

THE PIONEERING JOURNEY OF CHRISTIAN RADIO
THROUGH SATELLITE DISTRIBUTION:
A HISTORICAL OVERVIEW OF THE
MOODY BROADCASTING NETWORK 1982 – 2002

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LIST OF ABBREVIATIONS

AM	Amplitude Modulation
ATS	Automatic Transmitter Control
CBS	Columbia Broadcasting System
CD	Compact Disc
CRC	Christian Radio Consortium
DBS	Direct Broadcast Satellite
EAS	Emergency Alert Systems
FCC	Federal Communications Commission
FM	Frequency Modulation
IMS	International Media Services
MAM	Moody Audio Ministry
MBI	Moody Bible Institute
MBN	Moody Broadcasting Network
MBN-1	Moody Broadcasting Network's Primary Satellite Feed
MBN-2	Moody Broadcasting Network's Secondary Satellite Feed
MIS	Moody Institute of Science
MTTN	Music Through The Night

NAB	National Association of Broadcasters
NBC	National Broadcasting Company
NLT	New Living Translation
NPR	National Public Radio
NRB	National Religious Broadcasters
O&O	Owned-and-Operated
OL	Open Line
PTA	Prime Time America
RCA	Radio Corporation of America
RM	Rule Making
SRN	Salem Radio Network

ABSTRACT

This project is a historical overview of the development of the Moody Broadcasting Network. Moody Broadcasting was the first Christian radio network that developed and used satellite distribution effectively. The project looks at the uniqueness of Moody Broadcasting Network, as part of a greater organization, Moody Bible Institute. During the twenty years, MBN was able to not only to maintain its previously owned-and-operated radio stations, but also acquire more listener -supported radio networks, without ever selling airtime.

MBN was the first Christian radio network that started to use satellite distribution. Even though the original “dream” was never fully implemented, the growth of MBN is indisputable. Chapters examine at different challenges and victories that MBN faced during these crucial years of serving the needs of listeners. This project also identifies the accomplishments that contributed to the success of MBN today. MBN is not just a “Christian radio network,” but is a name that industry peers respect and look up to, and it is a name that pioneered and paved the way for many other Christian broadcasters.

“But how can they call on him to save them unless they believe in him? And how can they believe in him if they have never heard about him? And how can they hear about him unless someone tells them?”

Romans 10:14, NLT

CHAPTER 1

INTRODUCTION

D. L. Moody's Vision

America has been known throughout the world as the “Land of opportunity.” Many great leaders have contributed to her success and growth. Dwight Lyman Moody was one of these leaders, a businessman who challenged people, but also an evangelist with a great passion to reach the lost. His drive and vision have served as an example for many Christians.

Moody was born in Northfield, Massachusetts on February 5, 1837. His father, Edwin, was a minister and his mother, Betsy, was a homemaker. Moody was just four years old when he lost his dad in a construction accident, but already Moody's character and personality had begun to form. Early in his life, he developed qualities of independence and leadership that would influence the world.

Moody's son, William R. Moody, remembers his father's independent personality. He writes, “It was an early characteristic of [D.L.] Moody that his determination to accomplish his purpose was not easily thwarted.”¹

His impact begins in April 1855, when Moody's Sunday school teacher felt a need to go to the store where young Moody worked and share the Gospel with him. By the

¹ William R. Moody, *The Life of D.L. Moody*, (New York: Revell, 1990), 28.

time they parted Moody had prayed, confessed his sins and received Jesus Christ as his personal Savior and his life would never be the same. He experienced not only peace and joy, but also a tremendous love toward others. “After his conversion young Moody was no less energetic and ambitious in the interests of the Kingdom of God than he had been in business.”²

Shortly thereafter, Moody decided to leave his home in Boston and move to Chicago where he hoped to achieve his dream to become a successful businessman. Once there, he met a shoe store owner, who hired young Moody as a clerk in his growing firm. Thus Moody began selling boots and shoes and he appeared to be doing a good job. His boss, Mr. Wiswall noted, “[Moody’s] ambition made him anxious to lay up money... His personal habits made him exact and economical.”³

About this time, Moody met, an evangelist J. B. Stillson, and they began a Sunday school mission for underprivileged children in Chicago. Stillson became a father figure in his life.⁴ As God was working in Moody’s life, he was not only growing spiritually, but also developing a love for poor children in the north side of Chicago.

It is always difficult for a strong-willed person to surrender his life to God, but Moody was able to demonstrate a good-balance between his business and spiritual life. One historian quoted Moody as saying, “whenever God has been calling me to higher service, there has always been a conflict with my will. I have fought against it, but God’s will has been done instead of mine.”⁵ The “climax” of Moody’s struggle came when he sensed a strong calling to quit business and go into full-time ministry. So when his boss

² Moody, *The Life of D.L. Moody*, 43.

³ John C. Pollock, *Moody: The Biography*, (Chicago: Moody Press, 1883), 33.

⁴ Pollock, *Moody: The Biography*, 33.

⁵ Joseph B. Bowels, *Moody the Evangelist: A Character Sketch with Original Sayings*, (Chicago: Moody Press, 1926), 17.

passed away and Moody was offered a chance to take over the business, he declined the offer.

One of Moody's greatest strengths was that he could see ahead and was also able to separate his personal and his friends' feelings from the task that needed to be accomplished. Dorsett notes that Moody continually developed new strategies to reach the lost.⁶ First, Moody saw that many people were immigrating into major metropolitan cities in the United States, so he developed urban strategies. Secondly, he developed a plan not only to reach the lost, but also to help them grow spiritually and have a greater Biblical knowledge. Thirdly, Moody wanted to use everyone in the church. His plan was to thoroughly equip believers, because he knew not everybody could go to seminary, but everybody could become a missionary with proper training in basic doctrines, evangelism and Bible knowledge. Fourthly, Moody following the Great Commission, wanted to create a missionary program where people could sign up and quickly enter missionary work. Lastly, Moody had a deep desire to reach and help poor children, fulfilling their physical as well as spiritual needs.⁷ But Moody had other visions as well.

In 1889, Moody opened the Chicago Bible Institute, where he not only taught God's Word and practical Christian living, but also demonstrated and lived out his faith. Ten years later, in December 1899, shortly after Moody passed away, the Institute's trustees, in loving memory of Moody, changed the name of his school to the Moody Bible Institute of Chicago."⁸ Dr. R. A. Torrey was named the first president of Moody

⁶ Lyle W. Dorsett, *The Life of D.L. Moody: A Passion for Souls*, (Chicago: Moody Press, 1997), 264.

⁷ Dorsett, *The Life of D.L. Moody*, 264-266, 311.

⁸ MBI, "About Moody Bible Institute," *History* (Chicago: MBI, n.d.) <http://re.moody.edu/GenMoody/default.asp?SectionID=B47FE775DC8E4B8893AFE543EE7443F9> (accessed April 28, 2006).

Bible Institute, who “developed a resident faculty and established the curriculum and Practical Christian Ministries program. Under his administration the correspondence and evening school programs were developed.”⁹ The Institute’s new periodical, *Moody Magazine*, also became a monthly publication. Then, only four and half years later, after pioneering KDKA began broadcasting, WMBI signed on the air in July 1926, as a full-time Christian radio station.

