Philadelphia, PA – NRB magazine printer, Davidson Printing Company, received seven "Pewter Awards" at the annual Gold Ink Awards sponsored by *Publishing & Production Executive* and *Printing Impressions* magazines. Davidson is based in Duluth, MN. (Jeff Elliott, 218-733-2590)

Indianapolis, IN – Kirkbride Bible and Technology Company released the *NIV Thompson Student Bible*, a new version of the *Thompson Chain-Reference Study Bible* designed to appeal to young adults. (Michael Gage, 800-428-4385)

Iowa Falls, IA – World Bible Publishers released the *Women of Color Study Bible*. Published in cooperation with Nia Publishing, the Bible contains more than 370 pages of helpful information written by and for African-American women. (Rick Regenfuss, 515-648-4801)

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Trade Talk



Technology



Burbank, CA – Xytech Systems Corporation opened an international office in

London, England. Senior vice president Peter Tanke will serve as managing director of U.K. and European operations. (Sinan Kanatsiz, 714-974-8760)



San Marcos, CA – TimeLine Vista, Inc., introduced its ViewNet Audio™

Graphical Interface network for the TASCAM MM Series. (Debra Pagan, 516-784-7865)

Lakewood, NJ – NEUTRIK extended its Minstruments series with the launch of the Minilyzer, a palm-size analyzer that continuously measures audio levels as RMS or peak levels, absolute or relative to a definable reference with selectable units. The accurate frequency measurement, with high resolution of 100 ppm, acts as the base for distortion measurement. (Debra Pagan, 516-784-7865)



Albion, MI – Satellite Export & Engineering, manufacturer of the Patriot line of commercial antenna systems, opened a new distribution center in Nevada to service the West Coast. (775-831-3974)

Solid State Logic

Hollywood, CA – Solid State Logic won a 1999 “Technical Excellence & Creativity Award” for the Solid State Logic Axiom-MT digital multi-track console. (Debra Pagan, 516-784-7865)



Call for Entries for Program Showcase

NRB's TV-Visual Communications Committee believes that the next crop of programs will be the most relevant, compelling, entertaining and informative produced.

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CrossTalk host Dr. Randy Weiss relates his exciting experience from entering the Program Showcase several years ago:

“I am a relative newcomer to Christian TV. *CrossTalk* is now in its sixth year. I started out by the grace of God on 12 stations in 1994. Our broadcast area and station count more than doubled during 1995. By 1996, our station count had nearly tripled. Today we are carried on three satellites, more than 1,300 cable stations and about 120 broadcast TV stations. This was in a large part a result of the NRB Program Showcase.

“Equally important, the relationships that were established through this wonderful forum have helped me mature as a program producer. I owe our growth to God, but I am forever indebted to the National Religious Broadcasters and the NRB Program Showcase. God continues to be faithful and the

NRB Program Showcase continues to be the finest forum I have found to reach Christian TV broadcasters.

These men and women are leaders looking for cutting edge shows to include in their broadcast schedules. The NRB Program Showcase worked for me: I know it can work for you too!”

Many *NRB* readers recently received a letter from Weiss offering more details about the Program Showcase and including an entry form for your convenience. Plan to submit your entry, attend the convention and visit the Program Showcase.

While you're there, meet members of the committee at the new NRB TV/Visual Communications Committee Booth #13. Bring samples of your work to be reviewed by Christian TV network executives.

Better yet, show your creative expressions to the world of influential industry leaders by entering your work in the NRB Program Showcase! Space and time are limited, so register soon. Contact Tammy Singleton at tsingleton@nr.org or 703-330-7000, ext. 503 for an entry form or reach Weiss at randy@crosstalk.org or 972-572-1567.

Why wait? If you are called to produce Christian TV, get a 2:00 demo of your show to the NRB Program Showcase. Fellow broadcasters are waiting to see your work ... and a lost generation is waiting to hear your message!

Opinion: Counterfeit Cures or Quantitative Confusion?



Dr. Ted Baehr is author of *The Media-wise Family*, publisher of *Movieguide®* and chairman of the Christian Film & Television Commission. For more information about *Movieguide®*, phone 805-383-2000 or visit www.movieguide.org.

Imitation has been called the most sincere form of flattery ... and it may be so, as long as it doesn't miss the point. For 15 years, *Movieguide®* has been counting the semantic and syntactical elements in movies such as profanities, obscenities, sexual situations and acts of violence. In the process, we have built up a tremendous research database, and we have made the point that the facts win the case, especially with children and teenagers.

Although other media pundits are copying our method of quantitative analysis, they seem not to understand that the facts only win the case if the law is on your side. Thus, to provide helpful media analysis for parents and children you not only need quantitative analysis, but also discernment and wisdom.

Let's illustrate the problem of pure quantitative criticism: two prestigious universities in Southern California were hired by the federal government and the entertainment industry, respectively, to research violence in the media. One school counts the incidences of violence in a television program and, by doing so, has found that many children's cartoons are the most violent programs on TV (evoking hilarious comments from the press). The other university says that it not only counts the violence, but also examines the context of the violence.

Looking at the context helps clarify the fact that the cruel violence in *Natural Born Killers* is a powerful influence on children and teenagers in the concrete and reflection stages of cognitive development, while the pratfalls in *Roadrunner* cartoons, although more frequent, will not elicit the same reaction in these susceptible groups.

Newspapers tout Internet sites which are into counting words and acts of violence. This may be tongue-in-cheek, but reporting that *South Park* has more than 340 obscenities and 14 profanities means little unless you understand the context of these semantic elements in relation to the extreme violence, rebellion against authority and scatological perversity. In fact, the count itself means little unless you have a moral perspective. Thus, to compare the extreme violence in *South Park* with the extreme violence in *Saving Private Ryan* is foolishness without an informed moral perspective.

Perhaps these new rating services are afraid of morality. Are they nervous about saying that this is bad in one case and serves the storyline in another? Have they looked at the psychological, philosophical, sociological and other ramifications of the storyline? If not, then Hollywood can point to them and snicker because they appear to be stuffy old Victorians, and, as one young boy said to me on a national radio program, "I know that the movie contains all of this bad stuff and I know that it is bad. That is why I know I can see it without it hurting me." Clearly, he needs to understand the influence of the "bad" on his cognitive, psychological, sociological and spiritual development so that he will be motivated to choose the good.

As far as entertainment media are concerned, we especially need to help parents, children and teenagers understand the why of the law (or the moral and cognitive imperative) so that they can move from discernment to a desire to choose the good.

The same is true for the counterfeit "media-wise" movement. Several groups use this word, but they offer little more than media literacy. Media literacy rarely helps children make clear decisions by motivating them to choose good and reject bad. These literacy groups rely heavily on psychology, which offers some accurate descriptions of the problem, but usually fails to offer substantive solutions.

Several years ago, at a meeting of the American Psychological Association in Cambridge, MA, 90 percent of those present voted that psychology never really cured anyone. After the Columbine High School shootings, some of the children said they actually had to counsel the psychologists who came to counsel them from around the nation, because the counselors were clueless about the answers that would set these children free from the pain and suffering of the horrific event. In fact, the solution to the problems that psychology often describes is only to be found in a clear moral and theological understanding of those problems.

So watch out. Don't be deceived. Don't be confused. Counting words is not enough. Media literacy is not enough. Discernment is good, but not enough. Rather, wisdom is the answer. Only if you know the truth can you make the truth known.

Opinions expressed in this column are the author's. Publication does not imply endorsement of author views. Thanks to Dan Wooding for assistance in obtaining this article. Contact Wooding at assistcom@cs.com.

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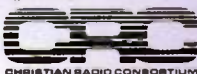
- "Thank you for playing uplifting music to the Glory of Jesus...am hungry for God's Word...so thank you also for inserting scripture bites between music."
- "Please, please keep Music 'till Dawn going strong. The scripture excerpts and poems are all appreciated."
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...the Difference

- "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..."
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Member Profile: Dr. D. James Kennedy Honored for Achievement, Leadership



Kennedy

This year is one of outstanding recognition for NRB member Dr. D. James Kennedy. He received four honors during 1999, including two from the prestigious International Biographical Centre in Cambridge, England.

