

# RELIGIOUS BROADCASTING

JUNE 1997



- About NRB**
  - [Purpose of NRB](#)
  - [Membership](#)
  - [Benefits](#)
- Meetings**
  - [PPC '97](#)
  - [NRB'98](#)
  - [Exhibits](#)
- Publications**
  - [Magazine](#)
  - [Newsletter](#)
  - [Past Issues](#)
- Resources**
  - [Directory](#)
  - [Directory](#)
  - [Link Lists](#)

#BXNCJQJ\*\*\*\*\*3-DIGIT 900  
 #RBCQ 006715 689612 126  
 DIEGO DOMINGO  
 MASS MEDIA CONSULTAN  
 STANTON ASSOCIATES PRODS  
 PO BOX 3930  
 HOLLYWOOD CA 90028

**THE INTERNET ISSUE**

## National Religious Broadcasters



### Pros & Cons of High Definition TV

With the advent of Digital Television (DTV), formerly known as HDTV, the way that the world communicates, learns and entertains itself will undergo a major metamorphosis. Like it or not, the television industry is continuing to create it's own history. The newest change of analog TV systems to digital TV systems comes not just because the Federal Communications Commission mandates it to be so.

*Continued...*

### Wishing Out Loud

What record labels wish Christian stations knew about them.



"When you wish upon a star..." Disney's familiar theme song takes on a different meaning when the star is a record label. How can stations and labels have a productive relationship without... where will this communication

### Your Ministry

...to take a look at your ministry and transform weak... greaining examples of effectiveness?

If we're not taking a hard, critical look at our stations, ministries, networks, and programs at least once a year, then we are way behind the curve.

*Continued...*

### On the Horizon

Five New Musical Groups Follow the Son

### This weeks picks

- [KKLA Los Angeles, CA](#)
- [Radio Bible Class](#)
- [CCN on Net Radio](#)
- [Spoor 7](#)

[More Click Here...](#)

### News Items

- [Music Lic. Bill reintroduced](#)
- [Spectrum Auction still alive](#)
- [Clinton proposes free air](#)
- [FCC vacancies to be filled](#)

### Exhibitor Highlights

#### The Inspirational Network

The Inspirational Network redefines inspirational television, delivering diverse, value-driven programs viewers can trust. INSP targets the millions of Americans with traditional family values, blending the most popular ministry programs with family-oriented movies, exclusive music, video, talk, teen and children's programs, and concert specials produced live throughout the year.

#### Hylton Memorial Chapel

Hylton Chapel has attracted America's finest Christian

**National Religious Broadcasters**  
 7839 Ashton Ave.  
 Manassas, VA 20109  
 (703)330-7000

# your listeners deserve this

## PROMISE 97 KEEPERS *live!*

PK '96 live!  
—over 700 affiliates  
—over 17,000 hours of airtime

“The live broadcast is a blessing to us, our listeners and our advertisers” —

Ken Monroe - Bott Broadcasting



**Knoxville, TN**  
Neyland Stadium  
June 6-7, 1997



**Pittsburgh, PA**  
Three Rivers Stadium  
July 25-26, 1997



“This is the most magnificent and powerful event I’ve ever experienced” —

Joseph - Cedar Rapids, IA.

for station clearance contact  
**judy ghiglieri**

4595 Hilton Parkway • Suite 200  
Colorado Springs, CO • 80907  
voice 719.536.9000

6px 719.598.7461  
email [Westar@n-gate.com](mailto:Westar@n-gate.com)



**PROMISE**  
**KEEPERS**  
MEN OF INTEGRITY  
[www.promisekeepers.org](http://www.promisekeepers.org)





# *BOTT RADIO NETWORK*

Yes, We Have Changed...



Dick Bott  
*President*



Rich Bott, II  
*Vice-President*



**But Our  
Commitment Remains The Same.**

**Quality Bible Teaching • Christian News & Information**



**One** was a reward  
*for quality...*



**Two** was a tribute  
*to quality...*



**Three** established a trend  
*in quality...*



**Four** is an  
unsurpassed tradition  
*of quality.*

*InfoCision Management*  
*Telephone Marketing Specialists*



InfoCision is the only non-profit fundraising firm to earn an MVP Quality Award each of the four years since its inception. This award recognizes those telemarketing companies with the most outstanding commitment to Quality assurance, customer service, and an uncompromised commitment to excellence.

*Call InfoCision to learn how we raise more money for Christian organizations than any other outbound telemarketing company.*

Tim Twardowski • Executive Vice President – Marketing

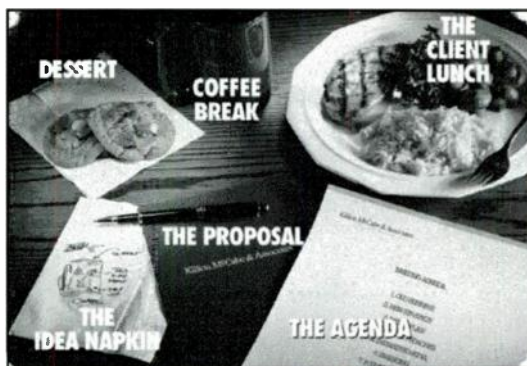
Nick Stavarz • Vice President – Marketing

325 Springside Drive • Akron, Ohio 44333 • (330) 668-1400 • <http://www.infocision.com>

## Internet 101: An Introduction

by James Killion  
*This easy-to-understand primer explains the wonders of the Internet and the World Wide Web.*

# 12



page 12

# 18

## Internet 102: A Case Study

by Kenneth Hodder  
*The Salvation Army's Web site experience is a tutorial for Christian organizations considering a venture into cyberspace.*

# 22

## Internet 103: A Competitive Environment

by Mark Kellner  
*What does it take to be successful on the Internet? Read these suggestions from a computer industry insider, editor-in-chief of PCPortables.*

# Features

JUNE 1997

## In Search of the Right Search Engine

by Richard G. Ensmen Jr.  
*Booking passage on the correct search engine is a secret of successful traveling on the Internet.*

# 30



page 30

## Convergence or Collision?

by Reed Hundt  
*The chair of the Federal Communications Commission speaks out on bandwidth, access, and rates.*



page 34

# 34

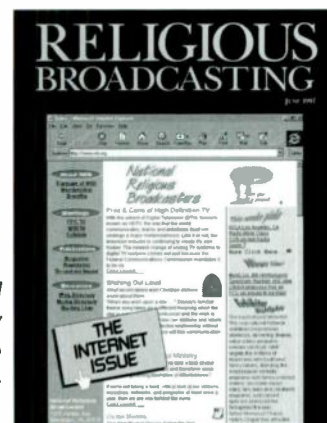
## Downloading the Basics

by Flip Michaels  
*What's the difference between the World Wide Web and the Internet? Grasp the fundamentals by reading this article.*

# 26

## The Internet Issue

*This month's cover displays the home page of National Religious Broadcasters (<http://www.nrb.org>). The newly redesigned Web site provides descriptions of the association's services, personnel listings, station information, ministry links, and other essentials.*



NRB home page by David Keith

# Departments

## OPINION/COMMENTARY

- 6 Signing On by David Clark
- 8 Tuning In by Brandt Gustavson
- 9 Readers' Reactions
- 52 Segue

## INDUSTRY INFORMATION

- 42 College 'Casters by Chuck Pollak  
*Working together*
- 47 Interview Insights by Jonathan Petersen  
*Returning to the fundamentals*



page 38

## BROADCASTING NEWS

- 10 Washington Watch by Richard Wiley  
*U.S. Supreme Court's "must carry" decision*
- 38 Inside NRB  
*Alan Keyes speaks at NRB's NAB Breakfast*
- 40 Trade Talk  
*Dove Award winners*



page 44

## REVIEWS

- 44 Recording Reviews by Darlene Peterson  
*Songs celebrating fatherhood*
- 46 The Book Shelf by Harry Conay  
*Woodrow Krall's When God Doesn't Answer*



page 46

## MISCELLANEOUS

- 43 Advertising Index
- 50 Calendar Close-up
- 48 Classifieds

*Religious Broadcasting* (ISSN 0034-4079) is published 10 times a year. To subscribe, send \$24 for one year to National Religious Broadcasters, 7839 Ashton Ave., Manassas, VA 20109-2883. Canadian orders must add \$6 annually; all other foreign orders must add \$24 per year. Payment in U.S. funds only. Periodicals postage paid at Manassas, Va., and additional offices.

Printed in the U.S.A. Copyright 1997 by National Religious Broadcasters (NRB), all rights reserved. Contents of this magazine may not be reproduced, in whole or in part, unless expressly authorized in writing by NRB. All editorial and production correspondence should be sent to *Religious Broadcasting*, 7839 Ashton Ave., Manassas, VA 20109-2883. *Religious Broadcasting* assumes no responsibility for return of manuscripts, photographs, and cartoons, and reserves the right to accept or reject any editorial and advertising material.

# RELIGIOUS BROADCASTING

The Official Publication of  
National Religious Broadcasters

June 1997, Vol. 29, No. 5

## EDITORIAL STAFF

Publisher — E. Brandt Gustavson  
Editor — Ron J. Kopczick  
Managing Editor — Sarah E. Smith  
Associate Editor — Christine L. Pryor  
Editorial Assistant — Anne Dunlap  
Designer — J.R. Graphics

## BUSINESS SERVICES

Advertising Agency — Carlton Dunn &  
Associates/(609) 582-0690  
Advertising Assist. — Elizabeth Oliver  
Printer — Pendell Printing  
Gen. Counsel — Wiley, Rein & Fielding

## NATIONAL RELIGIOUS BROADCASTERS EXECUTIVE COMMITTEE

**President:** E. Brandt Gustavson; **Vice President:** Michael Glenn; **Chairman:** David Clark, KMC Media; **First Vice Chairman:** Tom Rogeberg, In Touch Ministries; **Second Vice Chairman:** Jon Campbell, Ambassador Advertising Agency; **Secretary:** Wayne Pederson, SkyLight Satellite Network; **Treasurer:** John Corts, Billy Graham Evangelistic Association; **Members-At-Large:** Sue Bahner, WDCW-AM; Stuart Epperson, Salem Communications; Glenn Plummer, Christian Television Network; Jerry Rose, WCFC-TV; Robert Straton, Walter Bennett Communications.

Editorial Office:  
7839 Ashton Avenue  
Manassas, VA 20109-2883  
(703) 330-7000 Fax (703) 330-6996

Feature articles should be sent to the attention of Christine L. Pryor while **News** items should be addressed to Sarah E. Smith.

Advertising in *Religious Broadcasting* does not necessarily imply editorial endorsement or approval by National Religious Broadcasters. Authors' views are not necessarily those of National Religious Broadcasters, its officers, board, or membership.

*Religious Broadcasting* is indexed in the Christian Periodical Index and is available on 16mm and 35mm microfilm and 105mm microfiche from University Microfilms International, 300 N. Zeeb Road, Ann Arbor, MI 48106.

POSTMASTER: Please send change of address to *Religious Broadcasting*, 7839 Ashton Avenue, Manassas, VA 20109-2883.



# MASTERPIECE *in the* MAKING

Featuring

- ◆ Dennis Rainey
- ◆ Michael Youssef
- ◆ Cynthia Tobias
- ◆ David Jeremiah
- ◆ Ron Walters
- ◆ Cedric Johnson
- ◆ Guy Owen

And the music artistry of

- ◆ Steve Amerson
- ◆ Rick and Cathy Riso

at the

## 1997 WNRB C O N F E R E N C E

### August 24-26

*Westin*

*South Coast*

*Plaza Hotel*

*Costa Mesa,*

*California*

Spend a few days in the California sun and become better acquainted with your colleagues in broadcast ministry. Be inspired and energized by speakers who will describe what it means to be a masterpiece in progress. Deepen friendships with like-minded professionals committed to a common goal . . . communicating God's Masterwork, the Bible.

The first 100 people to register will receive tickets to the celebrated Pageant of the Masters art festival in breathtaking Laguna Beach! Transportation and dinner are included.

For registration and information, call Roger Kemp at (714) 575-5000, or fax (714) 575-5683, or write: Insight for Living, 1065 Pacific Center Drive, Suite 400, Anaheim, CA 92806.

Name \_\_\_\_\_  
 Organization \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
 Phone \_\_\_\_\_ Fax \_\_\_\_\_

METHOD OF PAYMENT: (Registrations will not be processed without payment.)

Check Enclosed     Visa     MasterCard

CARD NUMBER \_\_\_\_\_ EXP. DATE \_\_\_\_\_

CARDHOLDER'S NAME \_\_\_\_\_

CARDHOLDER'S SIGNATURE \_\_\_\_\_  
(REQUIRED FOR CREDIT CARD USE)

**YES!** Register me for the  
1997 WNRB Conference!

On or before July 15, 1997    After July 15, 1997

First registrant     \$175     \$225  
 Spouse     \$135     \$185

**SPECIAL OFFER FOR FIRST-TIME ATTENDEES!**  
 Free registration with two paid registrations from the same organization.

Please make checks payable to: Western Chapter, NRB  
 Mail to: Roger Kemp, Insight for Living, 1065 Pacific Center Drive, Suite 400, Anaheim, CA 92806 or fax: (714) 575-5683

## Integrating Media

In 1455, German printer Johann Gutenberg perfected moveable type and printed the first Bible. This led to the development of newspapers, magazines, and books for the masses. Radio emerged as a viable mass medium in the early 1920s. Television came to dominate entertainment programming by the early 1950s. Called mass media, these forms of communication reach masses of people by the interposition of technology mediating between source and audience.

All of that seems about to change. Print, radio, and television are beginning to merge into a new media amalgam called multimedia. This metamorphosis has been made possible by the powerful technological innovations collectively known as "digitization."

This involves reducing content, whether print, audio, or video, to digital information readily manipulated electronically. As computers have become more sophisticated, faster, and cheaper, the manipulation of this digital information has become relatively easy. The result is the boundaries between print, audio, and video are disappearing rapidly. The recent agreement on a common digital video standard for computers and broadcast television will only hasten the arrival of multimedia.

A practical example of the impact of digitization comes from personal experience. After spending heavily over the past three years to rent post-production facilities for video editing, I discovered leasing a state-of-the-art, nonlinear editing system would reduce costs dramatically and give producers unlimited hands-on access. The television programs produced on this equipment rival those produced in a post-production studio costing at least ten times as much.

I recently acquired a new lap top computer equipped with the latest digital innovations along with a CD-ROM disk containing over 30,000 articles, 300,000 internal links, 1500 World Wide Web links, a 5000-word dictionary, 7500 photos, 1600 audio clips, and over 100 videos. I am still in awe of the ability of this five-pound machine to instantly produce a stereo recording and accompanying picture of Winston Churchill, five examples of chamber music, or a color video of a cheetah running 68 miles per hour simply by "pointing and clicking."

As Christian broadcasters we must try to assess the impact multimedia will have on our broadcast ministries. Several possibilities come to mind. First, the new media will be multi-sensory. Print, voice, video, and data will be combined to create a new kind of virtual reality which will become actual reality for many users. Imagine being able to actually walk into a church, take a seat, watch the choir enter and hear them sing, join in congregational singing, see the pastor deliver a sermon or teaching, and respond by going forward all without ever leaving your computer at home.

Second, the new target audience will be individuals, not the mass audiences of the past. Television is the last real mass medium. But with the availability of hundreds of digital cable channels, it too will become highly individualized. This should not be disconcerting. Jesus reached one person at a time and we know effective witnessing happens with individuals, not groups.

This ability to interact with individuals has many positive implications including effective prayer, discipleship training, and development of a ministry support base. Audio services like LightSource on AudioNet and Involved Christian Radio Network make radio programs available on the Internet and allow daily interaction with thousands of individuals. Video is becoming available on the Internet and will soon play an important role for ministries.

Third, the transactional nature of multimedia will mean information will flow freely in both directions. The outline of a teaching or sermon will be available as the message is being given. Books and tapes will be purchased and shipped or a gift given to a ministry by a keystroke.

Fourth, the loss of community so apparent today will be moderated somewhat by the "virtual church" which multimedia will allow. This is not to suggest sitting at a computer will ever take the place of being part of a local fellowship of believers. But



*David Clark is chairman of National Religious Broadcasters and president of KMC Media in Dallas.*

*Continued on page 38*



# The tradition continues —

## An Outstanding Lineup of Dynamic Speakers

**SWNRB**  
**1997**  
**Regional**  
**Convention**  
**July 24-26**  
**Dallas-Ft. Worth**  
**Airport Marriott**



**Max McLean**  
*Host of Scripture As Told by Max McLean*  
 Thursday Evening



**Nick Harris**  
*Pastor, First United Meth. Church, Okla. City, OK*  
 Friday Breakfast



**Dr. Michael Youssef**  
*Host of Leading The Way*  
 Friday Lunch



**Brandt Gustavson**  
*President, National Religious Broadcasters*  
 Saturday Breakfast



**B. Eric Rhoads**  
*Chairman and Publisher of Radio Ink Magazine*  
 Saturday Lunch



**Hank Hanegraaff**  
*Host of CRI's The Bible Answer Man*  
 Saturday Banquet

### Christian Broadcasting in the Next Millennium Panel



**Jon Campbell**  
 Ambassador Advertising



**John Maddex**  
 Moody Broadcasting



**Mike Trout**  
 Focus on the Family



**Ed Atsinger**  
 Salem Communications

**BOB LEPINE** MODERATOR

*DALLAS DRESS CODE: ALL MEETINGS BUSINESS CASUAL EXCEPT FOR SEMIFORMAL BANQUET*

### REGISTRATION

Registration at Marriott DFW  
 2:00 - 5:00 p.m. Thursday, July 24

Enclosed is \$\_\_\_\_\_ for my registration, which includes meals and workshop materials.

\$150 member     \$125 spouse or additional members

\$99 single day, includes meals

*Registration after July 1st — \$210*

*Make check payable to SWNRB*

Mail to: **SWNRB**  
**P.O. Box 38012 • Dallas, TX 75238**

Name \_\_\_\_\_

Organization \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Telephone (\_\_\_\_) \_\_\_\_\_

- Professional Interaction
- Pertinent Information
- Personal Inspiration



Roundtable Discussions  
 With Industry Peers

*For more information, please call*

**SWNRB**  
**(405) 789-1140**

## Peace for Jerusalem

In April, a breakfast meeting sponsored by the National Unity Coalition for Israel was held in Washington, D.C., for Israeli Prime Minister Benjamin Netanyahu. I had the privilege of being there, meeting him, and hearing his message. It all reminds me that in 1996, Israel celebrated its 3000-year-old love affair with Jerusalem.

Since the first of David's warriors went over the walls of the Jebusite fortress in 1000 B.C., Jerusalem has endured as the religious and political capital of the Jews. On property purchased by David from Araunah the Jebusite [2 Samuel 24:18-25], her great temples stood. Within and around the ancient city walls, her sons and daughters were born and celebrated. Even during the debilitating periods when Jews were swept off the land by glowering tyrants, far-off Jerusalem held the hearts of her children, the wandering Jews.

With these irrefutable historical facts in view, we must remind ourselves once again that the Islamic faith, which is the basis of Muslim claims to Jerusalem and the land they choose to call Palestine, was not born until the seventh century. In other words, the Jewish people occupied the city of Jerusalem for some 1600 years before Islam ever saw the light of day!

This is a city which has been fought over perhaps more than any other city on earth. When Jerusalem was conquered in battle, the victors held the city until they were displaced by another leader with his army. There is a very real sense in which we can say that since Babylonian days, Jerusalem has been "occupied territory."

The only question at any given time was, who happened to be the occupier and who, on the other hand, was complaining about it? Of course, no claimant holds the biblical, historical, moral, or legal high ground regarding rights to Jerusalem as does the modern state of Israel.

It would be a tragedy of the first order for the current Israeli leadership to be talked out of in negotiations what their enemies could not hold by military means. Furthermore, the concept of peace with strength must be the basis if there is any hope of gaining a measure of tranquility. The tendency to continually give back what aggressors have lost while attempting to exterminate a nation is, to say the least, a tenuous practice.

"And men shall dwell in it, and there shall be no more utter destruction; but Jerusalem shall be safely inhabited" [Zechariah 14:11].

We are reminded of a verse from the Psalms that places a marvelous capstone on everything Jerusalem and her sons and daughters have endured across the millennia: "Weeping may endure for a night, but joy comes in the morning" [Psalm 30:5]. It is time to turn tear-stained faces to the horizon — morning is coming!