WMBI’s beginning

Although WMBI signed on in July 1926, the Institute’s initial broadcast occurred nearly a year earlier, in October of 1925, when:

Two young Moody students were playing their cornets at the Illinois Products Exposition Center in Chicago. Local station WGES was broadcasting live from the exposition and due to a violent storm, was unable to fill a programming void... its musical act was not available to perform. The program director for WGES called upon the Moody students to step in and play on the broadcast. The gospel music presented by those students was MBI’s first broadcast. Shortly thereafter, WGES gave Moody an hour of programming each week. This hour-long program led to the formation of MBI’s flagship station. From its beginning as one station in Chicago, Moody broadcasting has developed into a worldwide endeavor known as the Moody Broadcasting Network.¹⁰

In 1927, the Federal Radio Commission was established to regulate the growth of new radio stations. According to the FCC’s website,

In 1926 President Coolidge urged Congress to remedy the chaos in AM broadcasting. The result was the Dill-White Radio Act of 1927, which was signed on February 23, 1927. The Act created a five-member Federal Radio Commission with regulatory powers over radio, including the issuance of station licenses, the allocation for frequency bands to various

⁹ Charles N. Christensen, “A descriptive history of WMBI and WMBI-FM; Chicago, Illinois, 1946-1970”, (Master of Arts Thesis, Marquette University of Wisconsin, 1972), 20.

¹⁰ MBI, “About Moody Bible Institute,” *History* (Chicago: MBI, n.d.) <http://re.moody.edu/GenMoody/default.asp?SectionID=B47FE775DC8E4B8893AFE543EE7443F9> (accessed April 28, 2006).

services, assignment of specified frequencies to individual stations, and control of station power.

The Act delegated authority to the Secretary of Commerce to inspect radio stations, to examine and license radio operators, and to assign radio call signs. The Federal Radio Commission was to keep radio service relatively equal throughout the country.¹¹

For more than 80 years, WMBI has operated as a non-profit, listener-supported, Christian radio station. But it was not always easy. WMBI, like many other radio stations of that era, found it difficult to maintain regular broadcast during the early chaotic days of un-licensed radio.¹² Many radio stations simply ceased broadcasting. As a survivor, WMBI remained operating long enough to be granted a radio license when they first became available. Although competition was great, management invested in the professional equipment that enabled WMBI to maintain its high quality programming, a standard that it follows to this day.¹³

Moody Bible Institute, wanting to expand its broadcast outreach, applied for an FM station. In 1941, the license was granted by the FCC. The new WMBI-FM began broadcasting full-time at 47.5 MHz frequency¹⁴, with minimum power, which was soon increased to the maximum of 50,000 watts.¹⁵

¹¹ FCC, "Radio Act of 1927 and the Federal Radio Commission" *History* (Washington, DC: FCC, n.d.) <http://www.fcc.gov/cgb/evol.html> (accessed March 20, 2006).

¹² Gene A. Getz, *MBI The Story of Moody Bible Institute* (Chicago: Moody Press, 1969), 288-289.

¹³ Christensen, "A descriptive history of WMBI and WMBI-FM," 2.

¹⁴ Angelfire, "Chicagoland Radio Call-Sign History," *Stations, by call-sign*, W75C -- Moody Bible Institute's FM station had its beginnings on 47.5. (Chicago: Angelfire, n.d.) <http://www.angelfire.com/zine/forty2/radiohistory.html> (accessed March 30, 2007).

¹⁵ Christensen, "A descriptive history of WMBI and WMBI-FM," 2.

By 1946, with Moody Bible Institute operating both WMBI and WMBI-FM, the Institute's Radio Advisory Board was established to ensure quality programming, which would incorporate:

- Bible teaching and expositions for adults,
- Bible stories for children,
- Encouragement for pastors, missionaries, and Sunday school teachers,
- Special programming designed for women – especially the housewife.¹⁶

This ambitious programming required a sizeable number of employees.

According to Charles Christensen, “the station operated with a full complement of recording engineers and transmitter engineers, eighteen in all.”¹⁷ Limited financial resources reduced the number of workers to eight, and then on December 18, 1952, the FM station was shut down.¹⁸

Times changed and when the Institute's finances improved, it began to consider expansion outside of Chicago. In 1957, when a group of Christian businessmen were trying to find somebody to start a Christian radio station in the Cleveland, Ohio area, the Institute was ready to act. WCRF was purchased in 1958, on the condition that “the station would be supported locally.”¹⁹

¹⁶ Getz, *MBI The Story of Moody Bible Institute*, 303.

¹⁷ Charles N. Christensen, “A descriptive history of WMBI and WMBI-FM,” 29.

¹⁸ Getz, *MBI The Story of Moody Bible Institute*, 295.

¹⁹ *Ibid.*

During this era the Institute developed their purpose statement and objectives for the radio ministry, which included evaluation of programming and plans for future broadcasting. The original 1955 statement was broadened in January 1966 to ensure Moody's stations would spread the Institute's image by:

- Proclaiming the Gospel through radio waves
- Recruiting new students for the Institute
- Inviting ministries and individuals to partner with the Institute
- Providing relevant news and information to the public.²⁰

With the number of FM radios increasing and an increasing number of FM listeners available, WMBI-FM came back on the air in 1960 as a non-commercial educational station at 90.1 MHz frequency. The leadership hoped that the WMBI-FM signal could be picked up by the new WDLM in East Moline, Illinois, which could "then be operated on a network basis."²¹ However, the 150-mile separation proved to be too great. As a result, in 1962, a leased telephone line was set up to connect WMBI-FM Chicago and WDLM, East Moline, Illinois. But the poor sound quality soon forced WMBI-FM to supply programming tapes to WDLM.²²

²⁰ Christensen, "A descriptive history of WMBI and WMBI-FM," 28.

²¹ Christensen, "A descriptive history of WMBI and WMBI-FM," 30.

²² Ibid, 30-31.

Moody's radio goal throughout its history has been able to maintain its licenses and widen its reach. By 1978, Moody Bible Institute "expanded its 'owned-and-operated' stations to seven:"

- WMBI-AM in Chicago, Illinois;
- WMBI-FM, in Chicago, Illinois;
- WCRF in Cleveland, Ohio;
- WDLM in East Moline, Illinois;
- WMBW in Chattanooga, Tennessee;
- KMBI-AM in Spokane, Washington.
- KMBI-FM in Spokane, Washington.²³

Also, "over the period from 1946 to 1970" live programming changed to recorded programming. Christensen notes that "in 1970, a complete renovation took place when a new stereo console was installed in "anticipation of stereo programming and broadcasting."²⁴ The Director of Broadcasting of MBI, Robert Neff writes:

Perhaps the most fascinating fact about WMBI today is, that since its beginning 50 years ago, it has never sold radio time. All of the needs of this complex broadcasting operation are met on a day-to-day basis by the gifts of interested friends. God's people continue to prayerfully support this great radio work."²⁵

Since Moody Broadcasting Network (MBN) was established in 1982, several hundred affiliates have partnered with MBN. Moody Broadcasting Network now broadcasts its own programs, which have been recorded and produced at the Institute, and also transmits affiliates' productions providing daily quality programming of Christian music, teaching, preaching and "call-in" shows, where believers can be encouraged, challenged and deepened in their faith, and where non-believers can hear the Gospel.

²³ Ben Armstrong, *Religious Broadcasting Sourcebook* (Morristown, N.J.: National Religious Broadcasters, 1978) B-21.

²⁴ Christensen, "A descriptive history of WMBI and WMBI-FM," 31.

²⁵ Armstrong, *Religious Broadcasting Sourcebook*, B-21.

Today, Moody Bible Institute owns 34 radio stations in the United States, and also broadcasts its programming nationwide via satellite and through the Internet.