The International Biographical Centre named Kennedy one of "2000 Outstanding Intellectuals of the 20th Century" and its "International Man of the Year" for 1999/2000. The American Biographical Institute placed him in its "1000 World Leaders of

Influence for 2000." Finally, he received the "Global Peace Prize" of the Global Peace Initiative, a Christian human-rights organization, given to him for his work on behalf of people "persecuted for conscience and belief."

Broadcasting has always played an important role in Kennedy's life. In 1953, while listening to Donald Gray Barnhouse's radio program, Kennedy gave his life to Christ. Founder of Coral Ridge Presbyterian Church in Fort Lauderdale, FL, Kennedy hosts TV and radio broadcasts that circle the globe. Coral Ridge Ministries produces a weekly one-hour TV program and three radio programs, including a daily half-hour show, a 90-second radio feature and a 60-second radio commentary.

Kennedy's international media outreach has come a significant distance from his initial two radio programs in 1974. Today the TV broadcasts are heard in 35,000 cities and towns in the United States and in 156 nations through the Armed Forces Network and other international outlets.

Coral Ridge Ministries has a three-fold mission: to evangelize, to nurture Christian growth and to apply the truth of Scripture to all of life.

To achieve its goals, Coral Ridge created a Center for Christian Statesmanship, a spiritual outreach to people of authority and influence in the nation's capital. The Center for Reclaiming America is an informational outreach to motivate people of faith to defend and to implement biblical principles.

CORAL RIDGE MINISTRIES

Other major ministry programs include the phenomenally successful lay witnessing program Evangelism Explosion, a creative and popular evangelism method which has been established in every nation on earth. In 1971, Kennedy founded the Westminster Academy for grades K-12. Later, he established Knox Theological Seminary to equip and train Christians for ministry.

Kennedy's quest to ensure sound training may stem from his belief that "reaching people with the Gospel and building up the Christian's faith" are the greatest challenges for Christian communicators.

"In spite of the obvious evidences of cultural decline, we are in the midst of the greatest spiritual revival in history," he says. "In 1900, there were 943 people a day who were converted to Christ, in 1995 there were 100,000 people converting each day, and by the year 2000 it is expected that more than 200,000 will give their lives to Christ each day. This is a 200 times increase." He is encouraged that there is new interest in Christ and revival.


Kennedy states that about 23 percent of the American population was born again in 1960. Today, 43 percent of the population reports making a commitment to Christ.

This passionate communicator views these statistics as a step away from seeing a majority of Christians in America. He says, "In 15 or 20 years, Americans will wake up to a startling revelation: Christians in America will be in the majority and our nation will begin to be governed by the righteous once more."

Thank you, Dr. Kennedy, for raising the bar for our industry. May the Lord continue to bless your ministry.

Membership director Anne Tower is available to answer your questions about joining NRB. Reach her at atower@nrb.org or 703-330-7000, ext. 511.





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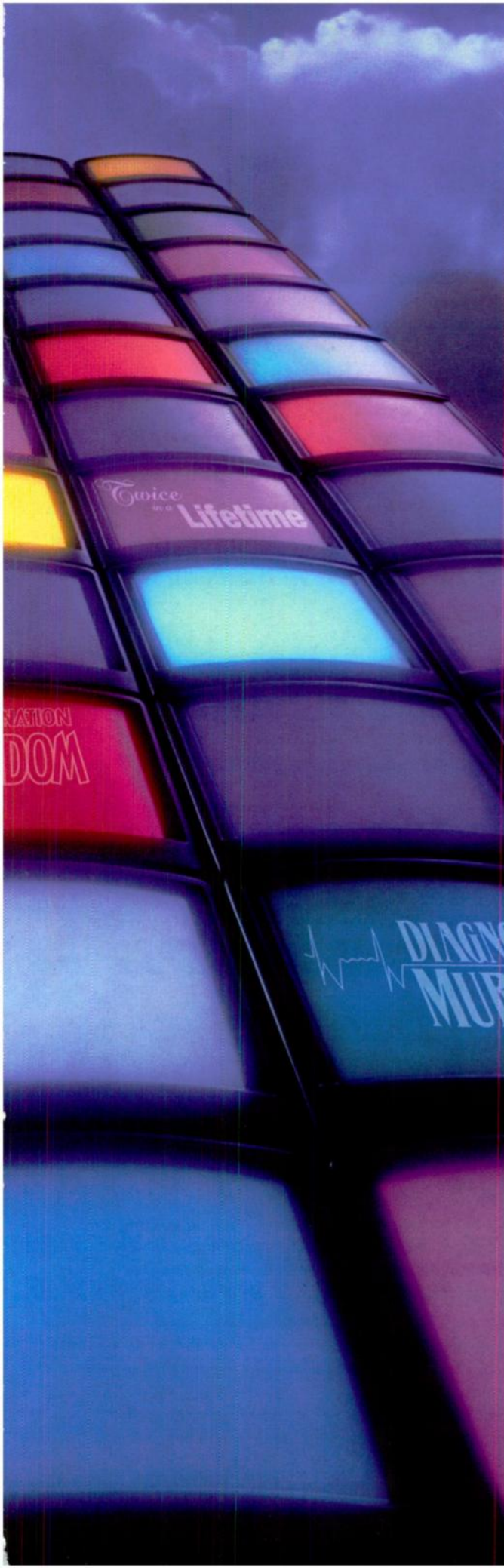
HOPE ISLAND

*Chicken
Soup
for the Soul*

Little Men
© 1999 Paxson

*Touched
By
An
Angel*





Perhaps the most controversial player in the visual media industry today is PAX TV founder Bud Paxson. Ask Christian communicators what they think of the man and his network and you receive no indifferent responses; opinions run strong. But who is he? What is he trying to accomplish? Are his methods working? Is he a help or a threat to Christian communicators?

Jerry Rose, NRB executive committee member-at-large and founder/CEO of Total Living Network in Chicago, IL, took on an NRB magazine assignment to interview Paxson via telephone. The conversation took place October 4 and reveals the eagle-visioned man behind the dove logo that 60 percent of Americans recognize.

ROSE: As you look at the completion of your first year, how do you feel? Have you met your goals and objectives?

PAXSON: We met our goals and objectives from the standpoints of programming and ratings. The revenues are dragging a little bit, but that's the nature of the television industry. Some of the local advertising sales are off a little bit, the national sales are off a little bit and network is up, but we're a combination of all three so it's a little slower.

We're very proud of the fact that during the fourth quarter of this year we will have a positive EBITDA (earnings before interest, taxes, depreciation and amortization), which means we're taking in more than we're spending. That's beginning in our 14th month of operation. It took Fox and WB five years to get to a positive cash flow and UPN is taking almost six years. We're proud of the fact that we have turned the corner.

In terms of programming, there's always a new challenge, a new idea, a better program just over the horizon. Our new fall lineup has almost 17 hours a week of original television programming in the schedule: *Twice in a Lifetime*, *Hope Island*, *Destination Stardom*, *It's a Miracle*, and *Chicken Soup for the Soul*. We've done some pretty exciting things.

ROSE: What were some of the biggest surprises during this first year?

PAXSON: I think the public reaction was the most heartening. I wouldn't call it a surprise. When you research and know in your gut that America's looking for clean television and parents want programming that they're not worried about and then you bring it to them, it is just an overwhelmingly positive reaction. We're reaching more than 50 million Americans every month. That number is climbing

at the end of our first year. We are competitive in the ratings. In some of the markets today, like Chicago, New York, Los Angeles, Detroit, Houston, Cleveland and Atlanta, we are actually doing extremely well. Better than a couple of the other networks in terms of the local ratings. We're beating out WB and UPN for audience in those markets.