### NRB's Regional Conventions

We're on the verge of beginning the regional conventions. In "Calendar Closeup" on page 50, look for a listing of these meetings. If you're not a member of National Religious Broadcasters, this could be a good first exposure. You'll meet people who will become close friends, rub shoulders with people in our Christian broadcasting circles, and be helped in doing your work more effectively. See you at the regionals.



*Dr. E. Brandt Gustavson is president of National Religious Broadcasters and publisher of Religious Broadcasting.*

## Latter-day Saints Should be Considered Christian, too

I enjoyed the article ["Not Just Jesus," February-March 1997] on other religions which utilize broadcasting for their outreaches. But I must say I am disappointed to see lumped together with the Islamics and Hare Krishnas, the outreach efforts of the Church of Jesus Christ of Latter-day Saints (LDS). Most mainstream Christians may not agree with doctrinal points put forth by the LDS church, but to suggest or imply that they are not Christian is incorrect.

Founder Joseph Smith stated that the life, teachings, death, and resurrection of the Lord Jesus Christ are the center of the LDS life and faith; all other doctrines are but appendages to the focal truth of the Savior's atonement for sinful mankind.

In the same issue, we find an article about the Worldwide Church of God, which states the readiness of some mainstream Christians to accept this church as brethren in the Lord. This is a group long considered a "cult" by many, but which is slowly shedding such an image and the things which contributed to that designation.

Likewise, I do believe if approached objectively, the LDS church will not appear to be as "cultic" as has been assumed by some. One mark of so-called cults is a claim of being the exclusive heirs of salvation. One would be hard-pressed to find an official teaching of the LDS church which teaches only Mormons will be saved. Such a doc-

trine was, however, rather overtly suggested in the teachings of one church I once belonged to, which is part of a very major mainstream denomination.

LDS church publications contain numerous praises for such notables as the great Reformers, C.S. Lewis, and others also commonly accepted by "mainstream Christians;" works of whom the LDS church builds and works of whom great reverence is shown. Indeed, the Thirteenth Article of Faith of the LDS church states: "We claim the privilege of worshipping Almighty God according to the dictates of our own conscience, and allow all men the same privilege." Does that sound cultic or non-Christian?

Ronald C. Schoedel III  
WUPY-FM/Ontonagon, Mich.

Please Address Letters To:  
Readers' Reactions  
Religious Broadcasting  
7839 Ashton Avenue  
Manassas, VA 20109-2883  
Fax: (703) 330-6996  
E-mail: ssmith@nrb.com

Letters must be signed to insure publication and limited to 250 words or less. *Religious Broadcasting* reserves the right to edit all material for length, grammar, and style. *Religious Broadcasting* will not print material containing personal attacks, insults, or otherwise libelous statements.

# THE ONLY DUPLICATING SERVICE THAT COMES WITH THESE LETTERS OF RECOMMENDATION.

When it comes to duplicating, nobody has higher standards than the entertainment industry. Which is why, for over 10 years, some of the biggest names in the business have turned to Opryland Duplicating Services. We know how important it is to provide consistent quality, from first dub to last. And how helpful it can be to provide a full range of services. At Opryland Duplicating Services, we can take your project from start to finish. From specialized package design to customized printing to mailing anywhere in the

country. Our top-of-the-line equipment lets us produce quality duplicates, including JVC-licensed VHS, D2, Digital BetaCam, BetaCam SP, S-VHS, 8 mm, 1", 2" and 3/4" quickly and on time. And you can rest assured that your order will be perfect because our highly trained staff checks it for audio, video and tape stock quality before it is shipped out. So give us a call. You'll find for full service quality duplicating, nobody can copy us.



1-800-554-2348

**OPRYLAND  
DUPLICATING SERVICES**



## U.S. Supreme Court Upholds Must Carry

Two recent legal developments have major significance for the television broadcasting industry: the U.S. Supreme Court's decision upholding the mandatory carriage provisions of the Cable Consumer Protection and Competition Act of 1992 (the Cable Act) and the Federal Communications Commission's (FCC) adoption of rules to implement digital television broadcasting, including high-definition television. This month's column focuses on some of the important legal implications of the "must-carry" case, *Turner Broadcasting, Inc. v. FCC (Turner II)*. Next month's column will discuss the commission's digital television orders.

*Turner II* brings to an end the long dispute over the constitutionality of the statutory mandate requiring cable operators to carry most local television stations on their systems. The court's 5-4 ruling is perceived as a major legal victory for broadcasters, finally bringing stability to the carriage arrangements under which cable systems and television stations have been operating since 1993. The small and/or independent broadcasters thought to benefit most from guaranteed carriage — including religious stations — no longer need fear being dropped by cable operators in favor of additional cable programming services.

For the cable industry, *Turner II* is likely to make it more difficult for new cable programming services to reach a broad audience nationwide, at least until cable operators can add more capacity to their systems. But cable representatives suggest that *Turner II* may have some long-range benefits for them as well: they argue that the Supreme Court's legal reasoning could support the imposition of must-carry obligations on cable's multichannel competitors, such as direct-to-home (DTH) satellite service providers.

As noted below, it is not clear whether that broad a reading of *Turner II* is warranted. But the decision is notable for the degree to which

the Supreme Court defers to Congress' judgment in fashioning regulations raising First Amendment issues.

The Cable Act's must-carry provisions have been scrutinized twice by the high court in the last three years. In its first *Turner* decision, the justices concluded the mandatory carriage requirements for both commercial and non-commercial stations were "content neutral" provisions fundamentally designed to preserve the benefits of a free, over-the-air broadcast television system with a multiplicity of local stations.

That 1994 decision was crucial to the outcome of *Turner II*, because the court afforded Congress more leeway in justifying the mandates. (By contrast, judicial review of a content-based speech laws involve close scrutiny of lawmakers' assumptions about the need for the restriction and their method of operation — often resulting in such laws being struck down.)

But the Supreme Court in *Turner I* also concluded more fact-gathering was needed to determine whether the must-carry provisions served their purpose without substantially burdening the free speech rights of cable operators. Accordingly, the case was sent back to a lower court, which gathered evidence over a 18-month period and concluded the must-carry provisions did help to maintain free, over-the-air television service from a broad number of stations. Among the evidence was expert testimony indicating the average cable system did not carry 47 percent of local independent stations and 36 percent of local non-commercial stations during the time period immediately before passage of the Cable Act.

The lower court also determined the must-carry obligations did not significantly burden cable operators. For example, another expert testified that 94.5 percent of the nation's cable systems were able to accommodate the stations eligible for mandatory carriage without having to drop any



Richard E. Wiley is a former chairman of the Federal Communications Commission and is general counsel for National Religious Broadcasters. He was assisted in the preparation of this article by Rosemary Harold.

other programming. The remaining 5.5 percent of systems had to delete only an average of 1.22 cable programming services to make room for eligible television broadcasters.

The Supreme Court also took note of evidence supporting the cable industry's position that broadcasting as a whole did not need must carry to survive. These facts included the growth in the number of television stations and their advertising revenues during the years preceding the Cable Act. But the majority held that, under the deference due lawmakers in this case, the court did not have to decide whether Congress was correct in saying that must-carry mandates were necessary to protect all local broadcasters.

"The issue before us," the majority opinion stated, "is whether, given conflicting views of the probable development of the television industry, Congress had substantial evidence for making the judgment that it did. We need not put our imprimatur on Congress' economic theory in order to validate the reasonableness of its judgment."

Could *Turner II* lead to must-carry rules being imposed on other multichannel video distribution systems? There is no easy answer to that question, but the case raises at least two considerations worth remembering.

*Continued on page 43*



When news that happens here...



affects people here...



we'll be on the record here!



- Education ~ Crime ~ Culture ~ Health Care ~ Euthanasia ~ Abortion ~ Homosexual Agenda ~ Law
- Pornography ~ Parental Rights ~ Work & Family ~ Religious Freedom ~ Teen Sex ~ Welfare Reform
- Adoption ~ Life Issues ~ Drugs ~ Family Stability ~ Government Relations ~ Military Family
- Polls & Public Opinion ~ Congress ~ Community Development ~ Welfare Replacement

*Introducing FRC Direct, the Family Research Council's Direct Newsline, an actuality line providing immediate issue response, recordable commentary and access to fax-on-demand for the working media. Seventeen FRC public policy experts are now available to you by phone 24 hours a day for an informed perspective on fast-breaking news that affects the American family. Call 202-393-NEWS before your next family-issue story deadline.*



**Gary Bauer**  
President



**Cathy Cleaver**  
Law



**Bill Mattox**  
Family Stability, Taxes



**Col. Bob Maginnis**  
Drugs, Military, Crime



**Robert Knight**  
Cultural Studies



**Kristi Hamrick**  
Communications Director



**202-393-NEWS**

The Family Perspective On Today's News

**1-800-726-6096**

Fax-On-Demand

The Family Research Council is America's Family Voice, and Washington's most respected family policy organization. Phone, satellite, studio and remote interviews for all print and broadcast media are available by arrangement. A fully equipped media center with sound, electrical and lighting options is also available for on-site interviews. For more information, contact Kristi Hamrick or Kristin Hansen today at 202-393-2100.

Family Research Council, 801 G Street NW, Washington, DC 20001 202-393-2100 fax 202-393-2134 <http://www.frc.org>

# Internet 101: An Introduction

by James Killion

**Editor's Note:** The following three articles are excerpted from the "Web Basics and Beyond" workshop during the 1997 Annual National Religious Broadcasters (NRB) Convention & Exposition. The session's audio tape may be purchased from Chesapeake Audio/Video Communications, Inc., 6330 Howard Lane, Elkridge, MD 21227, phone (410) 796-0040, fax (410) 379-0812. Ask for tape MG580, NRB 97 "Internet 101: Web Basics and Beyond."

**T**HE INTERNET IS GROWING so rapidly and so dramatically that all of us are ignorant at one level or another. Knowledge is the solution. This may sound like the CEO of your ministry or the president of your organization, but someone once asked, "What use could this company make of an electrical toy?"

*In all communication, there must be an exchange of benefit, so there must be something that helps the person who comes to your site.*

That's what the president of Western Union said when Alexander Graham Bell tried to sell his struggling telephone company to him for \$100,000.

A little later, the physicist First Baron Kelvin said, "Radio has no future." Just 51 years ago, Darryl F. Zanuck, one of the founders of 20th Century Fox, said, "Television won't be able to hold onto any market it captures after the first six months. People will soon get tired of staring at a plywood box every night."

My favorite is from the U.S.



James Killion

commissioner of patents, who in 1899 suggested closing down the patent office because "everything

that can be invented has been invented."

We should be a little more in awe of what the Old Testament prophets said that came true, based on what these geniuses missed. We can be reasonable prophets today when we say that the Internet — and interactive communication, especially — is the communication trend, vehicle, medium of the future.

I am not predicting the demise of radio, television, cable, or satellite, but rather saying that in some form, the Internet and interactive communication is clearly where we're heading. Let me start at Internet 101 and give a little background.

## What Is the Internet?

The Internet really got started as a product of the cold war. In the early 1960s the U.S. government became concerned that the country



Killion, McCabe & Associates Web Site



### ESPN SportsZone Web Site

was vulnerable to a [Soviet] attack that would immobilize its computer communications system.

As a result, the government challenged the Rand Corporation by giving it a contract to come up with a solution to the vulnerability of key defense networks.

Rand proposed something that

is the seedbed of the Internet. During the early '60s the company proposed a network with no central authority, meaning that there was no one place where an attack could suddenly kill electronic communication.

During 1968, the follow-up to that was actually in Great Britain.

The National Physical Laboratory set up the first network based on principles established by Rand. At UCLA, during the fall of 1969 the university's labs started the first part of a network that came to be known as ARPANet (the Pentagon's Advanced Research Projects Agency).

ARPANet grew very slowly. By 1971, there were 15 nodes on ARPANet. One year later, 37 nodes, and then things began to happen in the '70s. Instead of being information exchange between the universities and defense installations, people said, "You know, I could send a message to Harry and to Susie over this same wire."

So e-mail started to happen and the network became a source for that. Then it became a source for research information.

TCPIP came into reality in the late '70s and things began to move. By 1989, ARPANet died and the Internet as we know it began.

One of the best ways to find Internet statistics is to go to the Internet itself. Recent searches show 9.5 million hosts in 1996, up from 1.3 million in 1993. Regarding hosts responding to a ping, that is, presumably that are online and transmitting information or available to provide information, the number



### CNN Web Site

*I am not predicting the demise of radio, television, cable, or satellite, but rather saying that in some form, the Internet and interactive communication is clearly where we're heading.*



### AudioNet Web Site

*Continued on page 14*

drops to 1.7 million in 1996.

Today, the number of Web sites is estimated at 696,230; another counter noted that 103,463,986 people were on the Internet as of January 22, 1997. Hopefully not all at one time or the Internet would not be moving!

No matter whose numbers are right, the growth is staggeringly exponential. The important thing is that roughly every six months, the Internet seems to be doubling in its volume and one could say capacity, though sometimes on bad days it's questionable whether capacity is doubled though users have.



GospelCom Web Site

government, and "mil" for military.

Internic's site tells you who is the registered owner of a domain name and you can then go to that owner and ask to buy the site. A few organizations exist that resell domain names. The registration fee

expenditures."

I am not selling hosting services but I would strongly recommend finding a good service to host what you need. Let them grow with the headaches, let them develop the hardware. You worry about what's



Goshen Web Site

Faced with something that is this big, this worldwide, we must say, "Good heavens, this is the most rapid development of communication in our lifetime and perhaps in the history of the world." To look at the adaptation of technology, we must go back first to the telegraph, then the telephone, the radio, the television, the VCR, and cable.

In studies that ask, "How long did it take for 10 million people to be using those technologies?" the curves are fairly long. With the Internet, the curve is straight up. It is literally off the charts in terms of how quickly people have adapted to it.

### Getting on the 'Net

As the Internet developed, Internic became involved in regulating domain names, as they are called. The basic domain names here in the U.S. are a name, followed by a dot (period), and an appendage: "org" for nonprofit organizations, "com" for commercial entities, "net" for Internet service providers (ISP), "edu" for educational organizations, "gov" for

is now \$100, but it's amazing how many domain names are being resold for asking prices of \$750,000.

### Hosting a Web Site

Who will host your Web site? Many organizations want to host their own sites, which is another way of saying, "We like headaches, frustrations, and unending capital

going to be on the site and how you're going to respond to it.

Who will create your site? Anyone can create a site with a little knowledge and the development tools out there. The question is, is the site strategic? Will it do what you want it to do?

One of the dangers of the Internet is that there is a tremen-

*To learn the 'Net,  
you have to surf it and  
spend time on it.*

*Here are some sites  
you shouldn't miss:  
CNN, USA Today, ESPN  
SportsZone, AudioNet.*

## Don't Miss This!

Christian Web sites to check out:

- **GospelCom.net** has a number of Christian organizations whose names are an extension of the GospelCom address.
- **Goshen.net** hosts hundreds of organizations.
- **Guideposts** is an interesting site created by a large secular advertising agency, Grey Direct in New York, that shows how secular people are treating religion.
- **LightSource** is the Christian provider on the largest network on the Internet.
- **30-Hour Famine**, a *USA Today* Hot Site, is a World Vision program to get kids involved in dealing with world hunger.
- Other interesting sites: Moody.edu, SIM.org, and NRB.org.

— James Killion





LightSource Web Site

dous vanity. Remember, vanity — in Ecclesiastes — is not just in terms of what we see in a mirror, it's emptiness. Just because you have a domain name, a host, a site, a home page, and pages, doesn't mean that anybody but you and your aunt Tillie are going to see it. What's more, if people do come to see it, are they going to come back? That's a huge question. Who creates the

find. One of the easiest ways to enable your current audience to find you on the 'Net is to make sure the address is present on all your literature. Many organizations have Web sites and don't do self-promotion as well as they could.

Be easy to find. If your ISP says, "You don't need a domain name; you can use ours," your address could be four blocks long. It's true

*The Internet really got started as a product of the cold war.*

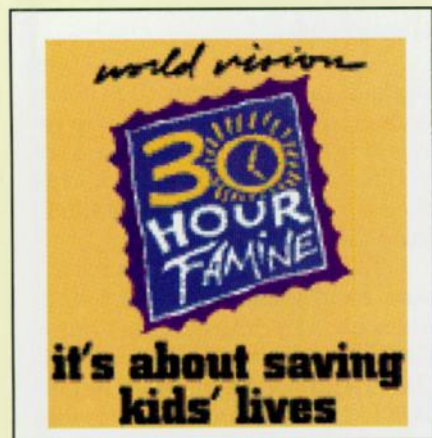
that if you type all of that in, you will get there — after you correct your typos and if you are persistent. You want your name to be memorable. Even if it's long, such as [www.salvationarmy.org](http://www.salvationarmy.org), it's still memorable.

Make your site quick loading. There are two kinds of Web sites, in terms of visuals. One is the heavy gray site, where you get the title and wall-to-wall text that goes on and on. The advantage of that kind of site is that it loads quickly because there aren't graphics to load. Text loads quickly on the Internet and it moves rapidly and nicely.

The other type of site is the graphics intensive. Graphics make the site visually interesting and compelling and provide more than just words. The Internet is a visual medium. Of course, visual graphics — whether symbols, logos, or photos — take longer to load on the Internet.

Too many graphics slow down

*Continued on page 16*



30-Hour Famine Web Site

site and the strategy behind it becomes very important.

Who will maintain the site? Because of the Internet's interactive, dynamic, and growing nature, it is not a good idea to put your site up and say, "Well, every year when we do our budget, we'll look at what we're going to change on our site." That's a sure way to get yourself set up for single visits that aren't very long and don't repeat. The information must be dynamic.

### Making It Good

What makes a good Web site? First of all it needs to be easy to

love them both  
choose life!

# LIFE ISSUES

with JOHN C. WILLKE, MD  
The nation's No. 1 pro-life, five-minute daily commentary.

**LIFE ISSUES INSTITUTE, INC.**  
SERVING THE EDUCATIONAL NEEDS OF THE PRO-LIFE MOVEMENT  
1721 W. Galbraith Rd., Cincinnati, OH 45239  
Phone (513) 729-3600 • FAX (513) 729-3636

For a free audition tape contact:  
Ambassador Advertising Agency  
515 East Commonwealth Avenue  
Fullerton, California 92632  
(714) 738-1501



Turn on  
**nite lite**™  
to bring  
inspiration and  
innovation to  
your children's  
programming

presented by

**The B & B  
MEDIA  
Group**

This new program is a 26 minute bedtime story reading and devotional with Emmy Award winning actor and son offering the cutting edge in radio today!



Call today for demos and more information.

The B & B  
MEDIA  
Group

1-800-927-0517 ext.6

tbbmedia@mail.airmail.net

## INTERNET . . .

*Continued from page 15*

access. If the site loads too slowly, people will become impatient, click on "stop," and go somewhere else. It's a balance of having reasonably quick loading time and interesting content.

The site must be easy to navigate. I recently wanted to download a software upgrade that I have on my system. I knew the upgrade was there, but it took me about 20 minutes to find it. Make sure there are clear directions within your site.

*Recent searches show  
9.5 million hosts  
in 1996, up from  
1.3 million in 1993.*

Give a reason for visitors to return. Good information isn't enough. You have to keep changing and updating your site. People will notice and realize a difference.

### Making It Great

What makes a great Web site? First of all, helpful information. That means not talking to yourself, but really providing things that are a help to your audience. In all communication, there must be an exchange of benefit, so there must be something that helps the person who comes to your site.

Secondly, consistently freshen the content. Even if you take something from last week's page 12 and make it page one today, that's better than being static. Maybe they haven't been to page 12 before. That isn't the best way to do it, but if you're in a bind, it's better than nothing.

Thirdly, use bonus features such as real audio or download free video products (QuickTime and VivoVideo) and offer some clips from your organizational video or things that happen. Postcards are an interesting interactive device. If you go to LightSource.net you can send a postcard with a Scripture verse and a picture along with an e-mail message to anyone else that has e-mail plus a Web browser.

Because it's a picture, it won't come through e-mail alone. The re-

ipient gets a message instructing them where to go to get their postcard.

While offering downloadable files or programs doesn't hit the mainstream for most of us, if you have special software, a Bible study kit, or something that is content rich that people can download and put into their own word processing program to massage, to print, and to use, that is also a bonus feature.

### Design Vendors

What will someone charge you to build the site? Costs vary greatly. Be careful. For some people \$50,000 is a bargain, for others it is a scandal. KMA did a nice Web site for just over \$2000 that received a *USA Today* Hot Site Award. It was not an expensive site, but it did its job very well.