Education through radio waves

Paralleling the rising growth of radio, education was also increasing in the United States during the 1920s, opening new opportunities for schools to apply for radio station licenses. An increased interest in educational broadcasting emerged in America in the 1960s. Summers and Summers state that

with school enrollments increasing, with shortages of trained teachers and properly equipped classrooms, and with horizons of knowledge rapidly widening, educators believe that there is a need for broadcast programs that supplement the instruction provided in the public schools or that have value in the field of formal adult education... American have believed that education and culture should receive the same attention in broadcasting in this country that they are given in Europe, and that if commercial broadcasting stations are unable to provide programs to meet our educational and cultural needs, some other means must be found to make such programs available. The only satisfactory solution to the problem... is to be found in the creation of a second broadcasting service, independent of our present commercial system, supported by educational interests, and operated for the sole purpose of providing cultural, educational and informational programs for listeners.²⁶

This “second broadcasting service” attracted many colleges and universities to educate the public by means of radio. But this was not the first time American educators were interested in broadcasting. According to records of the Department of Commerce, “authorizations [to broadcast] were granted between 1921 and 1925 to 153 educational institutions.”²⁷ But many did not last long. Likely the high cost of educational broadcasting led to the decline of these stations from 153 stations in 1925 to 31 ten years later and only five of these, including WMBI, “were licensed for full-time operation.”

²⁶ Robert E. Summers and Harrison B. Summers, *Broadcasting and the Public*, (Belmont, CA: Wadsworth Publishing Co., Inc., 1966) 334.

²⁷ Summers and Summers, *Broadcasting and the Public*, 334.

And this trend continued by 1940, only 26 educational stations were “being adequately financed by the schools to which they were licensed.”²⁸

Moody Bible Institute was able to stay in operation throughout this period because, according to Christensen, MBI invested not only in better equipment, but it also “expended more effort for quality programming and maintained its competitive stance in the broadcast field.”²⁹

Being located in one of the biggest cities in America, MBI had a large number of listeners, which many other stations in smaller cities, could not reach.

The uniqueness of Moody Bible Institute was that it was operating not merely an educational, but also a *religious* radio station. The director of the radio department and station manager of WMBI, Wendell Loveless, discussed some of the mistakes of early religious broadcasters, among them:

- not understanding requirements of “public interest, convenience or necessity;”
- disregarding “rules and regulations;”
- using unwise “methods of making financial appeals” over the air;
- being “unreasonably controversial;”
- staying away from the “main objective” of the ministry;
- having lack of preparation;
- having “lack of knowledge, on the part of the director of the program;”
- “failing to cooperate with other gospel agencies.”³⁰

To its credit, WMBI has been able to maintain high quality programming, while also following rules and regulations. This enabled the expansion of the radio ministry, which over the years, has become the “Radio Voice of Moody Bible Institute.”³¹

²⁸ Summers and Summers, *Broadcasting and the Public*, 335.

²⁹ Christensen, “A descriptive history of WMBI and WMBI-FM,” 2.

³⁰ Wendell P. Loveless, *Manual of Gospel Broadcasting*, (Chicago: Moody Press, 1946) 27-31.

³¹ Christensen, “A descriptive history of WMBI and WMBI-FM,” 10.

Staying with Audio Broadcasting

In the mid 1940s, Moody Bible Institute was considering new means of outreach. Television was becoming a new way of reaching people. By the early 1950s, with hundreds of new TV channels authorized, there was a tremendous growth in television. Because Moody Institute of Science (MIS) films³² were being televised regularly, people naturally began wondering if Moody Bible Institute would expand into television.

In 1952 an unusual opportunity presented itself "when a lawyer for Moody sent a letter to MBI's Executive Vice-President, explaining that

... Channel 11 has been set aside for an educational television station in Chicago and so far, there has been little interest shown by the educational institutions in Chicago to avail themselves of this frequency.

In view of your past public services record and the wonderful job you have done at WMBI without commercial assistance, I am wondering if it would not be feasible and advisable for WMBI to change to the television frequency and carry on the same sort of services. It looks like television is going to be accepted by the public at large and be a very popular method of broadcasting. For this reason, we feel WMBI should be the pioneer in the field, from an educational and religious standpoint, in the Chicago area.³³

But history shows that the timing was not right to take this opportunity. As Christensen notes, the Institute did not give "serious consideration to television," a policy that still exists today.³⁴

³² Getz, *MBI The Story of Moody Bible Institute*, 31. In the late 1930s, and the beginning of the 1940s the teaching of evolution created many questions and doubts in people's minds. About this time, a young minister, Irwin A. Moon, started to illustrate his sermons by using 16 mm film for scientific demonstrations. The President of the Institute, Dr. William Houghton, invited Moon to join the staff and thus began the Moody Institute of Science (MIS) program. In February 1946, "*The God of Creation*" became Moody's first film and many others followed. During the late 1940s, MIS grew not only nationally, but also internationally. Alton F. Everest noted in 1953, that MIS "films are used in 62 countries in some 15 different languages. In these languages, 23 foreign versions are available while at this writing 19 more are in process." The Moody Institute of Science films have been used, said Getz, in "different areas and for specific purposes: by the military, industry, television, foreign missions, at world fairs, in churches and in public educational institutions."

³³ Christensen, "A descriptive history of WMBI and WMBI-FM," 96.

³⁴ Christensen, "A descriptive history of WMBI and WMBI-FM," 97.

While the Institute itself was growing in the 1950s, it seems that they were expanding into too many different areas, each requiring additional funding and resources. But by the 1960s, times had changed and the Institute had the funds to purchase several more radio stations. This expansion eventually led to the development of the Moody Broadcasting Network.

CHAPTER 2

THE DEVELOPMENT OF RADIO

“Invention breeds invention.”¹ This has been certainly true over the past hundred years. Guglielmo Marconi, a teenager from Italy, began his experiments for radio receiving and transmitting devices, and obtained his first patent in 1897. It did not take long, before others took Marconi’s idea and advanced it.

In 1906 the first fledgling radio broadcasts were transmitted. Although most wireless radio communication was ship-to-shore broadcast in code, it was on Christmas Eve when “Fessenden took the alternator constructed by Alexanderson at GE to an experimental transmission location... and sent the first voice-transmitted program from a location near Boston to ships within a five-mile radius.”² This first “broadcast” included the Christmas carol, “O Holy Night” and a Scripture reading.

Several years later, during World War I, Frank Conrad, the Assistant Chief engineer of Westinghouse in Pittsburgh, assembled a radiotelephone station in his home, regularly transmitting phonograph records and scores of ball games. When a local department store began selling receivers, “some saw that radio broadcasting could become a mass medium and money could be made from selling receivers.”³

¹ Emerson, Waldo Ralph. “‘Invention’ Art Quotations,” (Surrey, B.C. Canada: The Painter’s Key, n.d.) <http://quote.robertgenn.com/getquotes.php?catid=169&numcats=337> accessed March 30, 2007.

² Thomas C. Durfey and James A. Ferrier, *Religious Broadcast Management Handbook*, (Grand rapids: MI: Academic Books, 1986.) 13.

³ Durfey and Ferrier, *Religious broadcast Management Handbook*, 20.

This chapter will look at the early years of broadcasting: the history of AM broadcasting, the birth of FM broadcasting, the development of networking and satellite broadcasting.