ROSE: *Did the PAXNet brand catch hold quickly?*

PAXSON: Yes. Right now the research shows that about 60 percent of America knows what PAX TV is, knows it's a network, what it stands for, knows that it's family friendly — free of excessive violence and explicit sex and foul language.

ROSE: *What was one of the biggest disappointments you had in the first year?*

PAXSON: The biggest disappointment was having to spend about 50 percent of my time in the last 18 months raising money to buy more stations, to pay for the programming, to create new deals to cover our losses and to financially structure the company to take this big step.

ROSE: *When you first launched, there was some controversy among Christian broadcasters about your stated policy not to air church services on the network or national programs and restricting your affiliates to airing only local church services. Since then you've modified that policy to a degree. Where did that policy originate and why the modification?*

PAXSON: A lot of our programming has a touch of spirituality to it. We are not proselytizers, we are not trying to evangelize, we are not trying to bring people to their knees in front of the television set and get them to accept Jesus Christ. We believe that if we have a high awareness of faith and God in our programming, very much like *Touched By An Angel*, then we're doing a great deal for the kingdom.

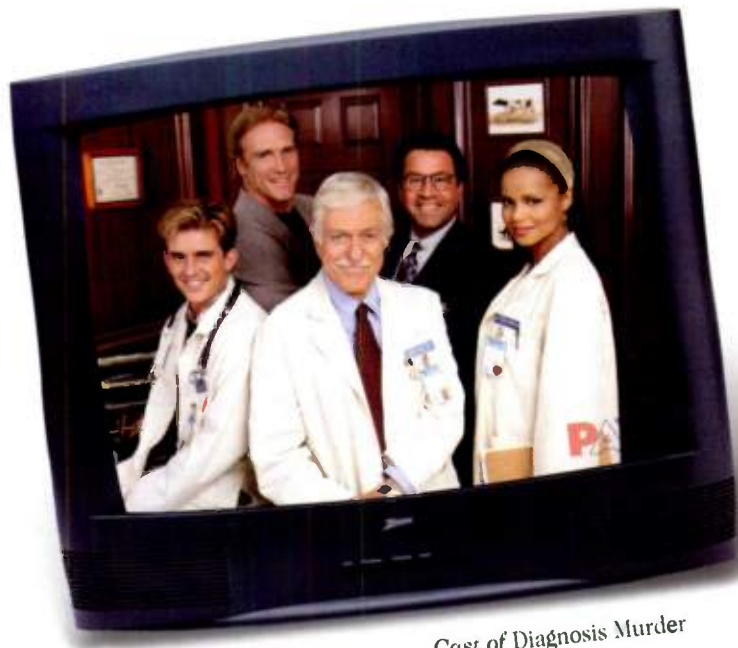
I think television can only do what it does best: tell a story and create in your mind a wonderful feeling about what you've just seen. I wish everyone would wind up at the end of each of our shows with a warm fuzzy feeling.

In the advertising world you're concerned with two things: being cast as a Christian station or network and being very selective with who you allow on the station/network. A lot of advertisers don't want to offend anybody, so they stay away from any particular kind of faith television. They just don't believe that their customers would be happy if they were backing one kind of faith television over another. Also, if you're going to have this avowed family approach, you have to be very selective as to who you're going to allow on television.

Certainly we have allowed all of our stations through the year to carry church services. We think that's great. However, we want to be very careful and very selective with televangelists. Somebody has to make the decision, and it's made right up here in this office with five other guys who are not employees. They're all deeply rooted ministers who act as an advisory board to me personally. If a televangelist asks to come on, the six of us watch the program. In some cases we turn them down; in some cases we say, "Great! Come aboard."

ROSE: *A World Magazine column about PAXNet praised your network, but then it also seemed to say that the programming isn't Christian enough and that the network should be more forthright in proclaiming the Gospel. How do you respond to that type of critique from the Christian community?*

PAXSON: George Burns, good Jewish boy that he was, did [a lot] for the kingdom when he played God in the movie *Oh, God*. If you keep the awareness of faith in life, the awareness of God in your programming, the Holy Spirit will do His job. I think that our avowed position in this mixture of television is to be the storyteller.



Cast of *Diagnosis Murder*

I tell people that Jesus delivered one sermon and the rest of the time He told about His Father in stories and parables. We want to be the story and parable teller. We tell stories that involve God; faith in human life and family life; interaction between humans; between nations; and between different cultures, races and sexes. If we can do that with a touch of spirituality, keeping in mind that there is a greater power, then I think the Holy Spirit will take advantage of it because people's hearts will be open to receiving a message.

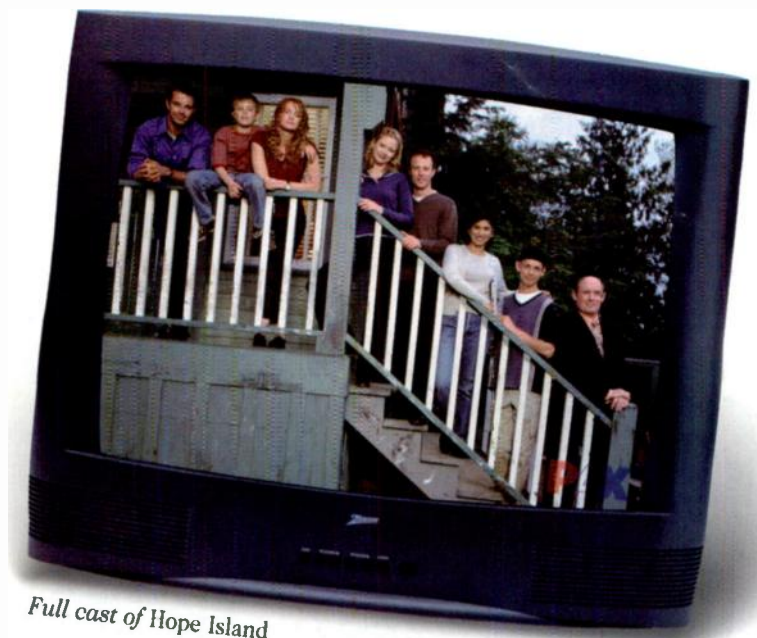
Touched By An Angel has a great Christian following. It's talked about in churches across America every week. But when you look at the audience composition of that show, you have equal amounts of people who have no faith, different faith than Christianity and Christianity. It's working across the whole spectrum. We're not here to serve just one group of people. We're here to serve the mass audience.

Jesus wanted to reach the masses with His word. We're one way of doing it. I think you can watch this network and know that we're talking about God. There's a great deal of similarity between the context of our programs and the Bible, therefore, deep within all that, the average person can see Christ. Do we announce our allegiance to Him and our love of Him as part of the 8 p.m. show? No. We wouldn't get any advertising if we did. We would just fall into that other pattern of Christian television that we know so well.

If Christian television as we know it today was doing the job for the kingdom, it would have ratings. And it doesn't have ratings. Therefore, instead of trying to inject Christianity into the arms of people, we're trying to spoon-feed it to them and leave it up to the church to do the job of bringing them into the fold. It's not our job to get somebody in front of the TV set and say, "I believe in Jesus Christ." I wish it could be done. I wish there were the kind of programs that could get huge ratings, like wrestling, and yet bring people into the Kingdom.

If you keep the awareness of faith in life, the awareness of God in your programming, the Holy Spirit will do His job.

We are doing what we think is the best way to reach the mass audience — the church, the unchurched — about the message of God and burying it in the context of programming. If I have a dream, I'd like to be like the Hallmark Hall of Fame. They always did great family programming. They always showed family life and the strife of family life with a touch of spirituality.



Full cast of Hope Island

ROSE: *A positive inspirational approach to life.*

PAXSON: Exactly.