You can also easily spend — and justifiably so — \$50,000 or \$60,000 a year to create, to constantly maintain, and to host a site. That is reasonable.

Don't forget to include regular updates in your pricing. It is not enough to create the site. If you're working with someone, make sure you have in your budget — and in theirs — the updating of the site to keep the content fresh.

To learn the 'Net, you have to surf it and spend time on it. Here are some sites you shouldn't miss: CNN, *USA Today*, ESPN SportsZone, AudioNet. (January's Super Bowl XXXII on AudioNet was the most listened to live event in the history of the Internet.)

TimeCast, the progressive network that owns AudioNet, will tell you all about sites on the Internet where you can hear audio. It's a great way to stimulate your thinking as to what you could do.

Finally, never stop searching. You can look up anything by typing it into the box on the engine pages and finding information. (See article on page 30.)

**James Killion is CCO of Killion, McCabe & Associates in Dallas. Contact him via e-mail at [jkillion@kma.com](mailto:jkillion@kma.com) or by telephone at (972) 239-6000.**

*Continued on page 18*



# THE ONLY REASON WE'RE IN MILLIONS OF HOMES IS TO PUT YOU IN MILLIONS OF HOMES.



*INSP-The Inspirational Network* is the opportunity you've been looking for. A first-class, growing Christian television network reaching several million households. And a great place for your

ministry to call home. Here's why:

**INSP IS GROWING.**

We have the active, loyal and responsive audience you want for your ministry.

**INSP IS A**

**"GOOD NEIGHBORHOOD."**

America's most widely known and respected ministries are already on *INSP*. So you'll have good company.



The Inspirational Network  
*You'll Feel Right At Home.*

INSP IS WORKING TO ATTRACT  
A BROADER RANGE OF CHRISTIANS  
TO THE NETWORK.

We also offer wholesome, upbeat music, comedy and specials to attract more people with positive values.

**INSP IS ON YOUR SIDE.**

We air ministry programs because that's our calling. We're committed to helping ministries like yours grow and flourish.

And, like you, we're committed to changing people's lives through the power of God and the media.



*Make yourself at home on INSP. Call Judd Jackson today at 704-525-9800.*

# Internet 102: A Case Study

by Kenneth Hodder

**T**HE SALVATION ARMY (SA) was born on the street. In 1865, the founder of the SA, William Booth, identified the poor people of East London as the flock to which he would give his life.

Booth believed that if he brought the Gospel of Jesus Christ to those individuals so desperately in need — not only of food, of clothing, and of housing, but of Jesus Christ Himself — he would fulfill the call that God had given to him. And I am grateful that Booth answered that call, because the SA was the result.

One of Booth's first tools was the open air meeting. This concept is important insofar as our strategy on the Net is concerned. The SA decided it would adopt the methodology of uniforms, bands, flags, and tambourines because it wanted to attract people.

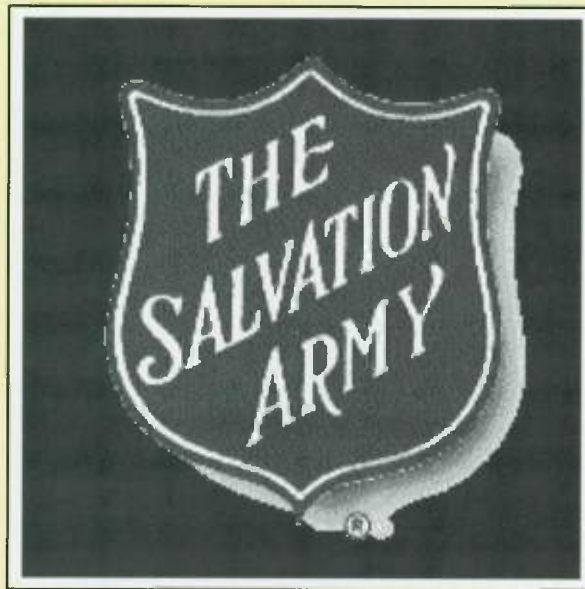
We wanted to go out into the middle of a street, where people were going to and fro, and catch their eyes. And somehow disrupt the schedule they might have previously established for themselves and bring them to that little circle of salvationists, who perhaps seemed a little odd, a little strange, but who also had a lot of passion about what they were doing.

It was Booth's hope that if he could attract people to that little gathering, then perhaps they would follow the band back to the SA hall, and perhaps they would stay for the meeting, and perhaps they would come to know Jesus Christ as their own Lord and



Kenneth Hodder

Savior. That was precisely the strategy we decided 21 months ago to adopt when it came to the Internet.



Salvation Army logo

## Electronic Street Corners

We wanted to establish a street corner on the Net. Now that is not something that goes along with the thinking of the Internet. It is not set up that way. It is designed encyclopedically. So we had to figure out how we were going to translate that strategy into a brand new technology.

A problem we faced at the outset of our enterprise was not theological, nor was it technological. It was conceptual.

You may know of work that was done in the early 1960s by an eminent British philosopher, Karl Popper. His *The Open Society and Its Enemies* (1962) critiqued the beliefs of Hegel, Plato, and Marx, because he believed they were fundamentally anti-democratic and that they would cause breakdowns in society and oppression.

Popper wrote that it is important to remember that in Communist ideology, the State is the reality and everything else is abstract. He also wrote that the way people relate to one another is not so much meeting on the street and having conversation, but rather all conversation is mediated through the State. One understands oneself to be an instrument of the State rather than a fellow citizen.

The philosopher also wrote that he could imagine a society in which people would walk around not really communicating with one another, that their lives would become compartmentalized, that they would drive around in closed cars, and never com-

# Focus on Issues with Forrest Boyd in Washington

*A question and answer session dealing with important issues that face our world today.*

*Focus on Issues* is a weekly public affairs program that looks at important events and issues, particularly of special interest to a Christian audience.

United News and Information, a Christian-owned news service that is not affiliated with any denomination, group, or organization, is pleased to exclusively offer this program to stations throughout the U.S.

## *Free of Charge*

*Focus on Issues* is available in various lengths:

15 minutes (Full length)  
4 - 5 minutes (Summary)

For full details, write or call:

**UNI**  
**United News & Information**

**P.O. Box 92311**  
**Pasadena, CA 91109**

**1-800-333-5950**

*We wanted to break out of the encyclopedic approach of the 'Net and reach people where they never thought they were going to be reached.*



**Salvation Army Home Page**

municate. He had no idea what he was prophesying, because as communism has declined, technology has stepped in to become that mediator.

When we go to the bank now, we generally go to the ATM. If we want to communicate with people, we have to file information technologically. Our understanding of what constitutes a good report is one that has been run through statistical analyses on the computer and, of course, researched on the Internet.

All of our information and our discussions are beginning to take

place on that little box. And I believe today that it has caused our society to become somewhat abstract. We don't understand things because of our conversations with one another, but because of what comes through the box.

This has important ramifications. It means that what you and I might understand to mean justice might not mean that to someone else. Freedom, what is significant in life, what is truth, is not the result so much of our sitting down and coming to some consensus, but rather

*Continued on page 20*

communicating through a medium, through an abstract box, the Internet.

This has impact on the way we reach people for Jesus Christ. Because if we go into the Internet using terms that are familiar to those of us who know Jesus Christ as Savior — sanctification, redemption, even Martin Luther's phrase "the freedom of a Christian" — what we are communicating may be understood very differently by someone else who is reading our Web site on the other side of the world and with whom we will have no personal contact or interaction.

I do not mean to suggest that the SA approached the Internet with a negative tone. Indeed, we approached this with tremendous optimism. Despite the fact that we live in a world that is increasingly abstract, we proclaim a Gospel that is ultimately concrete in every way, shape, and form.

The Gospel that we ascribe to is a Gospel of confrontation. It is Jesus Christ meeting a man or woman at the point of their need and changing their lives forever as a result. It is the confrontation that matters.

Despite all the abstractness and the distance of that particular medium that we call the Internet, we have to find a way to get that impact, that confrontation, to the person who is using this particular tool.

### Echoing Gutenberg

We decided to do what probably Johannes Gutenberg had no idea he was doing when he invented movable type.

Up to that point the Gospel had been in the monasteries, the exclusive work of the priests of the Catholic Church. Gutenberg was a fine Catholic, but when he created movable type, he took that Gospel and allowed it to go all around the world and implicitly gave permission for the Reformation to take place.

Every man could now be his own priest. Every man could now interpret Scripture himself. It is one of the fundamental Protestant principles now, *Solus Scriptura*.

We wanted to do something that would insure the Gospel was not limited to a subculture. We

wanted to break out of the encyclopedic approach of the Net and reach people where they never thought they were going to be reached. When they're going one direction, they find something that takes them in a different direction, and directs them to Jesus Christ.

### The First Lesson

The first lesson we learned is to establish a site that will draw and surprise. Perhaps we use phrases that can be used in a number of different ways, but which lead people who are surfing the Net to the SA's site.

*Surfers don't know  
they are at the  
Salvation Army site  
until the third level in.*

With that in mind, we established a site called "The People Count" site. It is brought up on search engines with such words as "Christianity," "chat," "jobs," and "help" — words that people who are using the Internet will find significant.

If you could go on the Internet today, type in the word "suicide," and find out how to commit suicide, then the Gospel of Jesus Christ had better be right there on the same server for someone who needs help.

And if they type in "suicide," why not take them to a site that convinces them that's not the way, that there is another way — the way of Jesus Christ?

We decided that "The People Count" site would not, first and foremost, be an SA site. Surfers don't know they are at the SA site until the third level in.

They come to a site which says, "Do you want to find fulfillment in life? Do you want to do something that's going to make a difference? Do you want to find peace? Do you want to be able to face the challenges of life with your head held high and with a heart full of confidence? Well, we understand exactly

how you feel. That's why we'd like to invite you to look through this site, 'The People Count' site."

They'll find devotionals that will challenge their thinking. We even have a series called, "Why I Am Not a Christian." This is a series of arguments commonly used by individuals who say, "Christianity is not for me," but all of which show the flaws in that thinking which challenge them to say, "Perhaps my reasons for not accepting Christ are not as valid as I thought they once were."

It is only after all of this that they come to find out that the person who has put that site on the Net is an officer with the SA that they may have associated only with trucks that pick up donations on a Saturday and with kettles at Christmas. They discover that the SA is more than that; it is a part of the body of Christ and that first and foremost it seeks to bring people to a saving knowledge of Him.

### The Second Lesson

The second thing we learned is that we have to ignore our hierarchies. The SA, being built on a quasi-military pattern, has a well-established hierarchy. It is what has given the SA a great deal of its strength over the years. The commissioner in this territory can simply say, "Capt. Hodder, I want you to go to the floods right now and to do such and such a job." I would respond, "Yes, sir, I'm on my way." There is no committee, the order is simply given and I go. Our hierarchy helps us.

But in terms of the Internet, the user could care less about the SA's hierarchy. They want to speak with the person in charge. For that reason, the SA will list the Web addresses and e-mail addresses for everyone who chooses to list them, including the general of the SA, our international leader.

Just as people can write directly to President Clinton at the White House, so can they reach Gen. Paul Rader in London. We learned that hierarchy would have to be ignored entirely when we went on the Internet.

## The Third Lesson

The third lesson we learned is that promotion is key. The Internet is like a publication. If you put yesterday's newspaper on the table, no one is going to read it; today's news is the draw. Unless you are constantly updating and making it fresh and new, people will not come.

In fact, it won't even be a matter of return hits, as we discovered, it will be a matter of word spreading, "You don't want to visit that. They haven't updated their information in months." Just as you would with any journal, you promote and update. That is the key.

## The Fourth Lesson

The fourth lesson we learned is about the demographics of the Internet user. This was a tremen-

dous and wonderful surprise to us.

Many evangelical Christians are familiar with a portion of church growth philosophy which holds that reaching the male father figure in the family increases the opportunity to reach the remaining members of that family for Jesus Christ.

The Internet is populated largely by adult males 35 years and older. The fathers! We have discovered that if our approach on the Internet focuses on that particular group, we can often bring entire families into the conversation and into the loop.

This happened in Lancaster, Pa. A father was surfing the 'Net and came across "The People Count" Web site. He decided it was a pretty good thing and wanted to check out the SA. So he took his entire family that weekend to the SA Corps in

Lancaster, came to a saving knowledge of Jesus Christ that very day, and they are all now soldiers of the SA, in full SA uniform, turning right around and doing the very same thing for other people.

A man in Colorado was looking for a summer job. "Jobs" is one of the site's key words and there is a section dedicated to jobs. Every college student wants a job, and they are far more adept at the Internet than you or I will ever hope to be.

So collegians go online, find these jobs, and sometimes find the Lord. Which is exactly what this man did. He found the Lord, came to the Corps, and I believe he will enter training to become an SA officer this coming year.

## The Fifth Lesson

The fifth lesson we learned is the relatively low cost of building and maintaining our Web site. Let me encourage you to seriously look at the fact that the cost of renting Web site space with a server is about \$50 per month. You are reaching the world for \$50 per month. That is not an expense that anyone can afford to pass up.

Updating the Web pages? Again, it depends on content, but you can obtain rates of about \$80 per hour. If you put all of the information on a disk before you take it to the server or before you send it by e-mail, the cost of updating pages can be reduced to a quarter-hour or so. You essentially have a very low cost publication that you can maintain on an ongoing basis.

The cost is something we were thrilled about because the SA does not have a great deal of money to spend. But this money is spent wisely.

## The Sixth Lesson

The sixth and last lesson we learned is that the Internet — with its power and usefulness — is ultimately the leading edge of our appeal in the name of Christ.

On top of having a confrontational nature, the Gospel has a tactile nature. It's something that

## Blue Ribbons: NRB Web Site Award Winners

The following sites have merited the "NRB Web Site Award," a recognition which indicates creativity in design, richness in content, and usefulness to the intended audience.

CBN — *The 700 Club*: [the700club.org](http://the700club.org)  
CCM Magazine: [www.ccmcom.com](http://www.ccmcom.com)  
CCN on Net Radio: [www.netradio.net/templates/cm/cm6\\_frame.html](http://www.netradio.net/templates/cm/cm6_frame.html)  
*Chapel of the Air*: [www.reaper.net/coaindex.html](http://www.reaper.net/coaindex.html)  
Christian Internet Radio Network: [www.cirnet.com](http://www.cirnet.com)  
Christian Financial Concepts: [www.cfcministry.org](http://www.cfcministry.org)  
Concerned Women for America: [www.cwfa.org](http://www.cwfa.org)  
*Cross Fire Youth Ministry Magazine*: [pages.map.com/~david/crossfire.html](http://pages.map.com/~david/crossfire.html)  
De Evangelische Omroep Online: [www.omroep.nl/eo](http://www.omroep.nl/eo)  
DZFE-98.7 FM/Manila, Philippines: [www.compass.com.ph/dzfe/dzfe.htm](http://www.compass.com.ph/dzfe/dzfe.htm)  
Family Life Radio: [www.flr.org](http://www.flr.org)  
Family Research Council: [www.frc.org](http://www.frc.org)  
Gospel Films: [www.gospelcom.net](http://www.gospelcom.net)  
*Heartline Ezine*: [www.heartline.org](http://www.heartline.org)  
In Touch Ministries: [intouch.org](http://intouch.org)  
The Involved Christian Radio Network: [www.icrn.com](http://www.icrn.com)  
Jamsline: [www.jamsline.com](http://www.jamsline.com)  
KADI-FM/Springfield, Mo.: [www.kadi.com](http://www.kadi.com)  
KKLA-AM-FM/Los Angeles: [www.kkla.com](http://www.kkla.com)  
KLTY-FM/Dallas: [www.webcasting.com/klty](http://www.webcasting.com/klty)  
*Radio Bible Class*: [www.gospelcom.net/rbc/](http://www.gospelcom.net/rbc/)  
Spor 7: [www.omroep.nl/eo/spoor7/](http://www.omroep.nl/eo/spoor7/)  
ZJAM Interactive Radio: [zjam.com](http://zjam.com)

The awards are updated weekly.

Log onto these and other great sites at [www.nrb.org/sites.htm](http://www.nrb.org/sites.htm). (All addresses share the familiar "http://" prefix.)

— David Keith, NRB Webmaster

Continued on page 22

## People Like What They're Hearing...

"I love your show! *Pro-Life Perspective* always keeps me up-to-date on the latest trends and information in the pro-life movement." *Angela Hicks, Edmond, OK*

"... I commend NRLC & Dr. Franz for educating the public on abortion and other issues through *Pro-Life Perspective*." *David Ingram, Ft. Smith, AR*

First broadcast in January 1985, "Pro-Life Perspective" is the official radio broadcast of the National Right to Life Committee (NRLC), the nation's largest pro-life group. Pro-Life Perspective is hosted by NRLC president Wanda Franz, Ph.D. and features occasional guest speakers prominent in the Pro-Life movement.

Since its first broadcast, "Pro-Life Perspective" has attracted hundreds of thousands of listeners, an audience which continues to grow. With personal, professional and insightful discussion of pro-life issues, "Pro-Life Perspective" is the best means by which pro-lifers across America, including your listeners, can remain informed on current life issues.



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

## INTERNET . . .

*Continued from page 21*

requires a person to look straight into the eyes of another person and say, "I want you to come to a knowledge of the Lord. This is something that you can experience."

We discovered that the Internet works best, therefore, if it is supported by a re-emphasis on the fundamentals. Those fundamentals being: a church body that is strong and healthy, preaching that is powerful, and a willingness to visit.

I believe that the Internet could be one means by which the church of Jesus Christ can bring about a great revival in the world as the century ends and we enter the 21st century. If we will use it for evange-

listic purposes and constantly seek those ways by which we can surprise the world with the power and the efficacy of the Gospel of Jesus Christ, then we will have both fulfilled the calling of the Great Commission and will have made the best possible use of a new technology that, if ignored it today, will leave us behind.

**Kenneth Hodder is Congress and Special Events coordinator of the Salvation Army USA Western Territory and set up the SA's Web site for the Western United States. Contact him via e-mail at [peoplecount@westweb.net](mailto:peoplecount@westweb.net) or by telephone at (310) 541-4721.**

# Internet 103: A Competitive Environment

by Mark Kellner

I AM A CONSUMER OF Christian media. It has touched my life and has meant a lot to me at various stages of my spiritual journey. I am grateful for what religious broadcasters are doing, as it has helped me in my Christian walk. I encourage you to go out on the Internet for those people who are seeking so that they can find what you are offering.

There is no doubt that the Internet is an increasing medium for communications. When America OnLine (AOL) goes out for more than 10 minutes or when people can't get through because of the busy signals, it makes national headlines. In terms of evangelical Christianity, the Internet is becoming



Mark Kellner

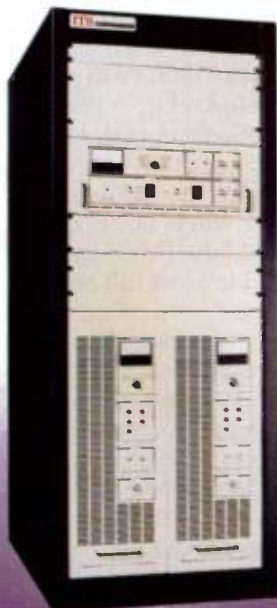
*Continued on page 24*



# It's all about Image.

## Improve Yours with the 800A Series UHF Transmitters from ITS

ITS, the market leader in low and medium power television transmitters, introduces the *new* ITS-800A series of solid state UHF transmitters. The 800A series offers the design, performance, and operational features you require for your broadcast installations. With years of experience in the broadcast industry, ITS has the expertise to engineer, manufacture and install the highest performance transmitter systems available today.



ITS-830A  
1 kW UHF Transmitter

**Superior design.** Utilizing 100% solid state design and surface-mount technology, the 800A series provides you with outstanding reliability and is compliant to the most stringent performance specifications. Our enhanced design minimizes the transmitter size, fitting into standard 19" racks and providing efficient use of space and easier integration. With the ITS-800A series transmitters, you can enjoy all the benefits of full service broadcast quality for any new installation.

**Superior performance.** The 800A product series combines the proven performance and operational features that are most desired by station engineers and general managers.

Enhancements include:

- Full product offering of transmitters and translators from 10 watts to 5000 watts.
- Broadcast quality, ITS built modulators for exceptional signal performance.
- Extensive internal product protection to reduce downtime and minimize maintenance costs.
- Configurations with parallel high-gain power amplifiers provide redundant, *fail safe* operation.

**Superior customer support.** Our efforts don't stop with our products. ITS offers a comprehensive range of support services. Our sales engineers are ready to assist you in planning and implementing your broadcast system. Additionally, expert technical support from ITS is available 24-hours a day to meet your product and system needs.