Amplitude Modulation (AM)

In 1920, Conrad's radio station was re-licensed as KDKA and was owned by Westinghouse Electric and Manufacturing Company. By 1921, KDKA had a "live" orchestra and broadcast the first church service among others pioneering programs.⁴

Some believe that radio, as a medium for the masses, was an "incidental development" because the original intention was to sell radios, and only later to sell advertisements over the air.⁵

By the mid 1920s, several hundred-radio stations were on-air, and very few broadcasters followed legal rules. New radio stations "sprang up and died weekly."⁶ This phenomenon created such chaos around the country that the government had to take control of the situation. Siepmann says, "The Radio Act of 1927 gave the Federal Radio Commission the 'power to protect against monopoly...'"⁷

In the 1930s, over 70 countries were broadcasting regularly. About 140 million people around the world could tune into a radio broadcast.⁸ Hundreds of radio stations were airing programs even in the United States.

The Federal Communications Commission (FCC) was established by the

⁴ Durfey and Ferrier, *Religious broadcast Management Handbook*, 21.

⁵ Ibid, 25.

⁶ Don V. Erickson, *Armstrong's fight for FM Broadcasting*, (University, AL: The University of Alabama Press, 1973). 18.

⁷ Charles A. Siepmann, *Radio Television and Society*, (New York: Oxford University Press, 1950) 27.

⁸ A. Panfilov, *Broadcasting Pirates*, (Moscow: Progress Publisher, 1981). 15.

Communications Act of 1934 to regulate “interstate and international communications by radio, television, wire, satellite and cable.”⁹ Commissioners, who have been selected by the president, direct the FCC and are

confirmed by the Senate for 5-year terms, except when filling an unexpired term. The President designates one of the Commissioners to serve as Chairperson. Only three Commissioners may be members of the same political party. None of them can have a financial interest in any Commission-related business. The FCC's jurisdiction covers the 50 states, the District of Columbia, and U.S. possessions.¹⁰

By the middle of the 1930s, not only experimental FM technology sparked curiosity, but also many amateur radio stations began broadcasting. In 1939, the FCC adopted a new rule that restricted amateur radio stations greatly.¹¹

As the FCC licensed many new AM stations, location and population became important factors in the application process. But by the late 1960s the number of available AM frequencies in populated areas had grown increasingly scarce.

The Birth of FM

The lack of available AM frequencies encouraged consideration of Frequency Modulation (FM) as a means of broadcasting. Edwin Armstrong began experimenting with FM many years earlier inventing a system which had “the ability to eliminate static, plus the other technical superiorities of present-day FM.”¹² Armstrong first demonstrated his idea to executives and engineers of RCA in the winter of 1933, and in the summer of 1934, he transmitted signals from the Empire State Building, using both amplitude

⁹ FCC. “About the FCC.” (Washington, D.C.: FCC, n.d.) <http://www.fcc.gov/aboutus.html> (accessed March 30, 2007).

¹⁰ FCC. “About the FCC.” (Washington, D.C.: FCC, n.d.) <http://www.fcc.gov/aboutus.html> (accessed March 30, 2007).

¹¹ A. Panfilov, *Broadcasting Pirates*, (Moscow: Progress Publisher, 1981), 36.

¹² Lessing, *Man of High Fidelity: Edwin Howard Armstrong, A Biography*, (Philadelphia: J. B. Lippincott Company, 1956), 21.

modulation and frequency modulation.¹³

By the 1940s, several FM radio stations were licensed and operating. Later that same year, the FCC authorized commercial FM on 42-50 MHz, but this endorsement was later changed. Five years later, in 1945, the FCC allocated 88-108 MHz for FM broadcasting, which allowed many more stations to be licensed. The Commission also designated frequencies for specific uses:

- 88-92 MHz was reserved for non-commercial, educational broadcasting,
- 92-106 MHz spectrum:
 - 92.1-93.9 community;
 - 94.1-103.9 metro;
 - 104.1-105.9 rural,
- 106-108 MHz for facsimile broadcasting.¹⁴

FM broadcasting had several advantages over AM. Armstrong developed FM to reduce the static and other interference that plagued AM stations. The system that Armstrong developed minimized static to close to zero. According to Erickson,

FM is a system of broadcasting in which the method used to carry the message is done by change in the *frequency* (the distance between peaks) of the radio wave. AM broadcasting is done by changes in the amplitude (the distance from a wave top to bottom).¹⁵

Other advantages of FM included: “high fidelity,” which increased the quality of the audio signal, and also “range” which means, listeners were able to hear softly-played musical notes and a “full orchestral crescendo without having to touch the volume control.”¹⁶

Audio interference between AM stations was often a great concern, but FM stations

¹³ Jeff Miller, “FM Broadcasting Chronology,” (New Port Richey, FL: FM, n.d.) <http://members.aol.com/jeff560/chronofm.html>> (accessed March, 30 2007).

¹⁴ Miller, “FM Broadcasting Chronology.”

¹⁵ Erickson, *Armstrong’s fight for FM Broadcasting*, 34.

¹⁶ Erickson, *Armstrong’s fight for FM Broadcasting*, 35.

could be closer together, and “not interfere with each other’s signal.”¹⁷ There were times, when two AM stations could be heard at the same time, but FM stations never experienced that problem.

Lastly, with a much larger bandwidth, FM stations were able to transmit more than one signal at the same time, (10 kilohertz compared to 20 MHz) using a system called “multiplexing.”¹⁸ In 1961, the FCC approved stereo multiplex standards, which allowed broadcasters to transmit stereo signals.¹⁹

Although FM stations had been operating since the 1940s, FM did not flourish until the 1970s, when it began to be offered in new cars. This, plus high-quality stereo sound, helped it to gain wider popularity.

The Development of Networking

The early years of networking goes back to the 1920s, with the revolutionary opportunity to broadcast by radio. Advertisers quickly realized the power of using airtime, and wanted to extend listenership for their ads. There are two ways to expand this coverage area: First, by increasing an existing station’s power, or by linking radio stations together through a network. According to observers increasing advertising revenues was the sole motive in initially expanding the simultaneous reception of the same program.²⁰

Throughout the years, broadcasters have developed both ways. In January 1923, experiential broadcasts were conducted between WNAC’s studio in Boston and WEAFF’s

¹⁷ Erickson, *Armstrong’s fight for FM Broadcasting*, 34.

¹⁸ *Ibid*, 36.

¹⁹ Miller, “FM Broadcasting Chronology.”

²⁰ Thomas P. Robinson, *Radio Networks and the Federal Government*, (New York: Arno Press, 1979) 18.

New York studio using a long distance telephone circuit. This connection between the stations allowed it to reach two separate cities with the same program. Later that year, radio programs were transmitted by dedicated wire lines. The expansion of network connections became rapid, and by February 1924 what was billed as the first “transcontinental broadcast occurred” between WEAF, New York and Havana, Cuba.²¹

About this time, the Radio Corporation of America (RCA) formed the National Broadcasting Company (NBC) in 1926 to “take over its network broadcasting business.” A year later, in 1927, another network organization was created, the Columbia Broadcasting System (CBS).²²

One pioneering broadcast occurred on January 1, 1927, when NBC carried the Rose Bowl game “live” from Pasadena, California to listeners who were able to hear it in New York City on WEAF and WJZ.²³

Network broadcasting, that is “two or more stations connected together and simultaneous broadcasting of the same program,”²⁴ was soon being made as both a means of saving money and expanding the coverage area (audience).