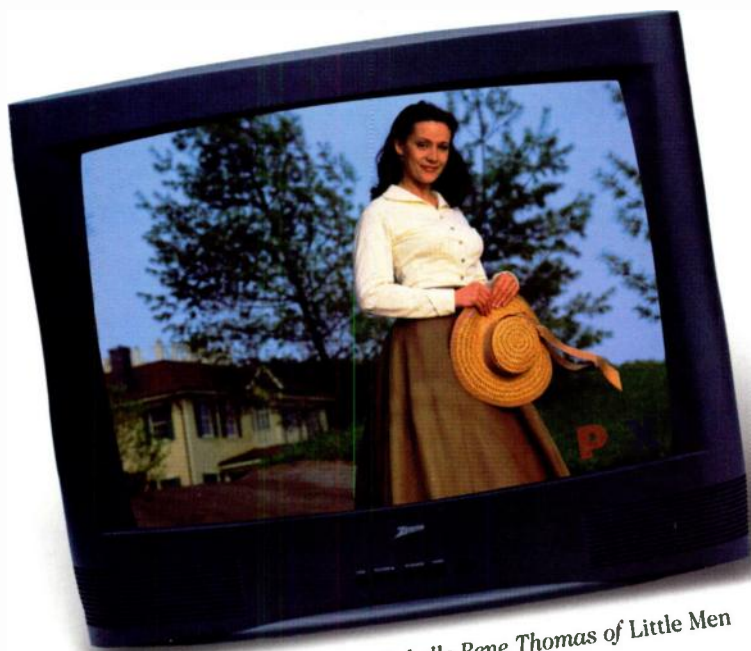
ROSE: *You referred to original programming. The report is that in your new full season you're making a big commitment to more original programming. Obviously original programming is very expensive. Why is it so important to you?*

PAXSON: Television is expensive to start with. Original programming tends to continue the brand and continue the identification with these shows. For instance, our new show *Twice In A Lifetime* is about somebody who messed up in life. When they get to heaven they get a second chance to go back and straighten it out. It's not biblical; we're taking literary license. On the other hand, you get an opportunity to make people look at their own life and say "If I wanted to change something, what would I change?" And maybe they will. As a part of that change, our whole context [of the program] is set in spiritual relationships with God, I think it tends to make people think, "Maybe before I try to change something in my life, I [need to] get some help from a church."

I don't think we're here to replace the church. The church has a wonderful job. The church is to fellowship, to Bible teach, and to get people to pray and grow in their faith — actually bring them into their faith. In Acts,

it certainly is the purpose of the church and I don't think television can replace that. I think television can only do what it does best: tell a story and create in your mind a wonderful feeling about what you've just seen. I wish everyone would wind up at the end of each of our shows with a warm fuzzy feeling.

It took Fox and WB five years to get to a positive cash flow and UPN is taking almost six years. We're proud of the fact that we [did it in 14 months].



Michelle Rene Thomas of Little Men

ROSE: *Do you have programming guidelines that keep you true to your slogan, "A Friend of the Family"?*

PAXSON: Everybody here is very much aware that, if we were in the ice cream business, we'd be tasting the ice cream every day to make sure that somebody wasn't messing with the formula and it wasn't losing its flavor. We're always there watching everything that we do. The nice thing about our audience is that when we're doing something that somebody thinks is not in keeping with our brand, they let us know about it! I'll bet these people are not the same people who are writing Fox complaining about the [programs on] the 100 dumbest criminals or the most violent acts that ever occur. Some of today's television is absolutely sick. They're probably not writing them, but they're telling us when we're two-tenths of a mark off the point.

ROSE: *Isn't that good that they have a sense of ownership and concern because they sense it's something important and it's theirs?*

PAXSON: Oh, sure. All of the customer input, whether it comes from the Internet, telephone or letters, is amassed and printed every Monday morning for the staff meeting which involves every department head. This is where we find the little mistakes we make and correct them immediately. It's amazing.

We had a great national advertiser for a personal product. They were using the concept of Adam and Eve in the advertisement. It was just off the mark. It's a great national advertiser; I don't want to lose them but the ad left too much insinuation. We asked them to change it, and they did. But it was brought to us by the attention of our viewers. It got by us.

ROSE: *How does the sale of 32 percent of PAXNet to NBC affect your delivery system? Did NBC buy the delivery system, the PAXNet brand or both?*

PAXSON: They bought both. The most exciting thing was when we were negotiating with NBC to become our strategic partner. They are in a position of 32 percent and have some say over budgets. They agreed to our programming philosophy of no excessive violence, no explicit sex and no foul language. My team and I get to continue to watch over [the programming].

We hope you get to see some NBC programming. They own a lot of specials, movies and so forth, but they own two shows that are currently very popular: *Providence* and *Will and Grace*. They know I'm not going to take *Will and Grace* and they know I want *Providence*. It's a great show. It's got a lot of spirituality. It's very much in keeping with our brand. On the other hand, even though *Will and Grace* is a very popular show, I don't want it and I don't have to take it.

A lot of advertisers don't want to offend anybody, so they stay away from any particular kind of faith television.

They've agreed to protect the brand. We negotiated with other major names ... that wouldn't agree to it and we didn't want to go any further with them. I believe that God's hand has been in the success of this business, has been much a part of our growth, has helped us over some incredible hurdles, has moved some paths for us that I would have to call miraculous intervention. Knowing that He's here, knowing that He's backing us, knowing that He's with us, knowing that He's involved in this company and this product — I don't want Him to see anything here that He couldn't be happy with.

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If Christian television as we know it today was doing the job for the kingdom, it would have ratings.



Della Reese of *Touched By An Angel*

When you get a company like NBC that says, "We're going to do this deal and we understand this is a criteria of yours and we're going to embrace it and we're not going to fight you on it," they're there because the future is changing.

In the future, we will be able to launch additional channels — additional family channels — because of digital television. Each station today carries one network. In the digital future, a station may carry more than one network. It may even be able to carry five or more networks. We won't have the resources to compete to create five networks of programming, so we needed a strategic partner. We needed somebody that also had the national advertising clout, network advertising clout. We can team up with all the great NBC affiliates out there in each individual local market and have a relationship with them.

We can get some family friendly news, because we don't do any news. Can we get some of the affiliates to do family friendly news? Get away from the police state? Get away from the crime and the murder and the ugliness of the 11 p.m. newscast? Can we find a way to get popularity in news and do a new kind of news? These are the opportunities that we have with NBC.

ROSE: And to sell 32 percent will position you to do more original programming?

PAXSON: Absolutely. They put in \$415 million. We're earmarking approximately \$120 million for station acquisitions; about \$50 million for additional cable television homes improving our channel position on cable. The rest is operating capital and money for programming. And then, developing a relationship with NBC programming.

ROSE: Did you build into the contract a way to prevent loss of content control?

PAXSON: Absolutely. This is still our company, a public company with our shareholders. They've just joined us as a shareholder.

ROSE: What are your goals and objectives for 2000?

PAXSON: To be very profitable. This is no different than any business in America. We may have a nice side to us in the fact that we're family friendly. We may have some serious goals concerning God's kingdom. But the fact is, you do this because you're taking in more than you're spending. The more money we take in, the more we'll be able to do original programming. The stronger our ratings get, the more people will hear this message that we're delivering and we can grow rapidly and take our rightful place among the top networks.

ROSE: NRB readers are primarily people involved in Christian broadcasting of one form or another. What do you think are some of the biggest challenges facing Christian programmers and owners and operators today?

PAXSON: Getting the message of Jesus Christ and the Bible, God's Word, to these people — the church and unchurched — in such a fashion that it gets ratings ... that people will watch. If you could have the Super Bowl of Christian television, if you could get the thought processes in your mind that we're going to have 50 million Americans watching a single two-hour broadcast and we could somehow have the entertainment context here that would drive an audience of that size and that throughout that show we had a message delivering the word of Christ, what a victory it would be for Christian television.