**Superior design, performance and customer support.** Our image is on the line every day, and so is yours. With the ITS-800A series of UHF transmitters, we provide the reliability, performance and customer support you and your station can depend on, everyday.

It's what you expect from ITS.

Now bigger and better as a subsidiary of ADC Telecommunications, Inc.

For more information, call 412.941.1500



ing more and more important.

Though the Internet is not exactly radio or television, it is narrowcasting in the purest sense. It's not just an electronic version of your magazine, newsletter, or catalog. It is a way to reach several segments of your audience easily.

The Internet is not permanent; Web pages can change, unlike magazines and newsletters. The Internet is filled with possibilities. You can go online and give your message out to people 24 hours a day, seven days a week, crossing every time zone on the planet.

### The Competition

You are competing for viewers around the world. The Internet is growing constantly, with 100 million people using the Web now. In three years, that number will probably be at least 200 million and perhaps even more, depending on technology.

You are competing for mind share with non-Christian religions and other beliefs. Look at the competition. Please know that Christianity isn't the only religion represented on the Web. It is even more diversified than Protestant Christianity and the Catholic Church.

When the Vatican City announced its Web site in December 1995, 350,000 people from around the world logged on in the first 48 hours. Under President Clinton, the White House set up its Web site and received 1 million visits in the first six months.

The Church of Scientology established a Web site and recorded 2 million visits within the first month. What caused those visits? Heavy promotion and interesting content. The Scientologists bought ads on other Web pages. Its Web site offers help on marriage, finances, business, and relation-



*When the Vatican City announced its Web site in December 1995, 350,000 people from around the world logged on in the first 48 hours.*

*You can go online and give your message out to people 24 hours a day, seven days a week, crossing every time zone on the planet.*



*Under President Clinton, the White House set up its Web site and received 1 million visits in the first six months.*

ships, and people are naturally going to look at that.

### What Surfers See

Surfers see what you want them to see. Make the site visually exciting and interesting. Offer solutions as well as personalities. If you have the John Doe Ministries pre-

sent the John Doe Web Site with a picture of John Doe and the biography of John Doe and songs written by John Doe, it's a little much. People may not want John Doe. They want Jesus, whether or not they know it, but they don't want John Doe.

Deliver value from your Web site to each visitor. A sermon in real audio, a booklet, a how-to, give them something to take away and to make feedback easy and secure. This is what surfers should see and what you should give to them.

### Meeting Seekers' Needs

The Scientologists meet seekers' needs. Provide solutions on how people can find peace. Be explicit.

Use search engines. Use a lot of detail.

Be interactive. Allow people to use e-mail or Internet telephony, which takes your voice and lets you speak long-distance over the 'Net at no charge. Some e-mail packages now enable you to send a voice message in addition to "old fashioned" text.

### Collision Courses

Some people in cyberspace oppose many ministry groups. There are on-line enemies. I recently read that someone in opposition to Youth With a Mission set up a Web site. Some opponents may use your Web site as a reference point. They will post, "Look at what John Doe is saying. He's just full of beans."

My personal answer to this is to fight fire with water. Use a soft answer to turn away wrath but don't expect this to abate. People are going to use the Internet to get their points across.

A.J. Liebling, the biographer of Henry Luce and a great press critic of 30 years ago, said, "Freedom of

# Youth With A Mission



*If you have the  
John Doe Ministries  
present  
the John Doe  
Web Site with a  
picture of John Doe  
and the biography  
of John Doe  
and songs written  
by John Doe,  
it's a little much.*

*Some people in cyberspace attempt to thwart many ministry groups. After Youth With a Mission launched its online site, opponents set up an opposition Web site.*

the press belongs to he who owns one." With the Internet, everyone with a computer owns a printing press.

## Looking Ahead

I believe the Internet is going to grow in importance and usage. Web TV commercials debuted last year. This technology is going to be super hot. Televisions with built-in Web capability are already on the market in Japan. This innovation is going to be tremendous.

Spiritual seeking is going to increase as the year 2000 approaches. People need an answer. Blaise

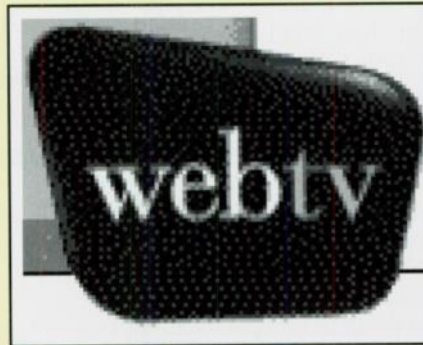
Pascal, who lent his name to a computer language, said it best, "There is a God-shaped void within each of us and we are empty until we find ourselves in Him." People are seeking.

Many belief systems will be out there. Where will your ministry be?

**Mark Kellner** is editor-in-chief of *PCPortables*, author of *God on the Internet* (IDG Books Worldwide, 1996), and computer columnist for the *Washington Times*. Contact him via e-mail at [Kellnerm@mindspring.com](mailto:Kellnerm@mindspring.com) or by telephone at (310) 301-4400.



*America Online (AOL) recently made national headlines when response to a phenomenally successful ad campaign overwhelmed the company's system. The ad offered unlimited Internet access for a low monthly fee.*



*Web TV commercials debuted last year. Industry experts predict that this technology is going to be popular in the marketplace.*

**Excellence  
through Quality**

Your project deserves a quality finish

- Audio and Video albums
- CD & other software albums
- Binders & Portfolios
- Custom Graphic Design available
- Full Service Pre-Press
- Printing & Bindery
- CAD Custom tooling available
- In-stock selection-ready for immediate shipment
- Individualized customer service
- Exceptional turnaround times

Let us make your project a success!

Call for a **FREE** brochure  
**1-888-586-6666**  
or write: Blackbourn Media Packaging, Dept. RB1  
Suite 200, 5270 West 84th Street, Bloomington, MN 55437

**BLACKBOURN  
MEDIA PACKAGING**

A DIVISION OF **FEBY** INDUSTRIES, INC.  
Manufacturer of Quality vinyl media packaging  
© 1996 Blackbourn Media Packaging  
A division of Feby Industries, Inc. \* All rights reserved

# Convergence or Collision?

## Telecommunications Regulation and the Internet

by Reed Hundt

**Editor's Note:** This article is adapted from a March 7 speech delivered to economists gathered for the "Convergence or Collision" event in Berkeley, Calif.

I'VE HAD MY CURRENT JOB for 3.5 fun-filled and exciting years. During my term, the Internet has exploded into consciousness, the hardware and software business in the United States has more or less tripled in market cap, the country has decided that every child should have public access to communications technology, millions of new information-sector jobs have been created in the United States, and the entire world has agreed in the World Trade Organization (WTO) to reject the old way of monopoly in the communications sector and to adopt the American paradigm of competition to build the global information highway.

### A Quiz

Allow me to put forth a few questions. First, what ought to be the purpose of Federal Communications Commission (FCC) policies?

- to optimize welfare gains.
- to undo previous policy mistakes that didn't optimize welfare gains.
- to redistribute wealth so as to increase opportunities for all, especially children.
- to favor competition over regulation of monopolies, even if competition is messy, somewhat inefficient, and challenging to insist upon.
- all of the above.

Second, what steps should the FCC take to assure that the existing telcom incumbents' networks are susceptible to being bypassed or shared by new entrants, yet at the same time are not underfunded or



At the FCC's bandwidth forum in late January, Hughes demonstrated its DirectPC service that provides 400 kilobits per second (kbps) Internet access to the home.

under-innovated as a result of pro-competition rules at the federal or state level?

- order that new facilities or services developed by incumbents after a certain future date should not be subject to resale or sharing rules in our justly famous Interconnection Order unless five years pass.
- order that the second line to the home or business be deregulated as to price, and not be the recipient of any subsidy.
- order that other than universal services such as basic dialtone, no other retail phone service be rate regulated by state or federal commissions.
- issue a Notice of Inquiry on any and all innovation issues suggested to us by anyone, make a record, then proceed to rule-making to be concluded not later than this fall.
- all of the above.

Third, what, if anything, should the FCC say or do about the Internet?

- run and hide from the 320,000 e-mail messages supporting



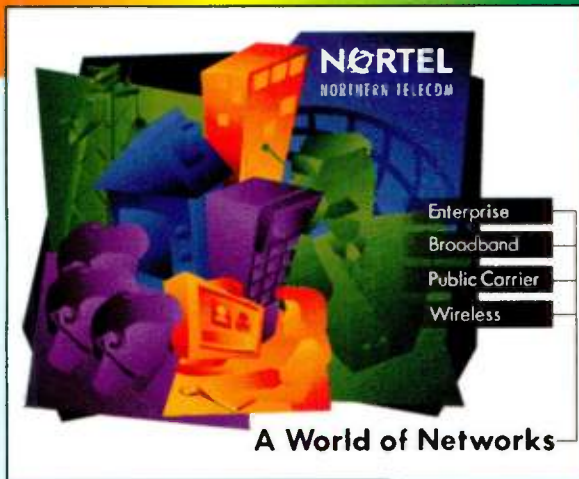
AT&T recently announced a digital wireless local loop technology, which the company reports will provide up to 128 kbps connections.

the ESP exemptions that have already been sent to the four commissioners. Never in the course of human history have so many said so much to so few.

- pretend that the Bells didn't ask for interstate access charges to be imposed on ESPs.
- pretend that there aren't any usage costs generated by ESPs on the PSTN.
- all of the above.



Like pizza, bandwidth will be delivered piping hot to your door, in small, medium, or large size. You'll be able to get anything you want on it — voice, video, or data — in any combination.



*Nortel, Lucent, DSC, and other equipment manufacturers have announced products to redirect Internet service provider traffic away from circuit switches and onto packet-based data networks.*

### Clogged Arteries

Many of the local phone companies have been urging the commission to allow them to assess per-minute access charges on Internet service providers. They claim that Internet usage is clogging their networks.

The first task for the FCC should be fixing the access charge system. With respect to the access charge system, the current emerging view seems to be that the commission should take the first big step to reduce each toward TSLRIC levels, flat rate some — but not necessarily all — of the shortfall for the LECs by way of a charge to IXCs, tilt that charge somewhat toward the business lines and away from residential, and increase flat rate charges on end users as to multiple lines.

And the commission needs to take steps to guarantee resulting decreases in the prices for long distance offered to those Americans who have not otherwise benefited from the price drops contained in

various volume-based discount plans. Even low-volume users, and users too preoccupied or poorly informed to seek out a discount plan, have demand elasticity, so even from a pure efficiency point of view it is bad that they pay such high per-minute prices.

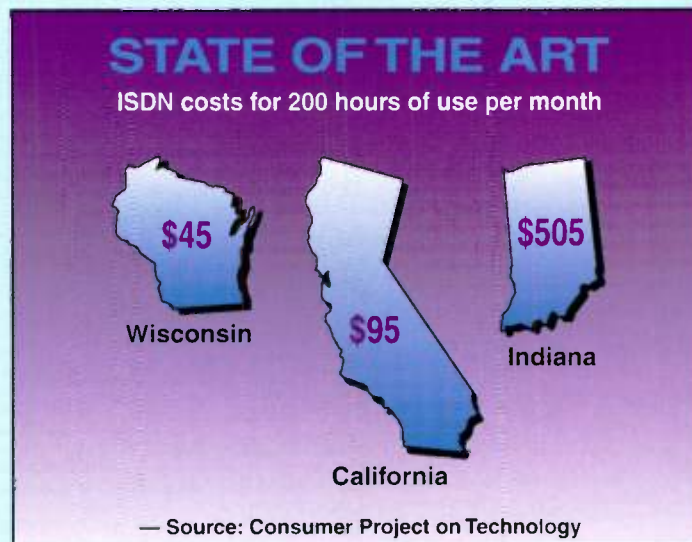
based on what economists have told me for several years now, it will deserve criticism and contumely for some time to come.

### Access Charges

Regarding Internet access charges, I don't think the commission has the data or the good practical ideas that beckon it toward clear decisions on access reform generally.

For instance, the commission has surprisingly little information about some critical empirical questions. Exactly what are the costs of network upgrades to support the growth of Internet services? How would different pricing regimes — for example, charging some usage-sensitive rate to ISPs — affect Internet usage patterns?

How much overall revenue do local exchange carriers derive from Internet usage when you factor in things like second-line growth?



If the commission takes these steps, it will earn a glorious place in telcom history, since it is something like what I've outlined that economists have been urging on us for many, many years. If it doesn't,

*Continued on page 28*

## CONVERGENCE OR . . .

Continued from page 27

As a former litigator, I find this perpetually frustrating. In litigation, if you need a piece of information, you subpoena it, or depose under oath the person best able to supply it, or find a consultant who's collected it and pay for the multi-thousand dollar report.

It seems the FCC is always being told, "That's confidential information; we can't tell you," or different parties report completely contradictory things — but not under oath, I notice. It's so bad that in the commission's recent wireless competition report mandated by Congress, the FCC had to admit that it has only anecdotal and second-hand evidence that prices fall when new entrants come into the market! This is pretty sad stuff.

In any event, the commission is being told that the Internet and other new interactive services are sorely constrained by the capillary telephone network in place today. This could be true-ish, but already Nortel, Lucent, DSC, and other equipment manufacturers have announced products to redirect Internet service provider traffic away from circuit switches and onto packet-based data networks.

### New Technologies

At the FCC's bandwidth forum in late January, Hughes demonstrated its DirectPC service that provides 400 kilobits per second (kbps) Internet access to the home, and the commission also saw a wireless MMDS service that provided 1.5 megabits per second.

Meanwhile, AT&T just announced its own digital wireless local loop technology, which the company reports will provide up to 128 kbps connections. Microsoft recently rocked the CTIA convention by suggesting that wireless companies are not doing enough to

promote Internet access; FCC policies can at least open the door for a response. Specifically, the commission can do more to facilitate cell siting, guarantee flexible spectrum use, reduce interconnection charges, and attract investment.

And MFS is buying unbundled loops from local phone companies, connecting those loops to its own equipment, and providing data rates as high as 764 kbps. Future xDSL



*MFS is buying unbundled loops from local phone companies, connecting those loops to its own equipment, and providing data rates as high as 764 kbps.*

may be the gateway to the construction of a ubiquitous, nationwide, unswitched, packet-based service.

If not that technology, some other may be the solution to congestion in the circuit-switched network.

*Regarding Internet access charges, I don't think the commission has the data or the good practical ideas that beckon it toward clear decisions on access reform generally.*

I don't believe the FCC knows enough at this time to alter the current ESP exemption.

But I do believe the commission knows one important thing: The best bet for promoting Internet solutions will be the commission's overall competition policy.

## Bandwidth Pizza

The Telecommunications Act of 1996 should really be called the Big Bandwidth Act, because that's what it will mean if the commission does its job right.

To have big bandwidth networks, the commission needs to see the kind of competition that characterizes, for example, the pizza delivery business. Like pizza, bandwidth will be delivered piping hot to your door, in small, medium, or large size. You'll be able to get anything you want on it — voice, video, or data — in any combination.

No one thinks that pizzas are best delivered by a single monopoly, subject to the control of the Federal Pizza Commission. No one should think that personalized home or business bandwidth needs are best served by the old regime of regulated monopoly.

So let's have the FCC and the states aggressively enforce the three rights of competition: resale, interconnection, and unbundling.

Let's have the FCC and the states aggressively deregulate certain service. For instance, ISDN has been available for more than a decade and it provides eight times the bandwidth of current analog modems. Yet there are still less than a million ISDN lines installed in the entire country. Meanwhile, state commissions are regulating the price of ISDN; could this situation resemble state regulation of cellular, which appears to have reduced competition in cellular pricing? This could be studied; test cases abound.

According to the Consumer Project on Technology, 200 hours of ISDN usage costs \$45 per month in Wisconsin, \$95 per month in California, and \$505 per month in Indiana.

Perhaps there is a right regulated price; or perhaps states should simply get out of the business of regulating rates for ISDN, let companies in the marketplace set the

prices, and let competitors come in and undercut if they think the price is too high.

The commission's national competition and deregulation policy depends on giving new entrants the right to lease capacity and unbundled network elements at a fair price. And here's a point where I think the economists have it right — the fair price is forward-looking economic cost, which starts from something called Total Element Long-Run Incremental Cost (TELRIC). TELRIC doesn't include forward-looking common costs, which has been a wholly unnecessary source of controversy.

Economists have sold the commission; not yet persuaded its reviewing court, the Eighth Circuit; but have made a sale with the states: more than 30 states have used this methodology in setting rates for unbundled network elements on their own, with no mandate from the FCC.

If prices for sharing the existing network are set based on these efficient pricing principles, the marketplace will quickly select the technologies that relieve Internet congestion, won't it?

### Affordable Access

All the bandwidth in the world doesn't matter if there is no affordable way to access it. That's why the Federal-State joint board on universal service has recommended spending \$2.25 billion a year to connect every classroom and library in the country to advanced telecommunications and information services.

Bringing the Internet to schools will not only revolutionize education, but also will stimulate the continued expansion of advanced networks to every corner of America. The money spent in connecting the schools, like the G.I. Bill and the Marshall Plan, will be repaid many times over in the benefits this effort brings to the economy and society.

According to a *Wall Street Journal* poll, almost half the surveyed economists believe that more public spending on education will promote growth. However, it will take more than government alone to reach the educational networking goals.

I recently spent most of a day at

a meeting sponsored by the Packard Foundation to develop public-private partnerships to bring computers into schools. "Net Day" programs, which started in California, are a good example of what a few

*It seems the FCC is always being told, "That's confidential information; we can't tell you," or different parties report completely contradictory things — but not under oath, I notice.*

companies and individuals can do if they commit a small amount of time and effort to connecting schools in their area.

At the University of California at Berkeley, there is a program that uses the Internet to connect Berkeley undergraduates with high school seniors at a low-income minority high school in San

Francisco for "electronic monitoring." If the connectivity is there, creative people will devise innovative ways to take advantage of it.

I recently recently a complimentary e-mail message from an "ardent net-surfer" in Japan named Shoji Akao, who said that he wished the FCC was a Japanese government organization. He noted that, while NTT in Japan was promising high-speed Internet connectivity for every household by the year 2010, the FCC is actually putting into place today the competition policies that are making affordable, high-bandwidth Internet access a reality.

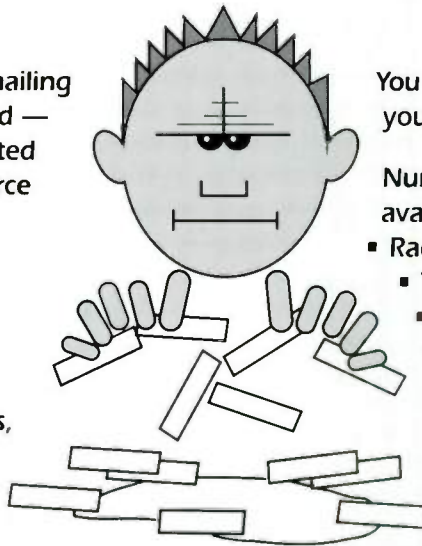
As the recent WTO agreement demonstrated, Akao doesn't need to look to the United States alone, although I appreciate the compliment. Every country is embracing the policies and deregulation. They are the right policies for telecommunications, and they are the right policies for the Internet.

**Reed Hundt is chairman of the Federal Communications Commission.**

## Get into a sticky situation.

NRB has the mailing labels you need — from your trusted industry resource — the **NRB Directory of Religious Media!**

At only \$15/100 labels, they're hard to resist.



You can even customize your order!

Numerous lists are available, including:

- Radio Stations
- Television Stations
- Program Producers
- Book Publishers
- Record Companies
- Periodicals
- Agencies/Suppliers

For more information or to place your order, contact:

National Religious Broadcasters, 7839 Ashton Avenue, Manassas, VA 20109, Phone: (703) 330-7000, Fax: (703) 330-6996

(Payment in advance required; minimum order \$75; pressure-sensitive labels \$10 extra; each custom option \$20; express delivery available.)

# In Search of the Right Search Engine

by Richard G. Ensman Jr.

**U**SERS WHO HAVE WANDERED around the World Wide Web know all too well that this Internet resource is enormous in size and scope.

The Web is an overflowing collection of tens of millions of sites, ranging from polished to amateur and from simple to complex.

One of the first things users learn on the 'Net is that it is not always easy to find what they're looking for. A hunt for information



*Specialized search engines allow fast, tightly focused searches on companies or product-related subjects.*

## Match Tools to Jobs

Each engine is unique. Get familiar with several to know instinctively what will work best with a particular search.