As technology developed, radio stations could be connected not only by wire connection, but also by a short-wave radio beam. Wire connectivity’s disadvantages included costly installation and poor-quality transmission lines. Later, development of FM technology enabled radio stations to use repeaters to re-broadcast the original radio feed to distant stations. These repeaters amplified the original radio signal and repeated it on different frequencies in markets beyond the reach of the original station.

²¹ Robinson, *Radio Networks and the Federal Government*, 19-21.

²² Ibid, 25.

²³ Judith C. Waller, *Radio the Fifth Estate*, (Cambridge, Massachusetts: The Riverside Press, 1946), 26.

²⁴ Robinson, *Radio Networks and the Federal Government*, 35.

Station networking soon led to “ownership or lease of the individual stations themselves; and by affiliation contracts with the outlets.”²⁵ In the latter case the network signs a contract with an affiliate station, (one that they do not own), which agrees to carry the network’s programs.

There are several benefits to stations working with a network. First, program producing takes time and often small radio stations do not have the man-power to create regular original programming. Second, networks not only have people that can focus on a specific program, but the quality they can produce is much better. Third, a network organization has a larger budget than a station, allowing the network to broadcast special or “live” events that a small radio station could never afford on its own.

Thus network affiliation benefited not only stations but the networks as well. Networks not only provided programs for affiliates, but they could also receive signals from them, so affiliates could be utilized to provide or host special broadcasting event(s) in their areas and networks got increased advertising revenue from having more listeners. In this way both the network and affiliates benefited from this partnership.²⁶

Satellite

The development of satellite communication goes back to the time when the Soviet Union launched, the world’s first orbiting satellite, “Sputnik” into space in October 1957. The first signal was only a one-way communication, just transmitting back to Earth. Three years later, in 1960, the United States launched its first satellite, called ECHO, which was a “passive” satellite that connected users by bouncing radio signals off of its

²⁵ Robinson, *Radio Networks and the Federal Government*, 35.

²⁶ Waller, *Radio the Fifth Estate*, 38.

surface. It did not transmit radio signals itself.”²⁷ The first “active” satellite communication systems, TELSTAR and RELAY, were launched by the United States in 1962. These “satellites received radio signals from Earth and amplified the signals (that is, made them stronger) before re-transmitting them back to Earth. The amplification of the radio signal made these communications more reliable and robust than communications by passive satellites.”²⁸ Soon, telephone companies started to use satellite communication “as land based distribution methods became overloaded” and later, broadcast networks “adopted satellite communication as a distribution method from 1978 through 1984.”²⁹

As the use of satellite distribution increased for communication and broadcast purposes, it became evident that everyone in the satellite’s coverage “footprint” had the potential to receive satellite signals for free. In 1980, the FCC established a policy for Direct Broadcast Satellite, which began a new era in broadcasting, as radio stations were able to transmit signals to the satellite and others could access that signal.³⁰

MBN was the first Christian radio network to use satellite distribution, initially to its owned-and-operated stations and later, as FCC rules and regulations got worked out, to its affiliates as well.

²⁷ FCC, “Who Invented Satellite,” (Washington, D.C.: FCC, n.d.) http://www.fcc.gov/cgb/kidszone/satellite/kidz/who_invented_sats.html (accessed March 30, 2007).

²⁸ FCC, “Who Invented Satellite.” (Washington, D.C.: FCC, n.d.) http://www.fcc.gov/cgb/kidszone/satellite/kidz/who_invented_sats.html (accessed March 30, 2007).

²⁹ FCC, “The History of Satellite TV,” (Washington, D.C.: FCC, n.d.) http://www.fcc.gov/cgb/kidszone/history_sat_tv.html (accessed March 30, 2007).

³⁰ FCC, “The History of Satellite TV,” (Washington, D.C.: FCC, n.d.) http://www.fcc.gov/cgb/kidszone/history_sat_tv.html (accessed March 30, 2007).

CHAPTER 3

METHODOLOGY

Researchers recommend several methods for a greater understanding of human behavior. One of them, F. Besag, states, “when we view problems from the perspective of only one methodology, our answers will of necessity be inadequate.”¹

Using the historical method for this research will enable readers to understand how and why MBN was born, and will also provide insight into Moody Broadcasting Network’s development during this primary stage.

Kerlinger explains that this historical method “differs from other scholarly activity only in its subject matter, the past, and the peculiarly difficult interpretive tasks imposed by the elusive nature of the subject matter.” He goes on to state that the basic rule for historical research is to find primary resources, which he defines as “the original repository of a historical datum.” This original record could be a letter, a description of an event, and eyewitness interview, a photograph and so on. Kerlinger observes that a secondary event “is an account or record of a historical event or circumstance one or more steps removed from an original repository.”² It is important to use primary resources when they are available because secondary sources often cannot be trusted.

Moody Broadcasting Network was born in 1982. Many of the original producers, --

¹ F. Besag, “Reality and Research,” *American Behavioral Scientist*, Volume 30 (1986): 8.

² F. Kerlinger, *Foundation of Behavioral Research*. (New York: Holt, 1986) 620-621.

like Wayne Shepherd for *Open Line* -- announcers and programmers are still employed by MBN and remain a vital part of the organization and thus are primary sources.

Interviews with Shepherd and other original members of MBN will provide the opportunity to hear how the whole networking idea came about and how it has been executed. For example, Perry Straw has been the Network Development Manager for MBN and Phil Shappard has been working for MBN since 1982 as the Broadcast Technology Manager.

To extend the knowledge of the growth of Christian radio, it is important to see how and why Moody Broadcasting Network has been developed. Historical research is an effective method to discover detailed information about this development process as well as how MBN has been operating more recently. Some research questions to explore include:

- Who started MBN?
- What is the vision and motivation of MBN?
- How does MBN serve its listeners?
- How effective is MBN's ministry in fulfilling their vision?
- How did MBN achieve financial requirements?
- How did the changing culture and the new developments in technology influence their programming and outreach?

Interviewing key persons who have been with MBN since its beginning will provide primary facts and information. Also, primary documents, which can be found at Moody Bible Institute, will contribute crucial information in addition to first-hand interviews with primary sources.

Another way to measure the effectiveness of MBN is by going directly to those who have been impacted by Moody Broadcasting Network -- the audience. Listeners' letters and comments about an MBN owned-and-operated station are one way of getting

feedback on how well the organization is working.

Programming is a big part of a radio station's success. MBN, as the first Christian radio station using satellite distribution, had to re-evaluate and re-create many local radio programs that could be used for national broadcasting.

Phil Shappard, the Assistant to the Vice President of MBN, has granted the author full permission and unlimited access to MBN's official files, letters from station managers and listeners, annual reports from division managers and reports to the Board of Trustees. The author has used excerpts from listeners' letters to support his research which will focus on the historical development of Moody Broadcasting Network.

This historical study will commence with the launch of MBN in 1982 and will cover the first 20 years of the satellite network ministry, as suggested by MBN management.

This research will also reveal what ways people are being impacted by the ministry of MBN and will offer information on the development and growth of MBN, as well as the challenges and victories that leaders of the organization have faced.

CHAPTER 4

MBN AND ITS ADMINISTRATION

Moody Bible Institute was established in 1896. Moody Radio has been part of MBI's administration since its inception in 1926. During the past 75 years, not only has the student body grown steadily, but also the radio broadcasting department. Even before MBN was born, the Institute had already been divided into three separate administrative departments: Moody Bible Institute, Moody Publishers and Moody Broadcasting. Although each department reported to the board of trustees and is under the umbrella of Moody Bible Institute, every department consists of its own administration and budgeting.