I lived here on this earth before television and I remember television when it started. We have Christian radio stations today that are getting great ratings. We've been assisting one here in our area, WAY-FM (West Palm Beach, FL). We've helped them using the great techniques of commercial radio: audience measurement, audience studies, demographic work, audience testing and music testing. We have a radio station down here that lives strictly off its donations. Yet, it's taking in 50 percent more than it did last year and ranks as one of the top stations in the market. Can we get a Christian station out there to be

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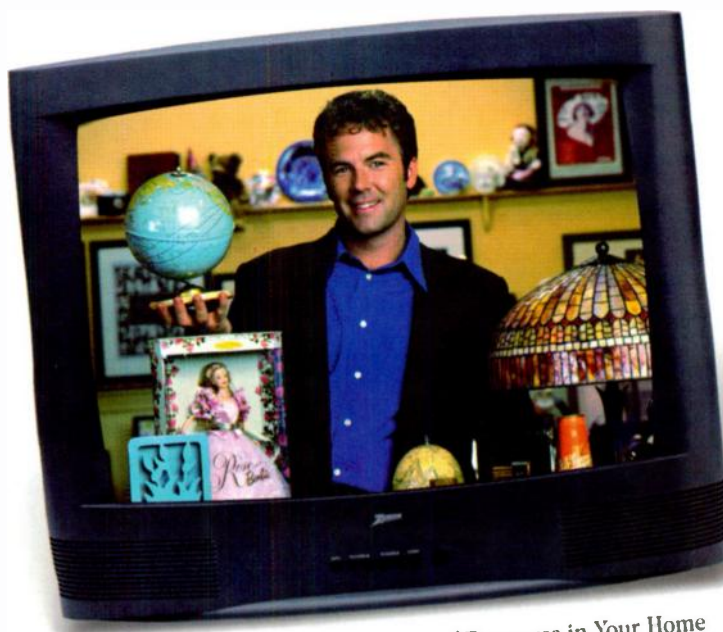
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It's not just a call... It's our calling.

number two, number three and number four in this market, in terms of ratings and popularity? If we do, you're going to find entertainment programming on it and in that program they're going to be delivering the message.

ROSE: *Does a name come to mind when I ask you who is the biggest influence on your business decisions?*

PAXSON: Jesus Christ. I try to do everything in this business through what He would have me do. For instance, people think [the NBC partnership] occurred over a very short period of time. Actually, we'd been talking to NBC for eight months before we came to a signed agreement. There was a lot of prayer time in those eight months. I became very convinced that this is what the Lord wanted. It gave us a lot of chutzpah when we were negotiating with them. We took a very firm stand. With God behind you, how could you lose? They're good negotiators and fair people, but you know there were times my team said, "Bud, you're being awful sticky on this one. Couldn't you relax a little bit?" I said, "No, it's the one I think God's really having me hold out on."



John Burke, host of Treasures in Your Home

ROSE: *Who is one of the biggest influences in your life, in terms of role modeling?*

PAXSON: My wife. I want to explain why. I married more than once. My first marriage did not work out at all. It was because of the failure of that marriage that I came to Christ. I'd been an entrepreneur, working and making money, but I had no life.



For more information on PAX TV, contact:

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www.pax.net

My family and some of my kids were in trouble and I really needed to come to Christ, [which I did] in 1987. I took college courses, master's courses and graduate courses about the Bible as quickly as I could. Within two or three years I began to master some of the principles of God. I decided I wasn't going to remarry anybody who wasn't a Christian.

I met this wonderful woman whom I had taken out to dinner with another couple. In the middle of the conversation, I turned to her and said, "So, what do you think about Jesus Christ?" She said, "What do you want to know? I've known Him all my life." My response was, "What are you doing Friday night?" I wound up marrying her.

When your household is based on faith in Jesus Christ, you have the kind of atmosphere ... to accomplish great things. I think the reason I've been able to accomplish what I have is simply because of my relationship with my wife.

We are not proselytizers, we are not trying to evangelize...

ROSE: *It's reported that you speak openly in public about your faith. Do you find it sometimes difficult to draw and walk the line between Bud Paxson, entrepreneur, and Bud Paxson, Christian with a call on his life?*

PAXSON: First of all, it's Bud Paxson, the big sinner. By no stretch of the imagination do I feel holy. I have learned that if I practice God's ways, I have a much better life. I fail as much as anybody to live up to the image of Jesus. I've learned a very simple lesson: Do it God's way — you're going to be more successful.

Second, I meet so many people who come up to me and whisper, "I feel just like you do." I'll ask why they're whispering and they'll say, "I don't want to offend anyone." I don't think I offend anybody by my position of my faith. I think it's fun.

**THERE'S ALWAYS
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SETTING SAIL

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through OnePlace and Gospelcom.net's
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by Mark McKeen

So you've decided to stream your station or ministry content but you're not sure where or how to begin? Actually you have already made a big step by recognizing the value of extending your reach through the Internet. It is easy to understand the power of this medium since there are more than 49 million weekly users.

With the advent of graphical browsers like Internet Explorer and Netscape, the Internet has evolved to a richer multimedia presentation with animated graphics, sounds, streaming audio and the beginning of video. As bandwidth increases (the amount of data you can send continuously), full motion-full resolution video will be commonplace.

GETTING IN THE BOAT

So how do you start? From the content origination side it is relatively simple. You need a fast PC (at least 400MHz with an audio capture card) and industry standard encoding software package. This software and the computer convert the analog audio signal into the digital stream necessary for transmission over the Internet. Several companies can supply this equipment and software.

It begins to get more complicated from this point. Although you have "encoded" the signal and it is "Internet ready," you still have to send it (stream) over the Internet. You have two clear choices; either supply the stream directly to your end-users from your location or partner with a streaming provider.

Streaming on your own requires staff to support the equipment and, depending on the size of your audience, a large and expensive amount of bandwidth to the Internet.

ROWING SOLO

If you choose to stream on your own, it requires staff to support the equipment and, depending on the size of your audience, a large and expensive amount of bandwidth to the Internet. Depending on your Internet Service Provider, your costs could range from \$50 to \$100 per month for ISDN to hundreds of dollars monthly for T1 access. You will also need a PC and software (such as an IBM clone Pentium 3 running at 400MHz and Real Networks Real Producer Pro) to act as the streaming server.

Although it is possible to encode and stream from the same computer, once you reach a significant number of listeners you will need to dedicate a system to do both. Also, as your site becomes more popular, your costs will go up by adding additional bandwidth and streaming software licenses. License costs, or per user fees, differ depending on the server software. Real Networks charges a per stream fee; Microsoft does not. A key point to remember is that unlike traditional

broadcasts, Internet streaming costs go up with each new listener. Those costs are dependent on the bandwidth and license fees.

Using a streaming provider is the preferred choice for most stations and ministries since it allows you to concentrate on building your content.

AT THE HELM

If you choose to use a streaming provider, then most of the issues mentioned above are removed. This is the preferred choice for most since it allows you to concentrate on building your content, not on streaming over the Internet. Many radio stations and ministries do not have extra staff to support the technology of streaming their signal. Not many radio stations build transmitters but all are broadcasters. Think of the Internet the same way.

WIRED WITNESS *by Bruce Buursma*

As the Web broadens its reach, participants in the semi-annual Gospelcom.net conference were urged by Gospel Communications International (GCI) president Billy Zeoli to "dig deeper" and stay rooted "in the soil of God's marvelous love" as they proclaim the Gospel to an increasingly wired planet.

Zeoli challenged attendees to be "Cyber-Ambassadors for Christ" at the September gathering. The Gospelcom strategic alliance, consistently ranked the most popular Christian site on the Web, was founded in 1994 by Gospel Communications International. The three-day conference, held in Chicago, attracted nearly 250 representatives from 102 Christian organizations worldwide.

The 10th Gospelcom conference provided strategic information about the future of interactive, online ministry. It also offered practical advice on how to use digital technology effectively to communicate the Christian message to a fast-growing and increasingly diverse community linked by the Web.

"I'm convinced that Gospelcom is one of the most effective methods of filling Christ's command to 'go into all the world and preach the Gospel,'" said GCI chairman of the board Richard DeVos. "God has blessed this ministry beyond our wildest dreams and the Great Commission is

why we have brought the alliance together."

"The spread of the Internet — and the Gospel — is largely unstoppable," national radio evangelist Ron Hutchcraft told his fellow conference participants. "God brings a group of people like this together because He wants to blow the lid off your vision and your ministry."