For example, a directory-oriented engine such as Yahoo! ([http://](http://www.yahoo.com)



on a particular topic might end with hours spent in a fruitless search or a tangled Byzantine cyber-journey that produces nuggets of information alongside piles of junk.

Here's where search engines come in. In their simplest form, search engines attempt to catalog or index some part of the Web (or in the case of the larger engines, most of the Web). Some search engines catalog other Internet resources as well. If used properly, these engines make the Web easier to navigate.

While many computer users liken search engines to the old-fashioned card catalogs in libraries, the analogy is incorrect. Each search engine — and there are a lot of them — categorizes information in a unique manner and searches the Web differently. Adding to the complexity is that search engines, like the Web itself, are constantly changing in format and scope.

While trial and error is still a good way to get familiar with the capabilities of search engines, use

these suggestions to master the search process:

## Use Forms

Most engines offer simple and advanced search capabilities. The easiest way to begin a search is to use the fill-in-the-blank form present on an engine's home page.

## Define Search Terms

Engines will search on any word or phrase. Some even allow a natural language search: "What have you got on personnel management techniques in the former Soviet Union?" But don't be fooled by this freedom; overly broad searches will yield cumbersome and often ill-matched results.

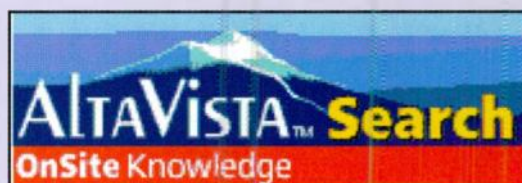
Time spent in defining search terms is usually time well spent. Perhaps a search for information on quality assurance would produce better yields with searches for "quality management" or "process control."

[www.yahoo.com](http://www.yahoo.com)) is useful for collecting general information on a topic quickly. Another engine that searches site text, perhaps AltaVista (<http://www.altavista.com>) will conduct a longer, more exhaustive search.

Don't assume a relationship between the number of sites generated by a search and the quality of the engine. What counts is the quality, timeliness, and focus of the sites themselves.

## Seek Variety

Many engines offer multiple ways to conduct searches. Yahoo!, for instance, offers five search methods (as of this writing) and allows the user to specify the cyber-locat-





tions to search (such as general Yahoo! sites, news, and events).

Lycos (<http://www.lycos.com>) allows a customized search of people, pictures, sounds, companies, and other broad parameters. When confronted with an option, the user



doesn't have to select a search method; however, most engines will default to whatever search technique the system labels as most appropriate.

## Directories and Indexes

There is a difference between directories and indexes. A simplistic explanation is that search engines using a directory approach attempt to categorize Web sites by topic. Engines using an index approach attempt to categorize sites on the basis of the appearance of key terms and phrases.

Directories often allow searches for general information with a minimum of time and fuss, while indexes frequently allow searches for precise information or sites associated with obscure topics. For instance, if a user is seeking information on a general subject such as "product promotion techniques," a directory-oriented engine is appropriate. If the user desires information on product promotion techniques at specific companies, an index-oriented engine search of company names is a better route.

The substantive differences between directories and indexes, though, varies from topic to topic.

The more a user practices, the more effective the searches will be.

## Syntax and Word Patterns

Some engines attempt to "score" the number of times a particular word or phrase appears in a site's text. In other cases, a computer program (or even human intervention) may determine how a site is tracked and categorized.

Explore the possibilities and particular methods of each engine by visiting the help screens. Better understanding of how a search is processed leads to better results from the search.

*Conducting a new search a few days or a week later is sometimes more effective than spending a lot of time one day trying different search engines.*

Learn, too, whether engines allow "wild card" searches. These searches are characterized by an asterisk (\*) or other symbol which substitutes for part of a word or phrase that is unknown. Wild card searches may turn up more hits than a user wants, but they may also allow a user to uncover sites.

## Search Aids

Search engines, primarily directory-oriented ones, attempt to categorize sites in hierarchical menus. For example, sites related to "health" may be grouped together,

further divided into sub-directories of "child health," "diseases," "preventive medicine," and others. For information on broad subjects, use a menu-driven directory.

Many engines offer rankings, arranging sites in order of the statistical probability that they will meet the user's needs. Ranking is far from an exact science, but if a search yields a thousand hits, a rank-ordered list is better than an indiscriminate collection of all of them.

Magellan (<http://www.mckinley.com>) offers reviews of popular sites to save search time. Look for more engines to use this approach.

## Learn Basic Boolean

Computer programmers know all about Boolean operators, the quasi-algebraic commands that make computer code work — and help define Web searches. Users



don't have to become experts in Boolean logic, but learning the simple commands "and," "or," and "not" gives tremendous power to the user and transforms an excruciating search into a simple one.

For example, placing "and" between the words "home" and "construction" will often narrow the search to sites concerned with home construction instead of sites dealing with homes (realtors, landscaping, loans, etc.) and construction (equipment, paper, employment, etc.).

The Web is not always simple,

*Continued on page 32*

however. Each search engine uses Boolean terminology in a slightly different manner. One engine might assume that the words "home construction" deal specifically with that topic. Another might assume an imaginary "or" between the terms and call up vastly different sites. Still another might use algebraic symbols instead of words.

The secret is surprisingly simple: Review the help pages of a search engine to learn its search logic.

### Quotation Marks and Symbols

Often when a user places quotation marks around a search term, the engine will attempt to retrieve sites that exactly match the term. But remember to check the help screens as this is not always the case.

If search terms and phrases contain symbols or numbers, trouble may be ahead. Each engine inter-

prets symbols in different ways; even experienced users have difficulty with symbols. The best advice is to limit search terms to text.

### David and Goliath

Big engines aren't the only locomotives in town. Though Yahoo!, AltaVista, Lycos, and eXcite (<http://www.excite.com>) are popular, there are more search options. Many

*One of the first things users learn on the 'Net is that it is not always easy to find what they're looking for.*

specialized search tools exist on the Web today, which focus on highly specific subject matter.

For business information, select BizWeb (<http://www.bizweb.com>). For Christian ministries, search using Goshen (<http://www.goshen.com>) or (<http://www.GospelCom.com>). Specialized search engines

allow fast, tightly focused searches on companies or product-related subjects.

### Rev the Engines

Run many engines when the time is right. Consider conducting a meta search to submit a query to a number of different search engines. Two examples of meta searchers are Metacrawler (<http://metacrawler.com>) and Savvysearch (<http://129.82.102.175:2000/form>).

The only problems are duplication and sprawling, disorganized collections of sites to visit. Still, if finding a search beginning is difficult, meta searches can help.

The only problems are duplication and sprawling, disorganized collections of sites to visit. Still, if finding a search beginning is difficult, meta searches can help.

### Search the Engines

As the number of search engines proliferates, many users wonder which engine is best for specialized subject matter. Enter Search.Com (<http://www.search.com>) not only to submit conventional searches, but also to scan a lengthy list of available engines.

### Read Instructions

While the quality of user assistance varies, many search engines offer instructions in the form of "help" screens and "FAQ" (frequently asked questions) pages.

These tools usually explain the mechanics of the engine in non-technical terms: how sites are categorized, how to conduct an efficient search, and how to ask for clarification on thorny points. These helpful tools can usually be accessed from the engine's home page.

### Web Limits

Don't limit a search to the Web. The Internet has many other resources available. For example, some 20,000 newsgroups — lists of people who correspond electronically on subjects of mutual interest — find a home on the Internet.

Usenet is a resource devoted to newsgroups and DejaNews (<http://dejanews.com>) is an engine

## Engineering a Search

The Web offers numerous search engines, with more forming every day. Here are a few popular engines and their home page addresses. Each begins with the familiar Web prefix "http://."

- AltaVista: [www.altavista.com](http://www.altavista.com)
- eXcite: [www.excite.com](http://www.excite.com)
- Galaxy: [galaxy.tradewave.com/](http://galaxy.tradewave.com/)
- HotBot: [www.hotbot.com](http://www.hotbot.com)
- InfoSeek: [www.infoseek.com](http://www.infoseek.com)
- Lycos: [www.lycos.com](http://www.lycos.com)
- Magellan: [www.mckinley.com](http://www.mckinley.com)
- Metacrawler: [www.metacrawler.com](http://www.metacrawler.com)
- OpenText: [www.opentext.com](http://www.opentext.com)
- Savvysearch: [129.82.102.175:2000/form](http://129.82.102.175:2000/form)
- Search.Com: [www.search.com](http://www.search.com)
- WebCrawler: [www.webcrawler.com](http://www.webcrawler.com)
- Web Places: [www.webplaces.com](http://www.webplaces.com)
- Yahoo!: [www.yahoo.com](http://www.yahoo.com)

— Richard G. Ensman Jr.

that searches them.

To find out what other people have to say about a particular subject, company, or product, submit a DejaNews query to retrieve postings and join lists of interests.

### Personal Strategy

Once a user is familiar with the available search engines, it is time to develop a personal search strategy,

*The easiest way to begin a search is to use the fill-in-the-blank form present on an engine's home page.*

or a sequence of search routines to follow until the desired information is obtained.

This strategy begins with a particular engine that typically gives a user the best results for the smallest investment of time. It then moves to one or more successive engines if more results are required. The strategy might culminate in a search of other Internet resources.

Novices should record exactly how they conduct each search. Eventually, this log will provide them with guidance to conduct advanced searches and enable them to design their own strategies, to save time, and to boost their Web productivity.

### Using Bookmarks

Users who roam the Web at random often quickly forget where they've been. Establishing electronic "bookmarks," available in Internet access software, reminds them of favorite sites and makes return visits effortless.

### Re-Search

The Web is constantly changing. New sites form daily, new links are established, and new content appears on existing sites. An unsuccessful search for information on "intelligent furniture" on Monday could turn up several sites when queried on Friday.

Conducting a new search a few days or a week later is sometimes more effective than spending a lot of time one day trying different search engines.

### Overlooking the Obvious

If users know exactly what they are looking for on the Web, and suspect a particular company or organization might host a site focusing on that topic, they should check the organization's print advertisements to see if a Web site is mentioned.

Users can also take a guess. The site address may be easier to find than they believe. To find a site run

constantly seek ways to catalog and index more effectively and make retrieval of sites easier.

Since the future will bring more focused and refined search techniques, occasionally read the help or FAQ pages of favorite engines for improvements.

### Get Ready!

The day is coming when users will be able to search the Internet for a wide variety of multi-media resources: sounds, snippets of television shows and movies, and even personal reference information.

These developments literally put a world of resources at users' fingertips and enable them to find whatever they want, whenever they want it.

**Richard G. Ensmen Jr. is a freelance journalist who resides in Rochester, N.Y.**

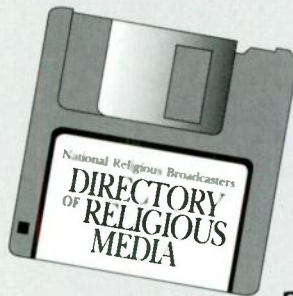
by the ABCD Company, search on the company's name or try to find the site under the address <http://www.abcd.com>.

### Keep Current

Just as the Web itself is constantly changing, so are the search engines. Search engine sponsors

## It's Here!

And it's the electronic version of your trusted industry resource, the "NRB Directory of Religious Media"!



You can now:

- create your own mailing lists using our database
- customize your labels with size, personnel, and format options
- cut your costs and time by printing your own labels

Our Windows database includes personnel and address listings for radio and television stations, program producers, publishers, and agencies/suppliers — all for \$350 (NRB members) or \$450 (non-members).

For more information or to place your order, contact:

National Religious Broadcasters  
7839 Ashton Avenue  
Manassas, VA 20109  
Phone: (703) 330-7000  
Fax: (703) 330-6996

(Payment in advance required; express delivery available.)

# Downloading the Basics

by Flip Michaels

**D**URING THE LATE 19TH century, several innovations changed the face of American society as surely as radio and television would change it in the decades which followed.

Kodak's pocket camera allowed ordinary middle-class Americans to become their own family archivists. Hershey put chocolate on the mass market at an affordable price, changing it from a delicacy for the elite to an everyman treat.

But perhaps the most striking change of all is occurring as I write this. In our lifetime, the greatest catalyst for change is the information superhighway.

Have you been on it? Do you know how to use it?

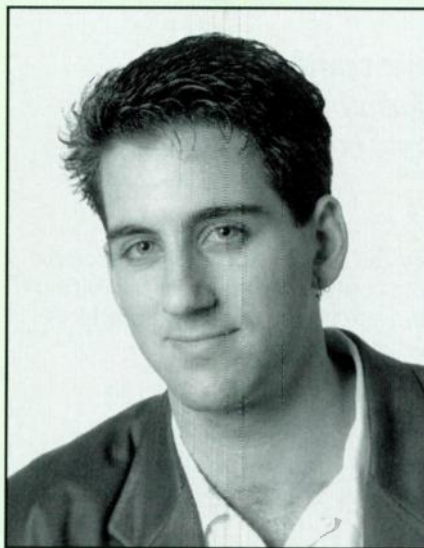
Since you are reading this I will make a few assumptions. One, you have heard about the resplendent wonders of the computer age. Two, you are somewhat computer literate. And three, you're looking for a little guidance.

## E-Mail

Just a few years ago everyone was asking for your fax number. Now it's, "Do you have an e-mail address?" It is reported that fewer than 25 percent of the broadcasters in America have electronic mail, yet just a year or so from now, it will be as important to your business as the fax machine is today.

What's even more amazing is that the competition for your Internet business is so intense, everything you need can probably be traded for just a few spots.

E-mail has nothing to do with



Flip Michaels

the World Wide Web, though it is the most active part of the Internet. All you need is a modem and an electronic mailbox which is generally supplied for free by any Internet provider when signing up.

*Contrary to the name, there is actually very little "news" in newsgroups, which are basically electronic bulletin boards.*

So how do you get hooked up to e-mail? Step one is to get an e-mail address and check it often. You really don't need to be a computer genius to use one. Mastering e-mail takes only seconds of your time.

Mail-only accounts are available, but for a few pennies a month more you'll probably want full access to the Internet. Your provider

then sets you up with an e-mail program allowing you to compose, send, forward, and receive e-mail.

A number of different e-mail programs are available. Each allows different personal touches, similar to using Word 7.0 over WordPerfect 6.0. A quick dial-up from your computer's modem through a local phone line to mailbox central drives you onto the service road of the information highway!

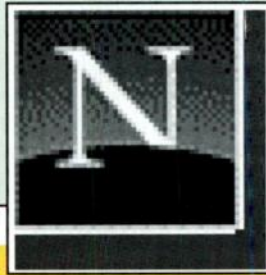
Electronic mail contains an address of the sender and the receiver in the beginning or "header" of the message. If a message is important to you, press "print" and you have a hard copy. You can also save messages to a disk or a hard drive and manipulate them in a word processor.

## The World Wide Web

The World Wide Web was originally devised as a closed circuit communications system for the military. (See article on page 12.) The next big breakthrough was "html" (hyper text markup language). Over-simplified, html is the computer language that makes it as easy for you and me to get information from the computer as it is to pick up a magazine.

So how do you venture onto the Web? First, get a computer with multimedia capability. Second, make sure you have a decent speed modem with substantial kbps. "K-b-p-what?" you say? Kilobits per second is the measurement of the speed of information moving in and out of your computer.

The higher the modem speed, the quicker the information will



**Top. Netscape Navigator Web Browser**

**Bottom. Microsoft Internet Explorer Web Browser**

flow into and out of your computer. But don't be fooled, having the fastest modem on the block won't always guarantee a quick reception. Many factors can slow down the process.

For example, data will only come to you as fast as the speed of the modem sending it to you. Other contributing factors include the number of people online at the same site/source with you, other telephone network traffic, and even the distance the kilobits are traveling if you're in New York and the site/source is on a server in Los Angeles.

All of these situations determine the speed at which data travels, so even the fastest modem is subject to a decreased performance. Think of it like this: you may have a new Dodge Ram Truck, but at rush hour you're not going to travel any faster than that old Fiat in the lane next to you.

*Big consumer providers — America Online, CompuServe, Microsoft Network, and Prodigy offer 'Net access plus exclusive content you won't find on the Web.*

Modem speed is currently available in 56, 33.6, 28.8 and 14.4 kbps. To go faster, you'll need something top of the line.

You may have heard of ISDN, or Integrated Services Digital Network. The plain ol' telephone system doesn't handle large quantities of data, and Ma Bell realized this long ago. So the ISDN spec was hammered out back in 1984 to allow for truly wide-bandwidth digital

transmission using the public switched network.

Under ISDN, a telephone call can transfer 64 to 128 kbps (but you will need special ISDN service from the phone company). Coming up soon are two much faster competing technologies: cable and ADSL.

Cable modem trials are underway as you read this. While each modem is different, cable modems can currently receive up to 4 MB/second or better (100 times faster than an average 33.6 kbps). Look out for expensive hardware plus subscription services to follow.

ADSL, or Asymmetric Digital Subscriber Line, uses standard telephone lines (like ISDN) to deliver data upstream (from the user) at speeds of 640 kbps and downstream (to the user) at speeds of more than 6 mbps (megabits per second).

Can you imagine kicking the

*Continued on page 36*

rpms up that high in your Lincoln Continental? Similarly, at that modem rate you will be absolutely screaming down the information highway. The disadvantage seems to be that ADSL signals can only travel a few hundred yards, so extensive additions to the lines would have to be made. ADSL is still in the "developmental" stage.

New and available on the market now is "x2," a code-named, 56 kbps modem. Reviews of the x2 are spewing out everywhere, with common comments stating that it is an improvement from the 33.6 kbps.

*It is reported that fewer than 25 percent of the broadcasters in America have electronic mail, yet just a year or so from now, it will be as important to your business as the fax machine is today.*

When something hits the market fresh, it is generally best to wait a couple of months for the technology to mature.

Your next step is finding a way to access the Internet. Big consumer providers — America Online, CompuServe, Microsoft Network, and Prodigy offer 'Net access plus exclusive content you won't find on the Web. The advantage is relative ease of use; the disadvantages are that it can be pricey for heavy users and the connection is sometimes difficult.

Other companies specialize in providing Internet access only. Some are local, some national, but most will offer easy connections, software to get you started, and competitive pricing with an opportunity for trade.

### Browsing

To do some serious surfing, you'll need a good Web browser. The most popular are Netscape Navigator (NN Gold) and Microsoft

Internet Explorer (IE). Both are available for downloading free for non-commercial use from their respective Web sites.

Commercial and deluxe personal versions are available from your local computer shop.

Each Internet site (or page) located on the Web has what is called a URL address. Anything following a forward slash (slashes always go forward in URLs) directs you to a specific file or directory.

Nearly every page contains hyper text links, images or words which link you instantly to other

sites. These links are usually underlined and appear in a different color.

Clicking on those links will lead you to more links, hence the term "Web." Now that you know some of the basics, the best way to learn is by trial and error.

### Newsgroups

Contrary to the name, there is actually very little "news" in newsgroups, which are basically electronic bulletin boards. Items are posted and can be responded to via e-mail.

Depending on your on-line service or Internet Service Provider (ISP), you should have access to about 12,000 newsgroups (currently there are 26,000).

Usenet, the international newsgroup network, is much like the Internet itself . . . no single agency is in charge. The system connects computers from around the world, with local administrators deciding which newsgroups are included.

There are a couple of methods

for finding the newsgroups that will be of most interest to you. Perhaps the easiest is to visit Web sites known as "search engines." Some of these search engines, most notably "Deja News" will allow you to look up a newsgroup by subject.

In general, Web search engine sites are much like the yellow pages of the internet. Engines are the best places to start your search for whatever topic interests you.

### Changing the World

So how far-reaching is the online world? Let's throw our keyboard over to China, for example. The Chinese language is one of total originality and simplicity; each sound has its own symbol in Chinese.

They use no alphabet and, until recently, had no word for computer. Technology advancements are now everywhere and so the Chinese needed a word for computer: Electric-Mind (or "Nn-Naw").

Right now, many cultures like those of Communist China, are downloading computer versions of just about everything on the Web, from the Bible to classical works including Shakespeare, Milton, and Voltaire.

Before you realize it, your presence on the 'Net can become a powerful primer of truth, God, salvation, and Christian ethics. This is why we must not fear change!

The Web wave is coming. Let's continue to allow the Lord to guide our path, enabling us to be lights that shine — from computer screens.