Statistics show that a large percent of Moody students come from areas of the country where Moody Radio has been broadcasting.¹ Moody Broadcasting Network is truly the voice of the Institute that allows listeners to be involved in multiple levels: first, by attending the school, second, by listening to MBN and participating actively, and third, by purchasing books produced by Moody Publishers (formerly Moody Press). Moody Broadcasting is in a unique situation, because it can assist and advertise both MBI and Moody Publishing. It was asked, how could Moody Broadcasting assist other branches of the Institute? One way is to interview Moody authors and editors on "*Open*

¹ Perry Straw, interview by the author, digital audio recording. Chicago, IL. 6 June 2006.

Line and Prime Time America programs when a new release comes out. Many requests are received for books, etc., especially when an interview is made on the air.”²

The strength of the three part organizational structure is that there is a strong bond between the parts. Also it allows each branch to promote and support other MBI departments. This arrangement also presents some unique challenges.

Every organization requires monetary support to maintain its function and purpose. So the first, and probably most difficult challenge, is budgeting. Although every department is responsible for the accounting of their own expenses and revenues at MBI, sometimes it is very difficult to identify how each dollar is received and how it is spent. Often moneys are handled under the umbrella of Moody Bible Institute, which tends to create grey areas in budgeting -- an area that will be discussed in more detail later in this chapter.

Birth of Moody Broadcasting Network

For almost 50 years, Moody Broadcasting operated under WMBI and WMBI-FM. The organizational change that would lead to the creation of Moody Broadcasting Network (MBN) started several years before, as the number of owned-and-operated stations and growing distribution of Moody Radio programs greatly expanded the radio department of MBI.

In the 1970s, Moody faced several major decisions: first, the needs to separate WMBI, WMBI-FM and the radio production department, second, Lansman’s and Milam’s petition to the FCC (RM-2493) requesting a rule change affecting the expansion

² Phoebe Millis, “Broadcasting Branch Conference” (Chicago, IL: Broadcasting Department, 8-11 March 1988, photocopied), 10.

of Moody Radio, and third, the development and birth of a separate new organization (MBN).

In the early 1970s, the production center was already producing “35 different programs for distribution to 235 select stations worldwide.”³ Each of these programs was produced in the Institute’s production facilities. The Broadcasting Department was very careful to create the highest quality production as well as maintaining engineering rules, regulations and requirements.

In 1973, after WMBW-FM in Chattanooga, Tennessee became part of Moody’s broadcasting family, Brandt Gustavson, the Director of Broadcasting, proposed a “gradual reorganization of WMBI into two distinct operating units.”⁴ One of them was the Moody owned-and-operated stations and the other is the Production Center. The reorganization, which streamlined operations, enabled Moody to save \$35,000 per year.⁵

In 1974 Robert Neff was hired and later became the Director of Broadcasting. Then, a challenge came to Moody Radio’s expansion from a totally unexpected source. In December 1974, Jeremy Lansman and Lorenzo Milam, two developers of FM non-commercial stations, filed an FCC petition (RM 2493) to ask the Commission to “freeze” applications for new educational television and FM radio stations that were planning to air religious programming (Chapter 5 details the challenges of this petition).

Neff proposed a way that would allow Moody to reach communities where there was no Moody outreach through the establishment of a continuing education/evening

³ Brandt E. Gustavson, “Moody Bible Institute Interoffice Memo” (Chicago, IL: Broadcasting Department, 15 October 1973, photocopied), 1.

⁴ Gustavson, “Report to the Vice President.” (Chicago, IL: Broadcasting Department, 14 March 1973, photocopied), 1.

⁵ Gustavson, “Department of Broadcasting Goal Over-view through 1986” (Chicago, IL: Broadcasting Department, 1977). 3.

school program. This would create new locations around the country for people to obtain a Christian education, and with a growing audience pool would allow Moody Radio to extend its ministry through radio to places that did not have a Moody presence previously. This would open the door for new listeners to join Moody as a “potential new friend” (and a regular donor) to the Institute.⁶

By the end of the 1970s, secular media had already used satellite and satellite distribution successfully. Jim Goodrich, a Christian businessman who often traveled to Spokane, Washington, often tuned in to Moody’s owned-and-operated KMBI station when visiting there. As part-owner of two secular radio stations in Missoula, Montana, he had a burden to bring Moody radio to Missoula, and possibly other parts of the country, using satellite distribution through the installation of low-power translator stations that would extend the coverage of a full-power radio station.⁷ Goodrich’s vision would later become the first use of satellite distribution in Christian radio programming.

MBN - Organization

MBN is divided into three divisions: Broadcast Stations Division, Broadcast Programming Division and Broadcast Development Division. Each division has its own set of responsibilities and plays a crucial part in the overall effectiveness of MBN as it also contributes to the entire organization of MBI.

⁶ Robert Neff, “What potential is there for expanding the Moody Bible Institute’s Broadcasting ministries over the next several years?” to Brandt Gustavson. 9 May, 1979, transcript in the hand of Brandt Gustavson, Moody Bible Institute, Chicago.

⁷ MBI, “Pushing the Limits. In celebration of Jim Goodrich’s 18 years of innovative service.” Moody Broadcasting Network, (Brochure, 1997).

Moody Broadcasting Network was developed from Moody Radio. Moody Radio had already been considering new ways in which to connect with, not only its own radio stations, but also with other Christian radio stations.

Moody Broadcasting Network was established and officially renamed on April 1, 1982, when it launched its satellite feed. During the two years of development, MBN had to reorganize and reevaluate the department, which included a new mission statement, programming and news philosophy, as well as a larger budget.

Moody Broadcasting Network – Mission Statement [1981]

“It is the mission of the Moody Broadcasting Network to represent and participate in the broad purposes of Moody Bible Institute through a balanced and appealing radio program service designed to interest, enrich and inform a nationwide audience.”⁸

The primary audience for the Moody Broadcasting Network is the Christian adult (ages 25-55) with specialty programming for other target groups as the need for it becomes evident:

A. This programming will seek to:

1. Interest

- a) establish and maintain a listening audience by providing a balanced format of talk, music and dramatic arts reflecting a variety of program producers and cultural interests.
- b) provide both syndicated and “live” programming, including coverage of noteworthy special event.
- c) produce all programming to the highest standards of excellence.

⁸ MBI, “MBN Program Package Committee. Moody Broadcasting Network – Mission Statement” (Chicago: MBI Broadcasting Department, 13 March, 1981, photocopied), 1.

2. Enrich

- a) provide opportunity for personal growth by showing the application of Biblical truth and values to life's experiences and relationships – personal, family, church and community.
- b) present high quality sacred music which will complement the ministry of the spoken word.
- c) present programming which, from a Christian perspective, enhances the listener's appreciation of culture and the fine arts.
- d) be a forum for the exchange of important ideas and attitudes existing in the target audience.

3. Inform

- a) provide continuing education in Biblical and related subjects.
- b) report national, international and religious news and events.
- c) discuss significant issues facing society.
- d) acquaint the listeners with the goals and ministries of Moody Bible Institute.

B. The Moody Broadcasting Network, recognizing the scriptural importance of local leadership rather than media dominance will provide a radio service which will complement, assist and promote the local church in its ministry.