Gospelcom has emerged as the major portal for the Christian message online, currently registering more than 78 million hits and 17 million page views each month on its site (www.gospelcom.net). The roster of participating ministries in the Gospelcom alliance has exploded from the original 10 to 203 in just four-and-a-half years and now reaches 214 countries.

GCI, a not-for-profit media outreach, founded the Web-based ministry and provides free technological support and training for Gospelcom alliance members. Donors provide about \$3.2 million to underwrite the annual costs of operating the site.

At the Chicago conference, GCI vice president J.R. Whitby stated, "We've become increasingly aware of the fact that we can't do it alone, financially or technically." He added, "The tremendous growth of the online outreach has provided both spiritual joy and financial challenges."

Continued on page 38

Continued from page 37

Gospelcom.net and OnePlace.com enacted a special cooperative ministry agreement, which was formally unveiled during the Chicago conference.

Gospelcom's leaders, including special international coordinator Quentin Schultze (also professor of communications at Calvin College in Grand Rapids, MI), director of marketing Dale Mason and director of logistics and events Duane Smith began evaluating potential partners in ministry three years ago.

"We were looking for an organization that was first of all committed to ministry, and an organization that had a digital vision," said Schultze. "We looked at a lot of different organizations, and the one that clearly offered the greatest synergy was OnePlace.com."

Gospelcom director Robby Richardson said, "The cooperative ministry agreement will allow Gospelcom.net and OnePlace.com to take advantage of cross-media promotion, to share rich content and increased traffic and leverage each other's strengths."

OnePlace.com (owned by NRB member Salem Broadcasting) developed a site called the Christian SuperStore, which offers more than 100,000 different products and resources of interest to Christians and spiri-

tual seekers. The store will supplement Gospelcom's mall and OnePlace.com will make available to Gospelcom visitors a number of downloadable tools that will permit more ministries to use streaming audio and video resources.

From the earliest days online, the most popular resources on the Gospelcom site have been consistent: Bible Gateway, the largest repository of digitized and searchable Bible versions and translations on the Web; more than 25 devotionals appealing to a wide array of demographic segments; and a growing reservoir of material appropriate for Bible study and discipleship.

Hutchcraft, in an impassioned address at the close of the Gospelcom conference, warned that Christians have "lost home-field advantage" in the culture and urged Internet missionaries not to repeat the mistakes made by pioneers in Christian radio and television.

"Christian radio has turned out to be us talking to us," he noted. "And what have we done with Christian TV? We learned that we know how to talk to us. God forgive us if our Web sites become just another lifeboat that takes care of those who are already in it." Zeoli concluded, "We are more than a high-tech business; we are a high-touch ministry ... reaching souls."

Bruce Buursma is a freelance writer who resides in Michigan.

CRUISE LINERS OF THE INDUSTRY

OnePlace.com offers a total streaming solution. Combined with our relationship with Real Broadcast Networks, we can distribute your content around the world with the ability to serve hundreds of thousands of listeners simultaneously. We provide a complete turnkey approach providing the encoding equipment and software all the way through to the delivery of the stream to the end-user.

Archiving programming material for later on-demand playback is extremely popular; many more "listens" occur for archived material than live.

Additionally, our relationship with Gospelcom.net brings extensive exposure of your content and message to millions of Internet users every month. Gospelcom and its 200+ ministries serve the entire Christian community worldwide, with links to resources and materials not found anywhere else on the Internet.

Other sources of streaming are webra-

dio.com and yahoo!broadcast. When searching for the right partner be sure and consider the quality of the broadcast, the branding availability for your station and the interactive components. All of these are important factors in creating a value-added extension of your content.

WATER-TIGHT CONTENT PACKAGING

Once you are streaming your content you need to think about your strategy for delivering this message. Research has shown that "streamies" very much like to interact with the streaming content. You should consider enriching your content, not just rebroadcasting it. Sixty-nine percent of streamies say that they are somewhat or very likely to click for more information related to the streaming content.

This creates a tremendous advantage for the "real estate" in the listener's audio player. OnePlace recognized this need and built a custom player to support listener interaction during the stream. Be sure to explore this opportunity to serve your listeners and your ministry.

Lastly, think about how you can enhance your content over the Internet. Promote your Web site during the streaming content to drive traffic back to your

site. If you are discussing a topic with additional material, make that information available on the Web site. Place your

Sixty-nine percent of "streamies" say that they are somewhat or very likely to click for more information related to the streaming content.

broadcast or streaming schedule on your site so people can see when their favorite program will be broadcast. Archiving programming material for later on-demand playback is extremely popular; many more "listens" occur for archived material than live.

Be creative, have fun and get started. The Internet is not a fad — as some people still believe — and the time is now to haul anchor and set sail into this incredible revolution. Find a good partner and jump in, the stream is fine!

Mark McKeen is managing director of alliances for OnePlace, Ltd. based in Greensboro, N.C. He may be reached at mrmckeen@oneplace.com

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The Sky's the Limit

**NRB's newest
member benefit:
J.A. Reyes & Associates**

by Jose Antonio Reyes, Jr.

Our economy increasingly depends on information technology and telecommunications. Telecom network operators are overwhelming land lines; computer users need increased mobility. The result is an enormous demand for wireless data services — in addition to the already booming mobile phone and digital industries.

There is a growing demand for additional and better wireless service. More people are going wireless, using wireless technologies for longer periods and demanding an end to the “dead spots” of no coverage, especially while traveling. As society continues to experience the power and freedom of wireless data communications, this technology will play an increasingly important role in our daily existence.

Network operators are responding to this trend with enlarged efforts to ready their systems for the market, capitalizing on the Telecommunications Act of 1996.

Air Traffic Control

In 1996, the Telecommunications Act passed Congress and forever changed the telecommunications industry. The purpose of the Telecommunications Act of 1996 is to govern rules of transition from a regulated industry to one of full and open market competition. An accompanying goal is to encourage rapid development of new telecommunications technology.

The Act, which increased the number of potential carriers per geographic area, resulted in increased competition between carriers — particularly in high-density populations.

Unfortunately, most of the explosive growth benefits only high-density areas and high-value business corridors.

This phenomenon, known as “red-lining” is in direct conflict with the purpose of the Telecommunications Act, which aims to provide “lower prices and higher quality services for all customers, not just ‘urban’ or ‘business’ customers.” The passage of the Fifteenth Amendment promised participation in the democratic process for every citizen. A century later, the Telecommunications Act holds the same ideal as the principle with which to govern the information age.

Sharing the Air

While analysts forecast a need for some 100,000 new wireless towers nationwide in the next few years, even the largest tower companies have inventories numbering only in the several thousands. New tower construction averages \$185,000 per tower, and zoning rights are increasingly difficult to obtain, as municipalities refuse to clutter their skylines with the “telephone poles” of the new millennium.

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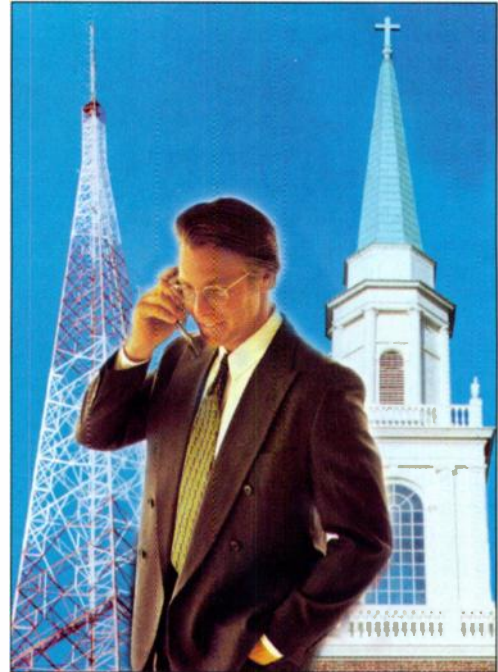
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Additionally, FCC obstacles and restrictions limit the building of new "vertical real estate."