**Flip Michaels is production director of WGMS-103.5 FM/Washington, D.C. Contact him via e-mail at [fmichaels@medianext.com](mailto:fmichaels@medianext.com) or by telephone at (301) 468-7828. Read this and many other articles by Michaels at [members.tripod.com/~FMichaels/](http://members.tripod.com/~FMichaels/).**

**Live Recordings** From The 54th Annual Convention of The National Religious Broadcasters  
**NOW AVAILABLE ON AUDIO CASSETTE!**

If you were unable to attend NRB's Annual Convention, or may have missed a particular session, here is another chance to hear this year's topics!

**\$8.00 Per Cassette**

- AD501 Opening General Session with speaker Wellington Boone  
and AD502 (Because of its length, this session requires 2 cassettes - \$16.00)
- AD511 General Session with speaker John MacArthur  
and AD512 (Because of its length, this session requires 2 cassettes - \$16.00)
- AD520 Increased Donor Performance Through Strategic Integration
- AD530 Hispanic: Seven Most Common Legal Problems in a Radio Station
- AD540 Satellites: Their Growing Importance in International Christian Broadcasting
- AD560 Music Formats: Who's Calling the Shots?
- AD570 Building & Keeping an Audience Through Effective Interviews
- AD580 Internet 101: Web Basics and Beyond
- AD590 Thou Shall Not Steal: The Basics of Copyright & Music Licensing
- AD600 Generation X and the Irrelevant Church
- AD610 Current Legal Issues -- Church and State
- AD621 International Luncheon with speaker Franklin Graham  
and AD622 (Because of its length, this session requires 2 cassettes - \$16.00)
- AD630 How to Connect to Your Donors
- AD640 Hispanic: Latest Technological Developments in Broadcasting
- AD650 The Hong Kong Hand Over -- The Story Behind the Headlines
- AD670 Pennies From Heaven? -- Alternative Revenue Sources for Non-Commercial Radio Stations
- AD680 50 Great Fund Raising Ideas for Broadcasters From the Top 10 Fund Raisers
- AD690 Avoiding Spiders on the WEB: Effective Use of the Internet
- AD700 Film and Video Production Techniques
- AD710 Beyond the TV Telethon: Sources of Revenue, Marketing and Syndication
- AD720 Debate: The Separation of Church and State
- AD731 Evening Celebration with speaker Max Lucado  
and AD732 (Because of its length, this session requires 2 cassettes - \$16.00)
- AD741 All Media Breakfast with speaker David Jeremiah  
and AD742 (Because of its length, this session requires 2 cassettes - \$16.00)
- AD750 Trends in Christian Fund Raising: Growing in the Third Millennium
- AD760 Communicating Effectively
- AD770 The Global Information Society -- Using the Internet for International Ministry
- AD780 Profits and Non-Profits: A Tax Alert for Ministries and Broadcasters
- AD790 The Basics of Radio Digital Editing
- AD800 Learn From the "A" List

- AD810 Christian Music on Television
- AD820 Is There a Future for Christian TV? Digital, ATV, and Spectrum
- AD830 Staying on Top of the Slippery Slope of Conflict
- AD840 Women's Luncheon with speaker Beverly LaHaye
- AD850 The Numbers Game: How Proper Analysis Can Increase Your Income and Decrease Your Expenses
- AD860 Hispanic: Fund Raising Basics
- AD870 Digital Directions
- AD880 Reputation Management: From Billy Graham to Pat Robertson and Everything In-Between
- AD890 Radio Open Forum: Can't We All Just Get Along?
- AD900 EEOC Regulations, Minority Employment
- AD910 Cyberspace: Opportunity or Apocalypse
- AD920 Gospel Smart Bombs: Getting Out of the Trenches
- AD930 The Secular Media: 5 Steps to Putting NBC and MTV's Powerful Influence to Work for Your Church
- AD940 Managing Conflict in Your Christian Organization
- AD951 Anniversary Banquet with speaker Joseph Stowell, III  
and AD952 (Because of its length, this session requires 2 cassettes - \$16.00)

AD999 COMPLETE SET OF NRB's 54TH ANNUAL CONVENTION & EXPOSITION AUDIO CASSETTES - ONLY \$368.00

Account#: post197354

**Total Amount Enclosed \$** \_\_\_\_\_

(Please Include Postage) (Md. Residents, Please Add 5% State Sales Tax)

**Three Ways To Order:**

1. **By phone:** Call (410) 796-0040 to place credit card orders.
2. **By FAX:** Chesapeake accepts credit card orders via FAX machine 24 hours a day - (410) 379-0812
3. **By mail:** Send this form with your payment (Please include postage & handling) to:  
Chesapeake AV Communications  
6330 Howard Lane, Elkridge, MD 21227

(e-mail: [info@cavc.com](mailto:info@cavc.com)) (Visit Our Web Site: <http://www.cavc.com>)

**Domestic Postage:** Add \$1.50 per Cassette (\$12.00 max.)

**Foreign Postage:** Add \$3.00 per Cassette (\$30.00 max.)

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Telephone #: \_\_\_\_\_

Please bill my:  VISA  Master Card  AMEX  DISCOVER

Card #: \_\_\_\_\_ Expires: \_\_\_\_\_

Cardholder's name: \_\_\_\_\_

Signature: \_\_\_\_\_

Payment:  Credit Card  Money Order  Check# \_\_\_\_\_ (payable to CAVC)

# Alan Keyes Encourages Boldness for Christ at NRB's Third Annual NAB Breakfast

LAS VEGAS — During this spring's annual National Association of Broadcasters (NAB) convention, National Religious Broadcasters (NRB) hosted its third annual breakfast with keynote speaker Alan Keyes, former U.S. Ambassador to the United Nations. Approximately 170 NAB attendees, including some NRB members, attended the invitation-only function in the Las Vegas Hilton Hotel. The April 9 breakfast was sponsored by Salem Communications of Camarillo, Calif., Nelson-Word of Nashville, Tenn., and Focus on the Family of Colorado Springs, Colo.

Keyes, host of his own call-in radio program, opened his address by reminding those gathered that if Jesus Himself were here today, He would probably base His ministry in a city like Las Vegas. "This city of deadly light, this capital of sin and sorrow, is metastasizing" into every city in the United States, which is why we as Christians need to continue bringing the light of Christ into the darkness of the world, Keyes explained.

As the basis for his main point, Keyes relayed an encounter Jesus had with the Pharisees in Matthew 22. In this passage, Jesus answers the Pharisees' question

about paying taxes to Rome with "Render therefore to Caesar the things which are Caesar's; and to God the things which are God's" [Matthew 22:21].

"Some say Christ is articulating separation of church and state," Keyes said. "But the question that begs is 'What belongs to God?' . . . The answer is clear: that which has His image stamped upon it" — mankind. Therefore, he concluded, there can be no division in this world between faith and how we live our lives.

"What does this mean to those of us who profess to be followers of Christ?" Keyes asked. He answered that we are to serve the Lord of the dance and allow Him to choreograph our lives.

"The prayer God wants from you is your whole life. We as Christians [often seem] unwilling to risk it all. . . . We're supposed to go out and challenge in the name of God's sovereignty," he revealed.

We have come to such a time when success that comes from God must be put on the line for the sake of our faith, Keyes concluded. "If we try to save ourselves, we will lose everything. We need a boldness of heart to make sure in every way we reach out to those" who need to hear the Gospel. When they see how much — everything — we are willing to lay down, "then we shall be acting in the spirit of Christ. Then we shall not hold onto the things of this world."

Keyes closed by admonishing religious broadcasters to "be careful to make sure that word 'religious' is not a boundary or a list, but a bond that ties us to the Word of God and His word of true salvation."

To order an audio cassette of Keyes' message, please send \$6 to National Religious Broadcasters, 7839 Ashton Ave., Manassas, VA 20109.



Alan Keyes

## Hanegraaff, Youssef Highlight SWNRB

DALLAS — Hank Hanegraaff and Michael Youssef headline the 1997 Southwestern National Religious Broadcasters Convention (SWNRB) to be held July 24-26 at the Dallas/Fort Worth Marriott.

Hanegraaff, president of the Christian Research Institute and host of *The Bible Answerman*, will be the speaker for the convention's awards banquet.

Youssef, pastor and speaker on *Leading the Way*, will give a plenary address.

The SWNRB also features a panel discussion on "Christian Broadcasting in the Next Millennium: Issues that Shape our Future." Panelists include John Maddex of Moody Broadcasting Network, Mike Trout of Focus on



Michael Youssef

the Family, Ed Atsinger of Salem Communications, and Jon Campbell of Ambassador Advertising Agency.

For more information about the conference, call (405) 789-1140.



Hank Hanegraaff

## SIGNING ON

*continued from page 6*

for many who cannot or will not attend a local gathering, this on-line community of believers will serve to strengthen and encourage accountability. Political and geographic boundaries will mean little to members of this new virtual church.

In the next decade, multimedia will lead to dramatic changes in the ways Christian broadcasters deliver the Gospel and minister to audiences. Yet the essential content of the Gospel must never change.

As always with innovations, the challenge will be to reformat the Gospel message without revising the biblical evangelical essentials. I am confident with God's guidance, we are up to the challenge. <sup>RB</sup>





## **CUSTOM PRODUCTS INC**

### **MANUFACTURING**

**COMPACT DISC  
HIGH SPEED CASSETTE  
CD INTERACTIVE  
CD ROM  
CD MULTIMEDIA**

### **MASTERING STUDIO**

**PMCD'S  
SONY 1630'S  
DAT MASTERING  
MASTER RESTORATION  
CD ROM AUTHORIZING**

---

# **MAKING**

# **MUSIC**

---

# **LOOK**

---

# **GOOD**

---

### **COMPLETE PREPRESS**

**ART & DESIGN  
DESKTOP PUBLISHING  
COLOR SEPARATIONS**

### **COMPLETE BINDERY**

**DIE CUTTING  
FABRICATING  
SPECIALTY PACKAGING**

### **SIX COLOR PRINTING**

**AQUEOUS COATING  
UV COATING**

**CRT, CUSTOM PRODUCTS, INC  
7532 HICKORY HILLS CT.  
WHITES CREEK, TN 37189**

**1-800-453-2533  
(615) 876-5490 (IN TN)  
(615) 876-4260 (FAX)**

## AIRWAVE ANNIVERSARIES



**James Dobson**

COLORADO SPRINGS, Colo. — Founded by Dr. James Dobson, Focus on the Family celebrated its 20th anniversary in March. Today the organization has 1300 employees supporting 76 ministries operating in 72 countries, including the flagship radio program *Focus on the Family* and other radio broadcasts.

FISH HOEK, South Africa — Radio CCFm celebrated its first anniversary earlier this year. The station broadcasts Christian music and other programs and is supported by listener-donations.

## AIRWAVE NEWS

CORSICANA, Texas — In April, *Page-Turner Radio Theater*, a new radio program, debuted. Top fiction publishers Tyndale House and Bethany House have partnered with The B & B Media Group to create the weekly, half-hour show dramatizing a subplot from leading Christian fiction novels.

The B & B Media Group has also produced a new program targeted at 4- to 12-year-olds called *nite Lite*. The half-hour show revolves around a father and son reading a children's story together. *nite Lite* debuts this month on a weekly basis on the Children's Sonshine Network weekly before airing daily in September.

TOWACO, N.J. — *NEWSpoint*, a one-minute weekday radio commentary hosted by veteran broadcaster David Virkler, is now featured on the Ambassador Satellite Network. The program features Christian thoughts on a wide range of current events, trends, and personalities.

ARLINGTON, Va. — In April, WABS-AM/Arlington changed its music format from adult contemporary Christian to contemporary praise and worship. The switch was designed to provide strong spiritual encouragement for Christians and to complement the in-depth biblical teaching programs also aired on the station.

CHAMPAIGN, Ill. — WBGL-FM/Champaign concluded its 1997 sharathon, which accounts for 75 percent of WBGL's annual budget. Over \$425,000 in faith promises from more than 2100 listeners was raised, the largest amount in the station's 15-year history.

COLORADO SPRINGS, Colo. — The Word in Praise can now be heard on KTKZ-AM/Sacramento, Calif., (formerly KMJI) and KGCB-FM/Phoenix.

## AWARDS

JACKSONVILLE, Fla. — Three Florida Baptist Convention video productions garnered recognition during the 1996 Communicator Awards. *CROSS ROADS*, a quarterly video magazine reporting on the mission and ministry work of Florida Baptist churches, won its second Crystal Award of Distinction. *Ministry to Cuba and Haiti* — *Wish*

*You Were Here* received a Crystal Award of Distinction and Honorable Mention, respectively.

ROME, Ga. — The International Country Gospel Music Association selected WROM-AM/Rome as the "Top Radio Station" in the country. WROM announcer Lin Butler was named "Top DJ of the Year." Both station and Butler received the prestigious Gold Cross Awards.

• VIRGINIA BEACH, Va. — The Regent University School of Cinema-Television and Theater Arts honored veteran filmmaker Ken Wales, producer of the critically acclaimed CBS series *Christy*, with its first annual Candle Light Award for excellence in educational entertainment. The April 22 award presentation took place as part of the university's student film premiere in Los Angeles.

GRAND RAPIDS, Mich. — Cornerstone College has granted veteran broadcaster Mel Johnson of Northwestern College an honorary doctorate. "This is in recognition of your many years of service and contribution to this college and to WCSG-FM/Grand Rapids, of your exemplary Christian life and service touching so many . . . , and of your leadership in Christian broadcasting," wrote Cornerstone president Rex Rogers in Johnson's notification letter.

## MUSIC NOTES

BRENTWOOD, Tenn. — Brentwood Music Publishing, a member of the Zomba Group of Companies, following the recent Zomba/Brentwood acquisition of Benson Music Publishing, formed a new Christian music publishing company — Brentwood-Benson Music Publishing, Inc. Dale Matthews, former Brentwood senior vice president and general manager, has been appointed the new company's president.

## NEWS BITES

COPPELL, Texas — Paul Martin, formerly of the Salem Radio Network and Salem Radio Representatives, has formed the revenue consulting firm, NCome, Inc. NCome focuses on helping businesses and non-profit organizations increase revenue.

## OBITUARIES

SARASOTA, Fla. — J.D. Hamel, pastor of The First Brethren Church of Sarasota and founder and speaker of *The Brethren Hour*, died from cancer February 17 at 73. Hamel was a longtime National Religious Broadcasters (NRB) member and *The Brethren Hour* received NRB's Honor Citation. Hamel is remembered as a tireless messenger of God, someone as eager to help a stranger as a friend, and as a devoted husband and father, one obituary stated.



**J.D. Hamel**

TULSA, Okla. — Willard Mason, veteran advertising executive and political adviser, died April 2 at 73. In 1973, Mason founded BMC Advertising, which is regarded as a pre-eminent agency in the religious broadcasting field. Two years ago, the Southwestern National Religious Broadcasters presented him with its Barnabas Award for a lifetime of outstanding service.

PEOPLE

IRVING, Texas — Scott Wilder, veteran Dallas air personality and former program director for KLTU-FM/Fort Worth, now hosts his own call-in talk program on Salem Communications-owned KWRD-FM/Irving. "Scott brings with him . . . unparalleled communication skills," said KWRD operations manager Todd Chatman.

COLORADO SPRINGS, Colo. — Christian publishing veteran Dean Merrill has been appointed vice president and publisher for International Bible Society. Merrill is a former vice president of publishing at Focus on the Family and a past editor of *Leadership Journal*.

CHARLOTTE, N.C. — Mitch Glaser is the new president/CEO of Chosen People Ministries. Glaser has been involved with the West Coast branch of the 103-year-old ministry and currently resides in Brooklyn, N.Y., where he intends to focus on developing Chosen People Ministries' operations in the greater New York metropolitan area.



Mitch Glaser

• Denotes received via e-mail. You may e-mail your "Trade Talk" item to [ssmith@nrb.com](mailto:ssmith@nrb.com)

## 28th Annual Dove Awards

**Song of the Year** — "Butterfly Kisses;" Bob Carlisle; Randy Thomas  
**Songwriter of the Year** — Steven Curtis Chapman  
**Male Vocalist of the Year** — Steven Curtis Chapman  
**Female Vocalist of the Year** — CeCe Winans  
**Group of the Year** — Jars of Clay  
**Artist of the Year** — Steven Curtis Chapman  
**New Artist of the Year** — Jaci Velasquez  
**Producer of the Year** — Charlie Peacock

Recorded Song of the Year (song; artist; songwriters)  
**Rap/Hip Hip** — "R.I.O.T. (Righteous Invasion Of Truth);" Carman; Carman and Tommy Sims  
**Alternative/Modern Rock** — "Epidermis Girl;" Bleach; Brad Ford, Davy Baysinger, Matt Gingerich, Sam Barnhart, and Todd Kirby  
**Metal/Hard Rock** — insufficient amount of eligible entries  
**Rock** — "Like It, Love It, Need It;" dc Talk; Toby McKeehan, Kevin Smith, Mark Heimermann, David Soldi, and Jason Barrett  
**Pop/Contemporary** — "Between You and Me;" dc Talk; Toby McKeehan and Mark Heimermann  
**Inspirational** — "Butterfly Kisses;" Bob Carlisle; Bob Carlisle and Randy Thomas  
**Southern Gospel** — "Only God Knows;" The Martins; Joyce Martin McCullough, Harrie McCullough, and Joel Lindsey  
**Country** — "Somebody Was Prayin' For Me;" Charlie Daniels; Charlie Daniels  
**Urban** — "Under The Influence;" Anointed; Mark Heimermann  
**Traditional Black Gospel** — "Stop By The Church;" Babbie Mason; Sullivan Pugh  
**Contemporary Black Gospel** — "Take Me Back;" CeCe Winans; Andrae Crouch

Album of the Year (album; artist; label)  
**Rap/Hip Hip** — *Erase*; The Gotee Brothers; Gotee  
**Alternative/Modern Rock** — *Free Flying Soul*; The Choir; Tatoo  
**Metal/Hard Rock** — insufficient amount of eligible entries  
**Rock** — *Jesus Freak*; dc Talk; Forefront  
**Pop/Contemporary** — *Signs of Life*; Steven Curtis Chapman; Sparrow  
**Inspirational** — *Quiet Prayers*; Bryan Duncan; Myrrh  
**Southern Gospel** — *Wherever You Are*; The Martins; Spring Hill  
**Country** — *Little Bit of Faith*; Jeff Silvey; Ransom  
**Urban** — insufficient amount of eligible entries  
**Traditional Black Gospel** — *Just a Word*; Shirley Caesar's Outreach Convention Choir; Word Gospel  
**Contemporary Gospel** — *Whatcha Lookn' 4*; Kirk Franklin & The Family; Gospo Centric  
**Instrumental** — *The Players*; Warner Alliance  
**Praise & Worship** — *Welcome Home*; Ron Kenoly; Integrity  
**Children's Music** — *A Very Veggie Christmas*; Everland Entertainment  
**Special Event** — *Tribute: The Songs of Andrae Crouch*; Warner Alliance

**Musical** — *Make Us One*; Clydesdale Music  
**Youth/Children's Musical** — *Candy Cane Lane*; Clydesdale Music  
**Choral Collection** — *My Tribute-Celebrating The Songs of Andrae Crouch*; Brentwood Music  
**Recorded Musical Packaging** — *Take Me To Your Leader*; Newsboys; Star Song  
**Short Form Music Video** — "Jesus Freak;" dc Talk; Forefront  
**Long Form Music Video** — "Roadwork;" Geoff Moore & The Distance; Forefront

Gary Chapman and CeCe Winans hosted the 28th Annual Dove Awards, held April 24 at the Nashville (Tenn.) Arena.

## Investing in the Future

On graduation day, I tell seniors two things: first, to "bust a gut" for their new employers, and secondly, "school is just now beginning." Students graduating from college communications programs are well-trained, sharp young people full of wide-eyed enthusiasm, energy, and a willingness to make sacrifices for His cause and for their own professional development.

The on-rush of technological and regulatory change worldwide threatens to sweep away at breakneck speed our past and present realities of radio and television. This is not "our fathers' broadcast ministry," but the message is still the Father's.

Change can be difficult for both professionals and academics and greater cooperation and investment between the industry and professors can make a dramatic difference. There are notable examples of dynamic cooperation between college faculty and National Religious Broadcasters (NRB) members, but to meet the challenges of the future, we need more.

Investments can take many forms: sometimes money, but more often time — time for sharing expertise and strategic dialog both inside and outside the classroom. The following are a few suggestions I have participated in both academically and professionally.