C. On a regular and consistent basis, the Moody Broadcasting Network will research and evaluate audience response. This information will aid in assessing programming effectiveness and determining constructive ways to better serve and target audience.⁹

MBN's mission statement provides an objective, requiring that each activity of service to be tested, "providing guidance for management in making programming decisions... This statement is a commitment to conduct the Moody Broadcasting Network in a manner worthy of the continuing trust and participation of our listeners."¹⁰

1. ⁹ MBI, "MBN Program Package Committee. Moody Broadcasting Network – Mission Statement"

¹⁰ Ibid.

Philosophy of Christian Broadcasting

As stated before, Moody has never sold a minute of advertising time, operating each of its stations with donations from listeners. Non-commercial radio stations generally have a more difficult time deciding which radio programs to air. Changing listener-supported programs can create long-term consequences, especially for a Christian radio station. Thus it is important not only to identify programming, but also to establish an overall philosophy that helps and guides administrators along the way.¹¹

Understanding listeners is a key for developing this philosophy. Moody knows that there are not only Christian listeners, but also non-believers that tune in to Moody radio. Moody's radio format is primarily reaching Christian communities; however, the work of the Holy Spirit has also used Christian radio to reach non-Christians with a relevant message.

It was felt important for MBN to develop a mission statement that is consistent with MBI's mission statement, as it upholds the Institute's reputation. According to Radio Pastor, Donald Cole, Christian radio should "educate the church, not only in Bible doctrine but also teach them to think Christianly."¹² People look up to Moody as an established institution with high standards in education, so everything else that is connected with this name has to have the same kind of high standards.¹³

The Broadcasting division exists for the purpose of edification, education and evangelization. Broadcasting represents Moody Bible Institute through programming which helps individual listeners increase their understanding of the Scripture; stimulate their thinking about vital issues;

¹¹ Robert G. Flood and Jerry B. Jenkins, *Teaching the Word, Reaching the World*, (Chicago: Moody Press, 1985), 183.

¹² Millis, "Department of Broadcasting Conference" (Chicago: MBI Broadcasting Department, 16-19 March 1982, photocopied), 7-8.

¹³ Millis, "Department of Broadcasting Conference," 8.

advocate their stand as salt and light in a decaying and dark culture; comfort and inspire them with meaningful music; provide fair coverage of secular and religious news; offer a varied diet of the arts and culture through music and drama; and allow them to take part in significant Christian events through on-location coverage.¹⁴

Broadcast Programming Division

The development of Moody Broadcasting Network has brought new and exciting programming opportunities for the division. The Programming Division had almost two years to create and re-create programs that would serve not only Moody owned-and-operated stations, but also affiliates.

Satellite broadcasting has given programming numerous new opportunities that Moody radio was not able to provide, which included news coverage, live events and special events all broadcast from a Christian perspective.

The original idea for programming was to feed the low power satellite translators around the country with the same programming that Moody Radio was already providing to its owned-and-operated stations.¹⁵ In 1980, Wayne Shepherd became the Satellite Program Manager, and part of his responsibility was to reorganize and develop new programming. According to Shepherd, “nobody had done this kind of programming in Christian broadcasting before.”¹⁶

Although satellite programming has opened the door for new and unparalleled opportunities, MBN’s primary goal was first and foremost to serve Moody owned-and-operated stations, and only secondarily to serve affiliates.¹⁷

¹⁴ Neff, “Media Group Report to the Trustees 1992-1993” (Chicago: MBI Broadcasting Department, 1993, photocopied), 5.

¹⁵ Wayne Shepherd, interview by the author, digital audio recording. Chicago, IL. 10 June 2006.

¹⁶ Shepherd, interview.

¹⁷ Doug Hastings, interview by the author, digital audio recording. Chicago, IL. 10 June 2006.

After the realization of the possibilities of satellite broadcasting, Moody developed the affiliate concepts. Affiliates provided Moody with additional revenues to cover the network's operating costs, and secondly, they provided quality Christian radio in areas where stations did not have resources or could not afford a full-time staff.¹⁸ Moody Radio has always set a high standard for quality programming and production. Now affiliates had access to MBN's professional programming, all for a reasonable fee.

In 1990, Moody created a Program Review Committee, whose responsibility included: (1) to "strengthen individual programs through focused evaluation; (2) to determine a program's effectiveness in meeting marketplace need; (3) to generate new programming concepts. This committee was made up of Wayne Shepherd, John Maddex, David McCallister, Bob West, Jon Gauger and Larry Shackley," all experienced Moody staff members in radio.¹⁹

Every MBN program was evaluated and monitored, so both owned-and-operated stations and affiliates would receive high-quality programming both in the technical aspects as well as the content whether it is a program that Moody produces or broadcasts.

A separate news philosophy recognized that MBN was responsible not only for giving accurate information about an event, but also for verifying the source and deleting all questionable materials. To eliminate accuracy errors, MBN newscasters were required to be prepared first, and secondly, to communicate the news clearly.

The Programming Division was responsible for all live events and special broadcasts as well as the regular daily schedules. Programming is a unique part of MBN because it is a vehicle for promoting not only MBN, but also the Institute itself.

¹⁸ Hastings, interview.

¹⁹ Millis, "Broadcasting Branch Conference" (Chicago: MBI Broadcasting Department, 6-9 February 1990), 1.

An affiliate is any organization or individual who uses one or multiple programs offered by Moody. After receiving approval from the FCC for the use of satellite to owned-and-operated stations, the organization needed to start paying the bills, so Moody researched and developed the idea of affiliate stations. This would also allow other Christian Radio stations to “buy” programming from Moody, so the strategy of developing affiliate stations became a new approach. The first affiliate of MBN was WCLR located in Pennsylvania, which carried *Open Line*, Radio Pastor Donald Cole’s program.²⁰

Affiliates have the opportunity to choose a variety of packages that Network Development offers. Although MBN has several dozen programs that affiliates can take and use, the most well know are:

- *Midday Connection*,
- *Prime Time America*,
- *Open Line*,
- *Music Through The Night*,
- *Sunday Praise*, and
- *Proclaim!*

Each of these programs brought in revenue for MBN but as the demand grew for offering quality programming, MBI decided to buy air time for one of these programs, *Proclaim!*, a program which promoted the Institute’s ministry activities. As a result, *Proclaim!* could be heard on hundreds of secular and Christian outlets.

MBN is part of the bigger parent organization, Moody Bible Institute, and has a great synergetic relationship with both the educational and publishing departments. Authors are interviewed regularly on MBN, and conferences are broadcast live from the Institute.

²⁰ Hastings, interview.

Programming is crucial in MBN's life, first, because it identifies the uniqueness of MBN as it represents the Institute, and it also provides additional revenues.

Broadcasting requires a great amount of money. Non-commercial stations and non-profit organizations are faced with the constant challenge of raising financial support.

Still, budgeting is a sensitive issue, and programming has a lot to do with it. A part of MBN's income includes affiliate fees, but most of the support is provided by the donations from generous listeners. Wayne Shepherd, with his team developed the SHARE fundraising program in 1988.

Each year, MBN requires more money to be able to stay in the business. SHARE was a way for listeners to systematically give to MBN. Listener pledges provide most of the operating costs. As a result the SHARE program was used by all Moody's owned-and-operated stations. Sometimes specific needs were met throughout SHARE, a multi-day annual event. During this time regular programming is cancelled for the purpose of fundraising. The SHARE campaign is an important time for the MBN administration, because this annual giving provides the opportunity for future planning. SHARE donations cover more than 80 percent of the budgeted amount that MBN counts on each year.

As the culture keeps changing, MBN is committed to adapting to it with its programming, but without compromising the values of the Institute and the Scriptures.