In response to this crisis, the concept of "co-location" was born. Co-location refers to the practice of tower sharing — placing transmission devices on existing towers through leases. Many telecom carriers are opting to sell their tower assets to concentrate on serving new customers, preferring to focus on service than to manage a large number of towers.

Tower owners capitalize on passive income without compromising their ability to broadcast and are able to get in on the front end of an industry that will expand and dominate communications for the next 30 years.

Flying in Formation

J.A. Reyes & Associates, Inc., is committed to fulfilling the spirit of the Telecommunications Act of 1996 by incorporating a broad range of properties and municipalities into this technological expansion. NRB members can benefit from this commitment: since February 1999, NRB has offered Reyes & Associates as an official member service.

With more than a decade of experience working with Christian broadcasters and church organizations, Jose Antonio Reyes, Jr. is keenly aware of the financial needs of ministries. Recognizing the co-location opportunity, he founded J.A. Reyes & Associates in August 1998 to represent tower owners in the co-location process. The international company has affiliates in Mexico and Brazil and serves religious and nonprofit sectors by marketing vertical real estate to the telecommunications industry.

In addition to co-location, Reyes & Associates offers retro-fitting, construction and tower purchases. The company matches tower sites to industry needs and generates revenue for Christian property owners to fund their ministries and take full advantage of the economic potential of their structures.

Reyes & Associates provides turnkey service to its clients and charges no dues or fees for participation. The company is compensated by retaining a percentage of each lease that it garners for the tower owner. (NRB receives revenue for every association member that uses the company.)

Reyes & Associates is comprehensive in its approach: it creates a description of the site sufficient to market it to the industry; helps finance changes in a property to enhance marketability; enters the property into a national database used by carriers to locate sites; aggressively markets to carriers involved in specific expansions or "build outs"; provides guidance or complete handling of the lease negotiation process; generates master-leases to expedite group leasing; protects the financial, moral and logistical interests of broadcasters; manages the cash-flow and financial transactions from each lease; and continues to aggressively market each property as the climate grows and changes.

Tower owners capitalize on passive income without compromising their ability to broadcast and are able to get in on the front end of an industry that will expand and dominate communications for the next 30 years.

Reyes & Associates excels in linguistic ability, negotiation skills, broadcasting knowledge and experience, organizational structure, enthusiastic and competent staff, powerful industry connections, strategic planning, international contacts and administration. Through its contracted services and alliances, the company secures specific expertise in real estate leasing, antenna/tower leasing, tower construction and retro-fitting, contract development and management, financial disbursement and tax issues related to the nonprofit sector.

The company recognizes the substantial capital investment in tower development and develops a marketing program to increase the revenue of each tower. Effective marketing and qualification programs ensure space is leased to qualified, trustworthy and compatible telecom service providers including cellular, paging, emergency services and digital telephone and broadcasting.

Realizing there is much more to a successful leasing relationship than

locating a willing land owner inside of a search ring, the company protects the rights and interests of its clients from start to finish. The company also constantly monitors legal and regulatory developments that might affect tower owners.

Aerial Dogfights

One such development is the conflict between AM broadcast stations and wireless carriers, especially in metropolitan areas where AM stations and wireless towers coexist in large numbers.

How can a wireless facility operating at 2.5 GHz interfere with an AM broadcast station operating in the vicinity of 1 MHz? Unfortunately, typical wireless towers are the right height to re-radiate signals transmitted from AM broadcast stations. In effect, each wireless tower operates like a miniature AM station, re-broadcasting interfering signal.

The FCC made the protection of AM stations mandatory of all licensees and permittees planning to construct or to modify a tower. This regulation includes not only new construction, but also any modification of existing towers. Even if a wireless facility is already constructed and the interference is not immediately detected, the operator remains fully responsible for solving the problem.

Blue Skies

The AM issue is one example of the myriad complications of this infant industry, which is why the knowledge and protection of a reliable co-location company is critical to successful co-location, tower construction and maintenance. With a network of alliances, Reyes & Associates is positioned to troubleshoot any difficulty that would prevent a tower from drawing lease revenues.

In the words of Reyes & Associates client Steve Day, vice president/CFO of Pinnacle Towers, Inc., "There's no such thing as a full tower."

Contact Reyes & Associates at jareyes@jareyes.com or 804-984-1199. For more information on other member benefits, contact NRB member services director Anne Tower at atower@nrh.org or 703-330-7000, ext. 511.

Jose Antonio Reyes is Chairman & CEO of J.A. Reyes & Associates and can be reached at jose@jareyes.com or 804-984-1199.

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Nehemiah 2:20

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SOUTH ELEVATION

Faulty Fasting

From *God's Chosen Fast* by Arthur Wallis. Copyright 1975 by Christian Literature Crusade, Fort Washington, PA. Reprinted with permission. To get involved with NRB's prayer and fasting project, Comm-LINC, contact Karl Stoll at kstoll@nrp.org or 703-330-7000, ext. 517.

Fasting today! Whatever is to be gained by that?" is the incredulous question of many Christians. If they mean, "What does one personally gain by fasting?" then there are many answers that may be given, but there is a more important question to answer first.

So much of our thinking is ruled by that self-centered principle, "What do I get out of it?" Even in our spiritual desires and aspirations, self may still be enthroned. The cross must work in us if the life is to be centered in God. Only so can our spiritual motivation be centered in God. Only so can our spiritual motivation become Christward instead of self-ward. "He died for all, that they which live should no longer live unto themselves, but unto him" (2 Corinthians 5:15).

Even in circles where fasting is accepted as normal spiritual exercise there is often so much emphasis on fasting for personal benefit, for the endowment of power, for spiritual gifts, for physical healing, for specific answers to prayer, that the other aspect is forgotten. There is no suggestion that it is not right to seek these things, but our underlying motives must first be right. It is deeply significant that in the first statement on the subject of fasting in the New Testament, Jesus dealt with the question of motive (Matthew 6:16-18). No aspect of the subject is more important than this.

God is not merely concerned with what we do but why we do it. A right act may be robbed of all its value in the sight of God if it is done with a wrong motive. The danger of this is acute in the realm of outward religious exercises. "Why have we fasted, and thou seest it not?" asked the perplexed religionists of Isaiah's day. Swift was heaven's answer, "Behold, in the day of your fast, you seek your own pleasure" (Isaiah 58:3). The fasts they undertook, with all their show of piety, were motivated by self-interest and self-seeking. No wonder God asked indignantly, "Is such the fast that I choose?" (v.5).

This same self-centeredness under a cloak of piety was seen in all its shameful hypocrisy in the fasting of the Pharisees, and it was against this that Jesus lifted up His voice in the Sermon on the Mount, telling His followers that when they fasted, they were not to be like the hypocrites. The Pharisees paraded their piety for the applause of men by making sure that people knew they were fasting. They were not ministering to God but to the pride of their own hearts. Later, when Jesus described the Pharisee praying in the temple and saying, "God, I thank thee that I am not like other men ... I fast twice a week," He is careful to inform us that he "prayed thus with himself" (Luke 18:11,12).

Fasting must be done unto God who sees in secret. While avoiding the brazen conceit of the Pharisee and the desire to court the praise of man, we may still act out of selfish motives.

In Isaiah 58, the classic Scripture on the subject of fasting, God reminds His people that the acceptable fast is the one which He has chosen. Fasting, like prayer, must be God-initiated and God-ordained if it is to be effective. Prevailing prayer begins with God; He places upon us a burden by the Spirit, and we respond to that burden. Prayer that originates with God always returns to God. So it is with fasting. When God chooses our fast, He will not have to ask us, as He asked His people long ago, "When ye fasted ... did ye eat at all fast unto me, even to me?" (Zechariah 7:5).

All this does not of course relieve us of our responsibility. On our part, there must be the recognition of the rightness and need of fasting, the willingness for the self-discipline involved, and the exercise of heart before God; but in the final analysis the initiative is His. When we fast, how long we fast, the nature of the fast and the spiritual objectives we have before us are all God's choice, to which the obedient disciple gladly responds.