**Guest Lecturers.** Contact with experienced "real life" professionals helps students integrate the classroom content with practical, on-the-job situations. Sharing together at NRB and Intercollegiate Religious Broadcasters (IRB) conventions and meetings frequently forms a lasting bond between student and broadcaster.

**Internships.** Many professors maintain a good working relationship with local Christian and secular radio and television stations, encouraging them to call when they have part-time openings or paid/unpaid internships. Often, those stations use the best interns as swing shift staff when summer vacations create gaps

in the schedule.

**Faculty Internships.** Secular radio and television groups have established faculty internships to give professors substantial experience with the newest equipment and procedures. Those paid/unpaid internships can fill a need at the station during either summer break or the academic's sabbatical leave. These internships refresh their knowledge and experience.

**Partnerships.** Part of the output of any college is knowledge through course assignments. This can be harnessed by the broadcast ministry for mutual gain. Classes can perform focus groups, surveys, and do analytical work under the professor's supervision. This gives the students real-life experience and the stations useful audience and market research.

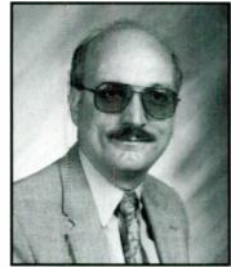
Also, through a cooperative effort, an increasing number of radio and television stations have begun special relationships with international groups struggling to start Christian radio or television stations in their own countries but lacking the technical and managerial know-how.

In Romania, Poland, Guatemala, Belize, and many other countries, students have been used short-term to teach national production while faculty and professionals teach management and programming.

**Investments.** No surprise, college is expensive! Many professors have watched as promising, talented students leave school due to lack of finances. While there are many communication scholarships overall, there are few for students called to enter Christian broadcasting.

One such scholarship is the \$2500 per year Al Sanders Scholarship administered by NRB and sponsored by Focus on the Family and Ambassador Advertising Agency. To win this prestigious award, students write an essay relating to Christian media. The winners are announced during the NRB annual convention.

NRB sponsors the Student Achievement Awards administered



*Chuck Pollak is a professor of communication at Northwestern College in St. Paul, Minn. He is also chair of Intercollegiate Religious Broadcasters.*

by IRB. These student video and audio projects are judged by leaders in Christian broadcasting.

Members of the Eastern NRB Regional Chapter have aggressively provided increasingly generous provisions to assist faculty and students to attend their excellent regional conferences each year. These smaller gatherings provide more informal, one-on-one opportunities for students and fellowship with industry leaders. Nothing says more to a talented student deciding between secular and Christian broadcasting.

I have the honor of working on both sides of Christian broadcasting, professionally and as a professor. I meet with men and women holding excellence as a goal to attain but also as a tool to reach the world with the greatest news for every audience in every part of the globe. That excellence, borne of experience and study, needs to be shared as an investment in our young people desperately wanting to reach the lost for Christ.

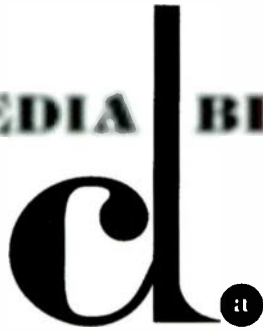
As we near the end of this century, we can never be sure of how much longer we have to preach, teach, and practice. Let's pray for one another, invest in each other, do teaching/programming well, and have fun doing it! <sup>RB</sup>

**You've heard the name**

**You've seen the work**

**It's time to speak to**

**[THE MEDIA BLENDERS]**



National Religious Broadcasters announces Carlton Dunn and Associates (CD&A) as the new advertising agency for *Religious Broadcasting* and the *Directory of Religious Media*.

Please welcome CD&A by calling Denise Merendino or Brian Gilliam at (609) 582-0690 and letting them know you're ready to advertise in NRB's publications!

ses/clp

## **DAILY NEWS For NRB Members**

**SPECIAL RATE**

# RNS

Now Religion News Service is available at a special rate to NRB radio stations.

Daily news, features and commentary are delivered daily via fax or e-mail.

For a limited time, this national service is available to radio stations for just \$500/year.

**Call 1-800-767-6781 today**

### Advertising Index

Advertiser .....	Page
American Family Association .....	BC
Berkey Brendel Sheline .....	51
Blackbourn Media Packaging .....	25
Books & Bookings .....	16
Bott Broadcasting .....	1
Broadcast Software .....	IBC
Carlton Dunn & Associates .....	43
Directory of Religious Media .....	49
Family Research Council .....	11
InfoCision Management .....	2
INSP-The Inspirational Network .....	17
ITS Corp. ....	23
Life Issues Institute .....	15
National Right to Life .....	22
NRB Directory on Disk .....	33
NRB Mailing Labels .....	29
NRB Southwestern Regional Convention .....	7
NRB Western Regional Convention .....	5
Opryland Duplications .....	9
Religion News Service .....	43
Religious Broadcasting .....	45
United News & Information .....	19
Westar Media Group .....	IFC
Zondervan Publishing House .....	47

For advertising opportunities in *Religious Broadcasting* call Carlton Dunn & Associates at (609) 582-0690.

### WASHINGTON WATCH

*continued from page 10*

First, *Turner II* suggests only Congress — and not the FCC — could impose carriage mandates on other video distributors. Courts generally give much less deference to the actions of administrative agencies than to those of elected lawmakers.

Second, even though the *Turner II* decision contains broad language about congressional power to fashion structural regulations for the television industry, the facts in the case showed cable operators, by virtue of their 60 percent or more level of penetration in local markets, could wield considerable economic power over broadcasters. It is difficult to see how a similarly compelling case could be made out against DTH service providers or other multichannel systems, whose penetration percentages are still in single digits. <sup>8</sup>

# RECORDING REVIEWS

BY DARLENE PETERSON

## Sing Me To Sleep, Daddy

*various daddy artists*

producer: Nathan DiGesare  
Brentwood Kid's Company

Just in time for Father's Day comes this collection of lullabies and soft ballads sung by some of contemporary Christian music's best known dads. Our society recently has recognized the critical part fathers play in child development and that if the art of fatherhood isn't supported, good dads will become an endangered species. So this recording takes on social significance by virtue of its very existence!



But it's even quite nice musically. A rich orchestral quality and soothing tone make a fine backdrop for the various male vocalists to sing their tender lyrics. A variety of gifted and well known artists always makes for an interesting recording. This one includes Michael W. Smith, Michael James, Wayne Watson, Michael O'Brien, Peter Penrose, Randy Stonehill, Angelo Petrucci, Billy Gaines, and Guy Penrod. Phil Keaggy lets his guitar do the "singing" in a lovely version of "Braham's Lullaby."

The songs have been penned by quite a few different writers, resulting in a pleasing range of styles and songs geared for infants, older children, boys, girls, and everyone. Specifically Christian themes, such as parallels of dads to our heavenly Father, appear in many songs. Several tracks are quite inspirational and would do well on radio. Get your teddy, tape player, and enjoy!

## Congratulations! Class of '97

*various artists*

Interl'inc

As well as honoring dads, it's also the time for honoring grads. This recording features a collection of popular youth-oriented Christian songs dealing with important life issues facing graduates like friendship, the future, success, goals, and personal faith. The first track features a friendly voice congratulating and encouraging the grad and offering an overview of the music, which includes songs by DC Talk, Newsboys, Audio Adrenaline, Rebecca St. James, World Wide Message Tribe, Big Tent Revival, Charlie Peacock, Carolyn Arends, Value Pac, and Gotee Brothers. There's something for every musical taste and the tracks flow nicely together. Music has a powerful influence on youth and a gift like this can encourage them to live for Christ long beyond graduation.

## A Time To Dance

*Rolin Mains*

producer: Rolin Mains  
executive producer: Dean Diehl  
Brentwood

Few instrumental recordings in recent years have impressed me as much as this one. But perhaps its quality and originality shouldn't be surprising considering Mains' extensive experience as a keyboardist, writer, arranger, composer, and producer plus his familiarity with

a wide range of musical styles from classical and jazz to pop and rock. To name a few of his credits, he's performed in a Christian rock band, played keyboards for Sandi Patty, operated his own production company, toured with Wayne Watson, Ray Boltz, and the Young Messiah tour, and worked with Dino on several of his highly successful projects.

But the desire to make his own music, entirely his own way, has been waiting until this recording to be expressed. This is no ordinary rehashing of familiar hymns and praise songs! Mains' interpretations are fresh and inventive. And the original material is delightful: "A Time to Dance" is an irresistible blend of jazz, classical, pop, and Spanish sounds and themes. If you love piano and orchestra music, don't miss this one!

## Wrestling Angels

*Grover Levy*

producers: Jeff Borders and Steve Bishir  
executive producers: Brown Bannister and  
Jim Chaffee  
Myrrh

Here's another recording that should appeal to graduates, youth, and, indeed anyone who likes guitar-driven power pop and thoughtful lyrics. Grover Levy has let God take his painful childhood and use it for good, giving him the perspective to write clear-sighted, spiritually perceptive lyrics that especially speak to a generation turned off to organized religion but still seeking truth.

The single "If You Want to Lead Me to Jesus," which has already enjoyed a great deal of chart success, is written from the perspective of a seeking non-believer looking for evidence of a Christian walk (beyond the talk) in the lives of believers. But Levy isn't smug: he sees the life of a believer as a growth process and admits we still find ourselves "wrestling angels" from time to time. Levy's desire to reach his generation shines through each well-crafted track.



## Change My Heart Oh God (Volume 2)

*15 Best-Loved Worship Classics*

*from Vineyard Music*

Vineyard Music Group

Taken from several of Vineyard's fine worship series (*Acoustic Worship*, *Vintage Vineyard*, *Winds of Worship*, and *Touching the Father's Heart*), this collection combines highlights in a pleasing mix. Featuring the work of gifted artists such as Eddie Espinosa, Randy and Terry Butler, David Ruis, and Kelly Carpenter, this recording (and Volume 1) provides an excellent introduction to Vineyard's worship music and makes it easy to see why so many like it. Ranging from the intimacy of small-group acoustic settings to the electricity of live worship at huge conferences, these songs uplift, inspire, and encourage worship.

Darlene Peterson is the music reviewer for Religious Broadcasting.

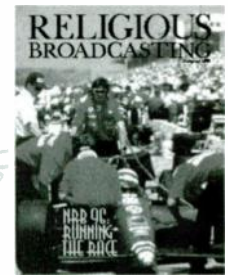
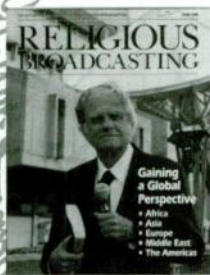
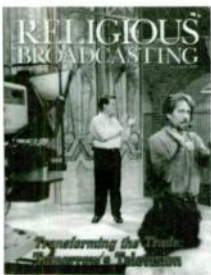
Does the world of religious broadcasting have you in a spin?

Do you want to keep up with the industry?

Then tune in to *Religious Broadcasting* magazine!

Each month, *Religious Broadcasting (RB)* brings you valuable information on topics such as radio, television, programming, technology, management, children, youth, minorities, film/video, music, and more. Published ten times a year (February-March and July-August are combined), *RB* is the publication that keeps you connected to the religious airwaves!

**Special Offer:** Send payment with this subscription order form and receive a 25 percent discount off the regular subscription price. (Offer good on any subscription order. Current *RB* subscribers may renew through this form.)



**YES! Tune me in to *Religious Broadcasting*!**

- Begin my subscription   
  Renew my subscription   
  Bill me  
 \$54/3 years   
  \$42/2 years   
  \$24/1 year  
 International orders add \$24 per year   
  Canadian orders add \$6 per year  
 Payment enclosed for a 25 percent discount:   
  \$40.50/3 years   
  \$31.50/2 years   
  \$18/1 year  
 Check/money order (U.S. funds only)   
  Visa   
  MasterCard   
  American Express

Card no. \_\_\_\_\_ Expiration date \_\_\_\_\_

Name on card \_\_\_\_\_ Signature \_\_\_\_\_

Phone (if credit card order) \_\_\_\_\_

Name \_\_\_\_\_ Organization \_\_\_\_\_

Street \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_

Mail this form to *Religious Broadcasting*, 7839 Ashton Ave., Manassas, VA 20109-2883, or fax (703) 330-6996.

# THE BOOK SHELF

BY HARRY CONAY

## When God Doesn't Answer

by Woodrow Kroll  
Baker Books, 1997



This volume is a follow-up to Woodrow Kroll's 1995 work *Empowered to Pray*, which he describes as "solution-oriented, with a few problems thrown in." Conversely, the present volume "is problem-oriented, with a few solutions thrown in." Comparatively speaking, this may be so, but one would be hard pressed to come up with many more additional *meaningful* solutions to overcoming unanswered prayer than Kroll provides.

Each of 12 chapters identifies a particular "prayer blocker" (such as "We Forget to Ask" and "We are Hindered by Satanic Interference"); this obstacle is explained and practical suggestions are offered to overcome it. A 13th chapter provides eight generic "unblockers" to apply in all circumstances.

I was critical of some recent works by Kroll for lacking focus and being dully packaged (though their content was theologically unimpeachable). Happily, the present volume is both highly focused and attractively formatted, addressing the key issue simply, directly, and without anecdotal padding.

This is a work whose simple style should not belie its importance, both as to the topic it addresses and to Kroll's sound, practical, biblical response. I predict this will become a classic work on prayer.

## The New Interpreter's Bible, vol. 4

Abingdon Press, 1996

The stated aim of *The New Interpreter's Bible (NIB)*, of which this is the fourth in a projected series of 12 volumes, is "to bring the best in contemporary biblical scholarship into the service of the church to enhance preaching, teaching, and the study of the Scriptures." The best? I cannot say, but its listed contributors reflect varied doctrinal background and seemingly considerable expertise. In this hefty, oversized volume, Robert Doran covers 1 & 2 Maccabees, Adele Berlin provides an "Introduction to Hebrew Poetry," Carol A. Newsom covers Job, and J. Clinton McCann Jr. covers Psalms.

The *NIB* is generally comprehensive, somewhat scholarly in approach yet not pedantic, and (in a descriptive rather than pejorative sense) doctrinally liberal. Reflective of this is its use of CE (Common Era) and BCE (Before Common Era) for dating.

Nevertheless, inclusion of the New International Version (NIV) translation and the input of evangelical contributors should make this new edition more palatable than its predecessor for some conservatives and more useful for all who wish to compare formal equivalent to dynamic equivalent texts.

Significantly, "the design . . . has been shaped by two controlling principles: 1) form serves function, and 2) maximize ease of use." In this, the *NIB* is fully success-

ful. By means of different sized type-face, single and double-column spreads, and shaded green background boxes for Scripture, one can easily distinguish sections. Moreover, the content is generally as readable as it is informative.

Introductory essays provide historical background and a textual outline. Commentary consists of "an exegetical analysis informed by linguistic, text-critical, historical-critical, literary, social-scientific, and theological methods." However, it is pointed out that "the exegetical approach is 'text centered,'" meaning "the commentators focus primarily on the text in its final form" rather than conjecture as to its evolution. This wisely eliminates much unwarranted speculation.

Commentary is followed by a shorter section of "Reflections" explaining "the significance of Scripture for faith and life today" to stimulate practical application. The book also contains several maps and tables. This handsome, user-friendly reference book fully accomplishes what it sets out to do, and should prove to be a valuable addition to any Bible student's resource library.

## The Edge of Time

by Peter & Patti Lalonde  
Harvest House, 1997

The sensational cover of this popularly written eschatological overview shows a clock ticking perilously close to midnight; underneath is the warning: "The final conclusion has begun." Over 300 pages are then spent relating current events to a dispensational (i.e., pretribulational premillennial) interpretation of end times. It's all been done before, of course (most recently by Jack Van Impe in *2001: On the Edge of Eternity*, which covers virtually the same territory but in less detail).

However, with each new appearance of another such prophetic work, old examples which didn't quite work out as expected are silently replaced by new ones, which, hopefully, will. In a way, that's the fun of such books. The detailed wallchart of end time events doesn't change, but the contemporary illustrations, warnings, and applications applied to it do, as authors such as the Lalondes try to make Bible prophecy relevant to today's reading audience. In this endeavor, the Lalondes are successful.

To be fair, those who do not subscribe to the Lalondes' doctrinal viewpoint may consider *The Edge of Time* to be a compendium of misapplied prophetic Scripture and, therefore, unduly speculative and fantastic. Of course, those who do subscribe to the Lalondes' viewpoint are more apt to fully agree with their methodology, prognostications, and exemplifications. But even critics will probably find themselves in agreement with much the Lalondes fault, such as New Age religion, neo-paganism, signs and wonders, spiritual deception, and moral decline, to name but a few.

In summary, this is an invitingly formatted, comprehensive, and thought-provoking book about the future, but with a clever warning for now.

Harry Conay is a media specialist who lives in West Orange, N.J.



## Back to Journalism Basics

This is a football," said the late Green Bay Packer coach Vince Lombardi to his team, reviewing the problems they had from the previous game. He told them they had to "start all over; go back to the fundamentals" of football if they were going to be victorious. So he began by reviewing the most basic elements of the game.

In the past few months, I have witnessed abysmal journalistic practice in the Christian print and broadcast media. Starting with a skewed preconception, one publication printed a story attempting to link the *New International Version (NIV)* Bible translation with a feminist social agenda. It did this without interviewing or even fact-checking all sides in the matter before going to print.

Once published, some Christian broadcasters, including at least one national talk show, ran the story without even trying to confirm it or secure further information from the parties mentioned in the story. The whole process is wrong and dangerous; a disservice to readers and listeners of Christian media.

When I was religion news editor for UPI Radio Network, I was reminded that the most important ingredient of any story is accuracy. One of UPI's mottos is "Get it first, but first get it right." In preparing this column, for instance, I fact-checked the anecdote quoted in the first paragraph. It took three days, reviewing Vince Lombardi quotes on the Internet, then calling the Green Bay Packers public relations department, the office of former quarterback Bart Starr, and finally the home of former Packer Jerry Kramer, a witness to the event. I confirmed the fact.

We would all do well to review the basics of ethical reporting:

- Check your information and recheck it. Get the facts right and make sure they are presented in their correct context. Don't assume accuracy just because one medium has reported the story. Confirm it for yourself. Truth should be your ultimate goal.

- Tell the whole story. Interview all parties mentioned. Be fair.

- As President Ronald Reagan said, "Trust but verify." Apply that wisdom to the sources you interview and the news you read and pass on.

- Bring clarity to the story, not confusion. Be thorough and thoughtful.

- Don't distort or mislead in tone, content, or emphasis.

- Reject sensationalism.

- Acknowledge and correct any errors immediately.

The Evangelical Press Association's Code of Ethics includes the following tenet: "Christian publications should be honest and courageous, their presentations characterized by sincerity, truthfulness, accuracy, and an avoidance of distortion and sensationalism. Those responsible for the publication must exercise the utmost care that nothing contrary to the truth is published. Whenever substantive mistakes are made, whatever their ori-

gin, they should be conscious of their duty to protect the good name and reputation of others. In dealing with controversial matters, opposing views, when presented, should be treated honestly and fairly."

I encourage you to take seriously the influence you have with your viewers and listeners. Even when you simply repeat accusations, let alone actually announce news reports, your audience tends to accept it at face value. They trust that you have exercised professional care in gathering the information before you utter it. Please make sure you do.

If you were a broadcaster who repeated the misinformation about the *NIV* Bible without coming to Zondervan Publishing House or International Bible Society for more information, here are the facts:

- Zondervan has not published an "inclusive language" *NIV* Bible.

- The controlling principle of the Committee on Bible Translation (the translators of the *NIV*), International Bible Society, and Zondervan has been, and continues to be, faithful to the original text of Scripture, not some social or cultural agenda.

- Since 1978, the *NIV* has been revised twice, reflecting new archaeological findings, current biblical scholarship, and shifts in English usage. Those revisions never have reflected, and future ones never will reflect, any social or political agenda. All revisions, past and future, are done

*Continued on  
page 48*



Jonathan Petersen is director of strategic marketing/corporate affairs for Zondervan Publishing House (<http://www.zondervan.com> or AOL Keyword "zon"). A former religion news editor of UPI Radio Network, he is a requested speaker on media practices. His e-mail address is [jonathan.petersen@zph.com](mailto:jonathan.petersen@zph.com).



### TRUSTED RESOURCES TO EXPAND YOUR SUPPORT BASE

- We're the leading publisher of Bibles, books, audio, video, software, multimedia, and gifts.
- Our goal is to help you expand your ministry by using our award-winning products as donor incentives.
- Our bestselling Bible-based resources can be designed to serve your ministry and name acquisition needs.