This principle applies even to the regular fast, say one day a week. We must be sure that God is leading us to do this. Even then there may be times when it will be inconvenient to carry it out, or when we are guided not to do so; or a time may come when we are led to discontinue the practice. We are not to be in bondage to rules, even spiritual ones. "If you are led by the Spirit you are not under the law" (Galatians 5:18).

When Joel cried, "Sanctify a fast," he meant, "Set it apart for God." This is absolutely basic if our fasting is to be acceptable to Him. There will be times when we find ourselves like Anna, the prophetess, "worshiping with fasting" (Luke 2:37), or like those leaders of the church in Antioch who "ministered to the Lord, and fasted" (Acts 13:2). This is surely the loftiest conception, that it is a worshiping or ministering to the Lord, a giving of ourselves to God, and only secondarily a means to secure certain spiritual ends.

God's chosen fast, then, is that which He has appointed; that which is set apart for Him, to minister to Him, to honor and glorify Him; that which is designed to accomplish His sovereign will. Then we shall find, as though it were heaven's afterthought, that the fast unto God rebounds in blessing, and the God who sees in secret is graciously pleased to reward us openly. In this way we are preserved from ever permitting the blessings to mean more to us than the Blessor.

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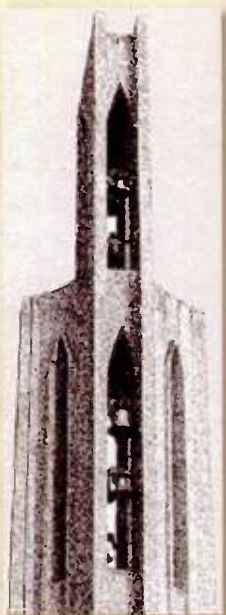
Century Retrospective

December

Sky
Angel



Nipper, RCA's mascot



National Presbyterian Church

December 10, 1996

Dominion Sky Angel direct broadcast satellite system airs nationwide.

December 14, 1924

KFUC/St. Louis, MO, goes on the air from Concordia Seminary. The Lutheran Church-Missouri Synod continues to hold the license.

December 15, 1971

KCCS Radio signs on with a full-time Christian music format.

December 17, 1953

RCA's electronic, black-and-white compatible color TV system is approved by the FCC and named the U.S. standard over CBS's mechanical system for color TV reproduction. RCA spends \$21 million in the fight and promises NBC will begin colorcasting to affiliates. At the time, 31 stations in the country are equipped for color TV broadcasting. Made in Bloomington, IN, the color sets with a 12-inch screen cost \$1,000; by 1960, there were half a million color TV sets in use.

December 22, 1921

Church of the Covenant (now National Presbyterian Church) in Washington, DC, receives the first broadcast license to a religious organization.

December 25, 1924

KPPC signs on in Pasadena, CA, broadcasting Christmas carols and then the Christmas service from The Pasadena Church. The church operated the noncommercial station until 1973.

December 25, 1931

Clarence Jones and Reuben Larson launch HCJB (Herakling Christ Jesus' Blessings) in Quito, Ecuador, the nation's first broadcast facility and the world's first missionary radio operation.

December 1965

Richard DeHaan assumes leadership of Radio Bible Class following the passing of his father, M.R. DeHaan. Richard was inducted into NRB's Hall of Fame in 1983.



Clarence Jones



Reuben Larson



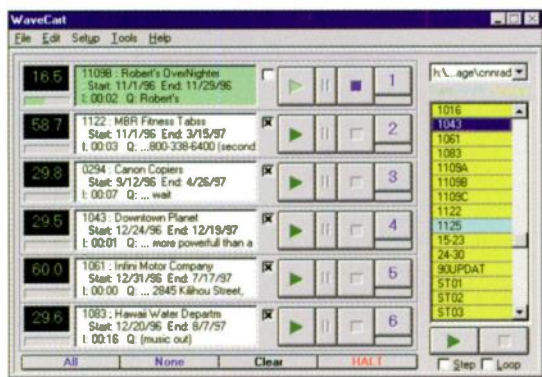
Richard DeHaan

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Jim Zix - General Manager/Chief Engineer
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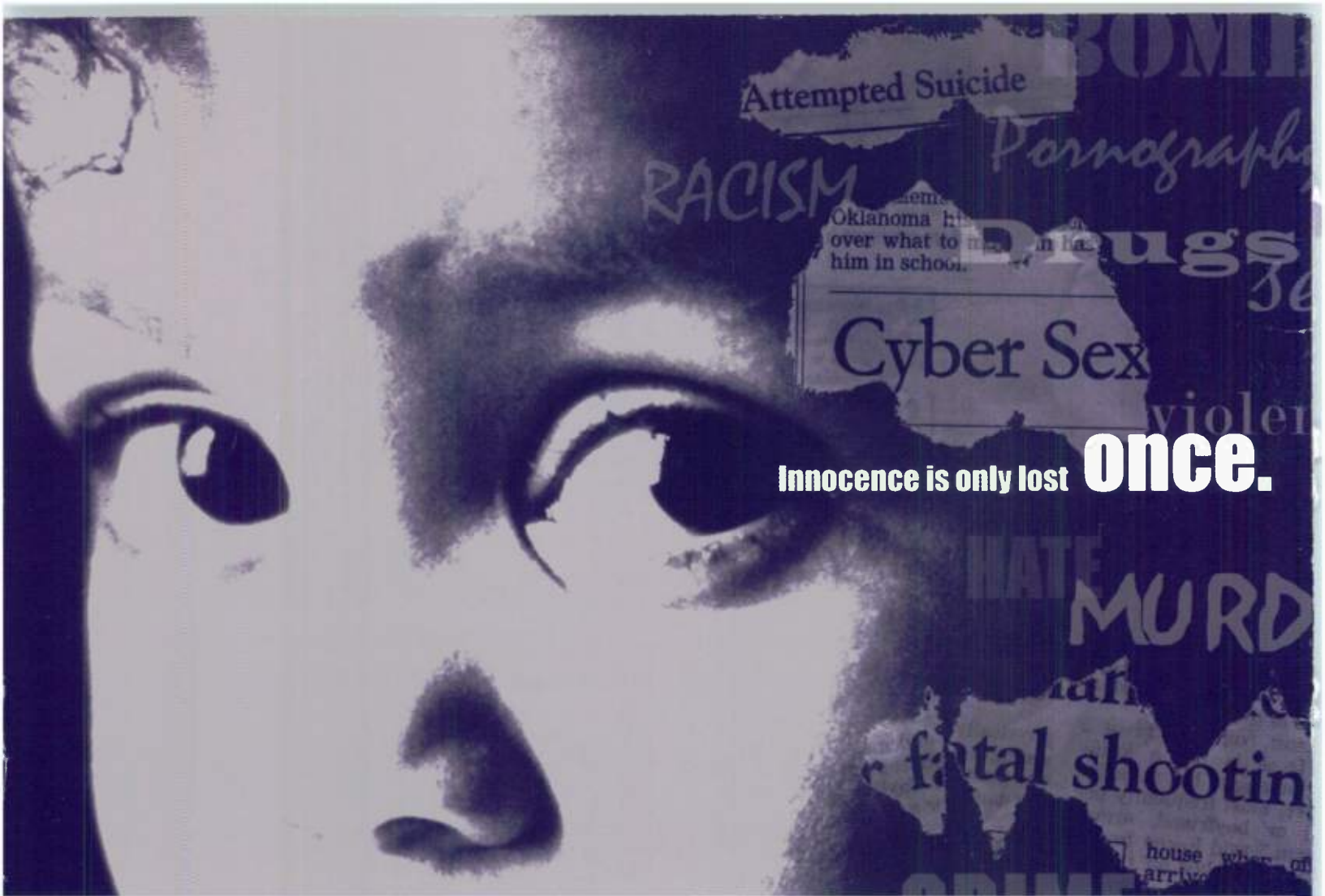
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