To get started, call  
**1-800-226-1122, ext. 3553.**

 Zondervan Publishing House  
Life-Changing Words

## CLASSIFIEDS

### HELP WANTED

MANAGER, ASSISTANT MANAGERS, and staff openings in the Southeast United States with commercial and non-commercial Christian radio stations. New, up-and-comers please apply. Send resume to President, Positive Radio Group, P.O. Box 889, Blacksburg, VA 24063.

SALES MANAGER position opening at INSP commercial 50kw FM. Position involves supervising four sales people and servicing house accounts. Looking for mature leadership and demonstrated sales ability. Send resume and references to: Gerald Meloon, WDBA-FM, 28 W. Scribner Ave., DuBois, PA 15801.

TELEVISION PRODUCER/DIRECTOR wanted. Midwest Christian Center, a large independent church in the Chicago area, is looking for a producer/director who can shoot, direct, and edit segment productions as well as direct multi-camera productions. Send resume and demo tape to Roy Baker, Midwest Christian Center, 18500 92nd Ave., Tinley Park, IL 60477, or call (800) 622-0017.

KDCR NEWS DIRECTOR at 100,000-watt FM radio station. News department supervision, on-air announcing, and possible teaching assignments. Master's degree in mass communication and on-air experience. Qualified persons committed to a Reformed, biblical perspective and educational philosophy are invited to send letter of application, resume, audition tape, and samples of writing by June 15. Dr. Rockne McCarthy, Dordt College, 498 4th Ave. NE, Sioux Center, IA 51250-1697.

RADIO PERSONNEL WANTED for Zambia and Chile. Christian Vision, a UK-based registered charity, is com-

mitted to spreading the Christian message through the use of media and leadership training. Since 1994, Radio Christian Voice has been broadcasting in English from Lusaka, Zambia, on shortwave and FM to Central and Southern Africa. Starting during the latter part of this year, Radio Voz Cristiana will commence shortwave broadcasting of single-language services from Santiago, Chile, in Spanish and Portuguese to Latin America. The charity is seeking to maximize the impact of this work and is now requiring for both stations a station manager, program manager, technical manager, and SW engineer. All posts are for three years. In addition to broadcasting experience and skills, applicants need a strong Christian commitment and burning desire for missions. Please send initial details to NRB member Peter Wilson by e-mail at [j\\_peter.wilson@virgin.net](mailto:j_peter.wilson@virgin.net) or fax +44 121 522 6083.

ANNOUNCERS NEEDED. Traditional-formatted station KHYM to begin broadcasting in September. State-of-the-art equipment, 100,000 watts with 1000-foot tower. Small town with low-cost of living. Salary and benefits. Established organization now operates KJIL-FM/Meade, Kan., with a contemporary music format. Send tape and resume to Don Hughes, P.O. Box 991, Meade, KS 67864 (<http://www.kjil.com>). EOE.

SPANISH-SPEAKING announcer needed. Traditional-formatted station KHYM to begin broadcasting in September will present three hours of Hispanic programming each day. Salary and benefits. Send tape and resume to Don Hughes, P.O. Box 991, Meade, KS 67864. EOE.

DIRECTOR OF MARKETING position available with the broadcast division

of Crown International. The successful candidate will possess a degree in electrical engineering or marketing (MBA preferred) with ten years' experience in sales/marketing and three to five years' experience at a management level. Experience must also include at least five years in the RF broadcast industry, including transmitters and antennas. Please submit resume and salary history to Cheryl Crowel, Crown International, P.O. Box 1000, Elkhart, IN 46515-1000, fax (219) 294-8083, or e-mail [cheryl@crowintl.com](mailto:cheryl@crowintl.com). Visit our Web site at <http://www.crownintl.com>. EOE/Drug Screen.

### STATION WANTED

WANTED TO BUY: FM CPs, stations, translators, non-commercial. Fax facts to (770) 246-0019.

 Your sign of quality.  
INFOCISION MANAGEMENT CORPORATION  
The Industry Leader in Christian outbound  
telephone fund-raising  
Contact Tim Twardowski or Nick Stavarz  
at (330)668-1400

## GENERAL MANAGER

Christian Talk—Ministry  
& Information Station  
located in Top 50 SE Market  
looking for GM candidates  
with proven Sales Leadership  
and Radio Experience.

Contact:

DICK MARSH

Executive Vice President

Mortenson Broadcasting Company

Lexington Green • Suite 600

3191 Nicholasville Road

Lexington, Kentucky 40503

Telephone: 606-245-1000

Fax: 606-245-1400

An Equal Opportunity Employer



MORTENSON BROADCASTING COMPANY

DALLAS ▼ RALEIGH  
LEXINGTON ▼ LOUISVILLE  
PITTSBURGH ▼ KANSAS CITY  
HUNTINGTON

### INTERVIEW INSIGHTS

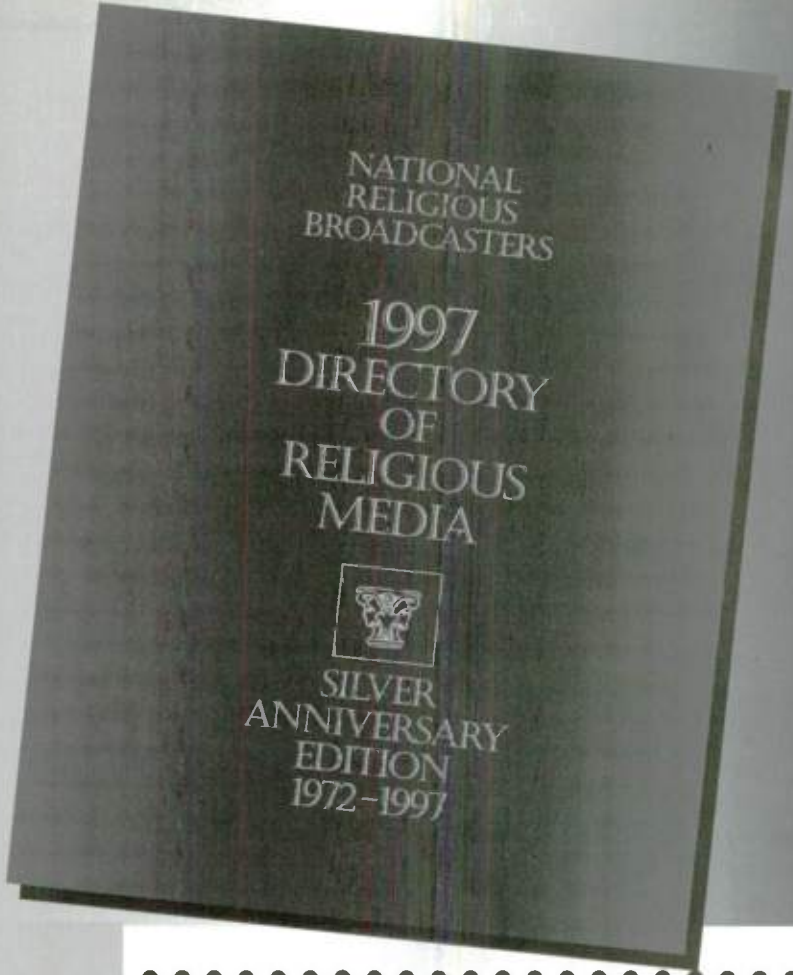
continued from page 47

for the sole purpose of improving the accuracy and readability of the English rendering of what the original texts say.

- Zondervan will not publish an NIV Bible that uses feminine pronouns to describe deity; neuters the masculinity of Jesus; dissolves God's intended uniqueness of men and women; in short, it will not publish an NIV Bible that is contrary to the original biblical texts in any way.

More complete information is available on our Web site ([www.zondervan.com](http://www.zondervan.com)). Or call me to schedule an interview. Let's use care in our reporting efforts. <sup>8</sup>

*The Silver  
Edition  
that's as  
good as  
gold!!*



**NRB members SAVE  
\$44.95 off the  
list price of \$69.95  
(Proof of membership required.)**

For 25 years, National Religious Broadcasters has published the industry's standard guide to Christian radio and television.

The 1997 *Directory of Religious Media* gives you a direct line to the names and numbers you need to know within this dynamic industry. The *Directory* is your personal map through the maze of stations and suppliers, programs and publishers. It's the guide you'll go to first to get daily leads, contacts, and up-to-date information to help move your ministry or business forward.

**Sections include:** Radio & Television Stations and Networks • Radio & Television Programs • Film and Video • Book Publishers • Periodicals • Music Companies • Agencies and Suppliers

ISBN# 1-880040-06-9



**YES!** Please rush me \_\_\_\_\_ copies  
of National Religious Broadcasters'  
**1997 DIRECTORY OF RELIGIOUS MEDIA**  
 **\$25.00 each for NRB members.**  
My NRB membership no. \_\_\_\_\_  
(Number required for purchase at member price.)  
 **\$69.95 each for non-members.**  
(Non-U.S. mail add \$20.00 to all orders; Virginia residents and  
businesses must add 4.5% sales tax.)  
Name \_\_\_\_\_  
Organization \_\_\_\_\_  
Address \_\_\_\_\_  
City/State/ZIP \_\_\_\_\_  
Phone (\_\_\_\_) \_\_\_\_\_ FAX (\_\_\_\_) \_\_\_\_\_  
Method of payment (U.S. funds only):  
 Check     Visa     MasterCard     American Express  
Total Purchase Amount \$ \_\_\_\_\_  
Credit Card No. \_\_\_\_\_  
Exp. Date \_\_\_\_\_  
Name on Card \_\_\_\_\_  
Signature \_\_\_\_\_  
*Clip and mail or fax (credit card orders only) to:*  
**National Religious Broadcasters**  
7839 Ashton Avenue • Manassas, VA 20109  
(703) 330-7000 • FAX (703) 330-6996

# CALENDAR CLOSE-UP

## June 3-5

*REPLItech International 1997*; San Jose Convention Center, San Jose, Calif. Information: (800) 800-5474, (914) 328-9157, or e-mail [kipievent@kipi.com](mailto:kipievent@kipi.com).

## June 4-7

*PROMAX and BDA Conference & Exposition*; Chicago. Information: Linda Nichols, (310) 788-7600 or fax (310) 788-7616.

## June 18-20

*36th Annual Adventist Radio Network Conference*; Boise, Idaho. Information: Michael Agee, (208) 459-5879, fax (208) 459-3144, or e-mail [magee@ktsy.org](mailto:magee@ktsy.org).

## June 13-15

*Audio Engineering Society 14th International Conference*; Bell Harbor International Conference Center, Seattle. Information: (212) 661-8528, e-mail [HQ@aes.org](mailto:HQ@aes.org).

## June 13-15

*SHOWBIZ Expo*; Los Angeles Convention Center, Los Angeles. Information: (800) 840-5688.

## June 29-July 1

*Inspirational Radio Conference 97*; Northwestern College, St. Paul, Minn. Information: Ruth Olson, (612) 631-5000.

## July 12-17

*Christian Booksellers Association International Convention & Exposition*; Atlanta. Information: (719) 576-7880.

## July 24-26

*Southwestern National Religious Broadcasters Convention*; Dallas-Fort Worth Marriott, Dallas. Information: (405) 789-1140.

## August 24-26

*Western National Religious Broadcasters Convention*; Westin South Coast Plaza Hotel, Costa Mesa, Calif. Information: (714) 575-5000.

## September 5-6

*SHOWBIZ Canada*; Metro Toronto Convention Centre, Toronto. Information: Sarah Margolius, (416) 491-3999, ext. 299.

## September 11-13

*Midwestern National Religious Broadcasters Convention*; Marantha Bible and Missionary Conference, Muskegon, Mich. Information: Scott Keegan, (616) 772-7300.

## September 17-19

*19th Annual Satellite Communications Expo & Conference*; Washington Convention Center, Washington, D.C. Information: (800) 601-3858 [fax-on-demand]; (303) 220-0600.

## September 17-20

*NAB Radio 97*; New Orleans. Information: (202) 429-5300.

## September 27-30

*National Stewardship Summit*; Kansas City, Mo. Information: (800) 475-1978 or e-mail [csa@stewardship.org](mailto:csa@stewardship.org).

## September 28-30

*Eastern National Religious Broadcasters Convention*; Sandy Cove Conference Center, North East, Md. Information: Ward Childerston, (301) 582-0285.

## October 14-16

*REPLItech Asia 1997*; Singapore International Exhibition and Convention Centre; Singapore. Information: (800) 800-5474, (914) 328-9157, or e-mail [kipievent@kipi.com](mailto:kipievent@kipi.com).

## October 16-18

*Southeastern National Religious Broadcasters Convention*; Atlanta. Information: Dianne Williams, (423) 892-6814.

## October 17-18

*Hispanic-Caribbean National Religious Broadcasters Convention*; San Juan, Puerto Rico. Information: William Lebron (787) 276-1630.

## November 12-14

*Fasting & Prayer 97*; Hyatt Regency Hotel, Dallas/Fort Worth. Information: (888) 327-8464.

## January 31-February 3, 1998

*55th Annual National Religious Broadcasters Convention & Exposition*. Sheraton Washington, Washington, D.C. Information: (703) 330-7000, ext. 503.

Planning a major meeting, seminar, conference, or convention, which would be of interest to religious broadcasters or related professionals? Please send the information at least three months prior to event c/o:

Religious Broadcasting  
Calendar Close-up  
7839 Ashton Ave., Manassas, VA 20109-2883  
Fax: (703) 330-6996  
E-mail: [ssmith@nrb.com](mailto:ssmith@nrb.com)

Carlson Wagonlit Travel/Media Travel USA is the official agency of all National Religious Broadcasters (NRB) conventions. For further information and reservations, call (800) 283-TRIP [in Florida, (407) 575-7600]. A percentage of the travel agency commission paid by the airlines will be donated to NRB by Media Travel USA.

Current information and updates on NRB conventions can be received via fax-on-demand at (703) 330-7000, option 9, or on the World Wide Web at <http://www.nrb.org>.

We are Berkey Brendel Sheline. Ministry development specialists. We help ministries grow. But we have our limits. Because we live and work by a code. The code is very simple. It's two words.

**The two**  
most difficult,  
most powerful,  
most riveting,  
most compelling,  
most damning,  
most infuriating,  
most under-used,  
most fragile,  
most hopeful  
**words**  
in all of  
fundraising:

**Be  
honest.**



**BERKEY BRENDEL SHELINE**

60 Shiawassee Avenue, Suite G • Akron, Ohio 44333 • 330.867.5224 • 330.869.5607 fax  
servant@servantheart.com • www.servantheart.com

## At Issue: The Internet

**F**orgive me if I'm a little out of breath. I've just returned from an international information gathering trip to Beijing; Berlin; Buenos Aires, Argentina; Canberra, Australia; Cape Town, South Africa; Dublin, Ireland; Geneva; Guatemala City; Havana; Helsinki, Finland; Honolulu; Jerusalem; La Paz, Bolivia; London; Los Angeles; Luxembourg; Mexico City; Montreal; Moscow; Ouagadougou, Burkina Faso; Panama City; Paris; Rome; Singapore; and Tokyo.

Before you write to National Religious Broadcasters (NRB) president Brandt Gustavson about this egregious misuse of NRB funds, let me explain. I took the trip on the fastest, most convenient, and most affordable vehicle available: the Internet.

Are you on the 'Net yet? Does your ministry have a presence on the World Wide Web? Is your radio station broadcasting to a globe-spanning audience in RealAudio? Have you uploaded a video clip of your television station's flagship program and sent it sailing in cyberspace? Are you playing samples of your artists' recent releases to stimulate business? Have you electronically posted your product catalog? According to one of this month's contributing authors, your answer is probably no.

Flip Michaels, production director of WGMS-FM/Washington, D.C., writes that fewer than 25 percent of broadcasters have an e-mail address. It stands to reason that even less of you have Internet access. I wonder why?

If fear of the unknown is keeping you away from the Web, visit a library with a 'Net connection. Public libraries should start promoting their access with a snappy jingle or two. Can you hear these ditties ringing out? "Surf for free at your li-brar-ee!" Or, "You're Overdue — to Check Out the 'Net." Many of these terrific public institutions have simple instructions posted near the computers. Of course, librarians are always ready to help a patron in distress.

If cost is keeping you from becoming a Netizen (trendy marriage of the terms Internet and citizen), many of the Internet Service Providers now offer unlimited access for a low monthly fee. If you have a computer, spend a little money on a modem and create a launch pad to cyberspace.

If you haven't purchased a computer yet, watch out. You're about to become roadkill on the information superhighway. That is not a crass statement. It is fact. Like it or not, technology is going forward, with or without you.

Creating a presence on the 'Net is largely a matter of sitting down and doing it. If you don't feel artistic enough to design a Web site, pay someone to do it for you and supply that person or agency with frequent updates. Make the site useful to your audience, which should be no great challenge since broadcasters make a living by knowing their audiences.

After you create an individual presence on the Internet, you can then join the collective body of Christians in cyberspace. Though "Christians in Cyberspace" sounds like a disrespectful *Saturday Night Live* skit, NRB and other Christian organizations are creating a fascinating Web of truth on the Internet.

David Keith is NRB's Webmaster (a recently coined term describing the person in charge of a Web site). Keith continually updates and improves NRB's Web site (<http://www.nrb.org>). One of the features he provides links the NRB site with Christian stations, ministries, organizations, agencies, and associations. Colleagues and support are literally one mouse click away.

NRB believes in the importance of the Internet. If you're on the 'Net, the association wants to hear about it. Send a short e-mail with your Web site address to Keith at [dkeith@nrb.org](mailto:dkeith@nrb.org). If you've managed to avoid the Internet until now, please don't let excuses keep you from joining our family in cyberspace.

*Christine L. Pryor*

More than 2000 stations  
**WORLDWIDE**  
 use our digital software

"The BSI software excellent! It's better than competing systems costing many times as much."

Jim Zix - General Manager/Chief Engineer  
 WLAB - Fort Wayne's Christian Music Source (Fort Wayne, Indiana)

**On-Screen  
 Cart Machine**



Yes... it's true. An easy-to-use on-screen digital cart machine that runs on a regular PC. Thanks to our exclusive RadidFire® technology, playback is instantaneous. True rotating cart capability. WaveCart comes with its own digital audio editor and uses standard WAV files. Can be controlled externally. Up to ten on-screen decks. Windows 3.1 or 95.

**\$249**  
 complete

**24 HOUR  
 FREE  
 TECH SUPPORT**

**Affordable Digital  
 Automation**



Across-the-country and around-the-world, stations are discovering our easy-to-use WaveStation automation. Install our software on your PC and you have a powerful, versatile automation system capable of music-on-hard drive or satellite format. WaveStation comes with its own digital audio editor and uses standard WAV files. Full automation or live assist. Windows 3.1 or 95.

**\$999**  
 complete

**BSI**  
 Broadcast Software International



**888-BSIUSA1 or www.bsiusa.com**

# In a world where nothing is free, we offer *two exceptions.*

## **Free offer #1: the gospel of Jesus Christ**

AFR programming is distinctively Christian and evangelical. Our mission is to clearly communicate the free offer of the Biblical gospel – a message that is transforming lives and communities all over the nation. It's why AFR exists and why we are making this free offer.

## **Free offer #2: our radio network programming**

You read that right. You can rebroadcast all or part of the programming of American Family Radio network and pay us nothing!

You get a fresh, innovative mix of 30% talk and 70% music (light contemporary and traditional favorites). It works great for commercial or non-commercial stations.

Daily features include popular shows such as *Money Matters*, *The Alternative*, *Focus on the Family*, *Leading the Way*, *Truths that Transform*, *Growing Today* and *Love Worth Finding*. (We identify your station after each program.)

Short features include *Washington Watch*, *Phyllis Schlafly Report*, *A Touch of Encouragement*, *The Christian*

*Working Woman*, *Home School Heartbeat*, *Probe*, *ByLine* and *Cal Thomas Commentary*.

*Today's Issues* and *AFA Report* are network originals. *Today's Issues* is an engaging live call-in talk show. *AFA Report* takes listeners to the nation's capital for the inside story directly from important news makers.

AFR's News Department provides up-to-the-minute news 20 times a day at five before the hour.

Saturday mornings are for kids only, while Saturday nights are aimed at youth.

Break away for local shows. Take all or part of our programming. There are no time contracts and you can drop the service any time you wish. That's a lot of freedom.

One more thing: AFR's 24-hour a day Christian programming is *always live* – never automated!

## *American Family Radio*

Want to know more? Call Marvin Sanders at 601-844-8888. The phone call is not free, but then again, only a few things are.