Broadcast Stations Division

The division is responsible for the satellite operation of MBN and Moody's owned-and-operated stations. John Maddex, the division's manager, is responsible for overseeing the all MBN owned-and-operated stations.²¹ He works with station managers and makes sure that local operations maintain and follow FCC rules and regulations.

In the mid 1980s, when computers became more affordable, Moody Bible Institute invested in purchasing computers that would aid the functions necessary for program distribution. First, "broadcasting installed a computer data base to speed up satellator application."²² However, engineer, Jim Goodrich, who later became the Assistant to the Vice President, realized that through this advanced technology, automation could also be used. One of Goodrich's developments was the Automatic Transmitter Service system, called "ACCU*Watch," which allowed MBN to monitor remote stations' transmitters.²³ Then the Automatic Transmitter System created opportunities to operate unattended radio stations "for extended periods of time, primarily overnight."²⁴ This not only saved the expense of having to staff stations overnight, but also brought in additional revenues for MBN from services provided to non-MBN stations.

Linking computers by satellite was a great way of quickly transferring large amounts of programming and additional data to the satellite-linked radio stations. Moody was the first to implement this service. Understanding the value of computer technology,

²¹ Neff, "Media Group 1992 Annual Report" (Chicago: MBI Broadcasting Department, 1992, photocopied), 13.

²² Neff, "Annual Report of the Senior Vice President" (Chicago: MBI Broadcasting Department, 1988, photocopied), 2.

²³ MBI, "Pushing the Limits. In celebration of Jim Goodrich's 18 years of innovative service."

²⁴ Jim Shed, "Division of Broadcasting Stations" (Chicago: MBI Broadcasting Department, 1989, photocopied), 1.

MBN's goal was to equip all its facilities with computers and this advanced network. This strategic plan was supported by a "variety of gifts, building projects, and general equipment capital."²⁵ This schedule for the MBN computer support is illustrated in the following table:

Table 1. Computer Systems Already Installed

June 1985	Network Development, Chicago, Illinois
July 1985	Network Music Service, Chicago, Illinois
September 1985	Broadcasting Services, Chicago, Illinois
December 1985	WMBW, Chattanooga, Tennessee
March 1986	WRMB, Boynton Beach, Florida

Table 2. Computer Systems Planned to be Installed

September 1986	WDLM, East Moline, Illinois
March 1987	WCRF, Cleveland, Ohio
April 1987	WMBI, Chicago, Illinois
September 1987	MBN Headquarters, Chicago, Illinois
March 1988	Satellite Programming, Chicago, Illinois
April 1988	KMBI, Spokane, Washington

Installing a computer database helped MBN several ways. First, it sped up the satellator application, secondly, and perhaps of the most immediate importance Neff reported that it saved the Institute over "\$200,000 in out-of-pocket engineering costs in a

²⁵ Neff, "Annual Report to the Board of Trustees of the Moody Bible Institute. July 1, 1985 – June 30, 1986" (Chicago: MBI Broadcasting Department, 1986, photocopied), 16-17.

two-month period alone.”²⁶ In addition, computer technology improved the efficiency of communication with prospective and partnering affiliates.²⁷

Computer systems and digital technology helped MBN to better serve its owned-and-operated stations and affiliates, however, MBN also wanted to increase the quality of its on-air sound. A new digital satellite service – Net II, was installed that provided CD-quality channels to each Moody station not only for music, but also for program transfer, and special direct access to Moody’s owned-and-operated stations 24/7.²⁸

Network Development also added database software that provided reports for tracking the programs heard on MBN. Plus, it was noted that additional “information about the characteristics and personalities of each station will be recorded and available when talking to affiliated and prospective stations.”²⁹ This system enables better communication between MBN, its owned-and-operated stations and affiliates.

Jim Goodrich, assistant to the vice president, correctly envisioned that digital technology would replace the analog format and become the standard for Christian broadcasters.³⁰

Broadcast Development Division

Part of the responsibility of Network Development personnel is maintaining contact and relationships with affiliates through creative communication, to promote Moody Broadcasting Network and to recruit new affiliates for long-term partnering. Another important part of the Network Development Staff is maintaining contacts with

²⁶ Neff, “Annual Report to the Board of Trustees of the Moody Bible Institute. July 1, 1985 – June 30, 1986,” 16-17.

²⁷ Robert Norris, “Annual Report of the Senior Vice President. Media” (Chicago: MBI Broadcasting Department, 1989, photocopied), 5.

²⁸ Neff “Media Group Report to the Trustees 1992-1993,” 10.

²⁹ Norris, “Media Groups report to the Trustees 1995-1996” (Chicago: MBI Broadcasting Department, 1996, photocopied), 11.

³⁰ MBI, “Pushing the Limits. In celebration of Jim Goodrich’s 18 years of innovative service.”

prospective and existing clients. Regular phone calls are scheduled for follow up, based on the level of interest expressed by the client.³¹

Affiliates

“Networking” is an effective way to get to know people and establish new relationships. The annual National Religious Broadcasters’ (NRB) Convention is one such opportunity for Christian broadcasters, where they can hear about the latest technology, meet and maintain relationships with their colleagues. Because most key MBN personnel attended the NRB convention, MBN decided to hold its annual affiliate meetings at that time. So, 1984 was the first year when MBN invited affiliates for a group meeting. Its goals: first, to share progress reports and discuss their involvement with MBN and, second, to provide an opportunity for feedback and suggestions.³² Every year a growing number of affiliates and program producers attend these affiliate meetings. In 1995, over two hundred guests joined Moody’s staff for the MBN affiliates sessions at the National Religious Broadcasters’ Convention.³³

Maintaining a relationship with affiliates can be challenging, because every major decision of MBN will affect affiliate(s) in some way. Every programming change or new equipment installation brought at least minor and sometimes significant challenges.

In 1997, when MBN installed the new digital satellite system, there was some loss of affiliates at first, but eventually Network Development was able to maintain the number of affiliates.

³¹ David Woodworth, interview by the author, digital audio recording. Chicago, IL. 10 June 2006.

³² Gustavson, “Annual Report to the Board of Trustees of the Moody Bible Institute. July 1, 1983 – June 30, 1984” (Chicago: MBI Broadcasting Department, 1984, photocopied), 14.

³³ Norris, “Media Group Report to the Trustees 1994-1995” (Chicago: MBI Broadcasting Department, 1995, photocopied), 18.

Another challenge that Network Development faced is that “most Christian radio stations were paid for the use of air time by program producers, either through selling air time directly or charging a cost of service. Instead, MBN charged a fee for the use of its programs, contrary to what was occurring elsewhere in the industry.”³⁴

Distribution

Although MBN launched a satellite feed to Moody’s owned-and-operated radio stations in 1982, programs were still distributed to affiliates by mail. Perry Straw, who later became the Department Manager for Broadcasting Services, was one of the pioneers in tape distribution of programs, having been with Moody over forty years. His expertise and knowledge over the years have helped Moody Broadcasting to grow and to develop new ways for distribution of programs that would maintain quality and would also save expenses.

In 1982, Moody Radio was sending out programs on reel-to-reel tapes, because of its high quality. But reel-to-reel program distribution was expensive. Not only due to duplication costs, but also because program tapes required postage to be shipped out and sent back to the Institute at its expense, for re-use. As a cost-saving measure, Perry Straw, the Department Manager for Broadcasting Services, brought program duplication in-house.³⁵ Secondly, Straw experimented with cassette program distribution, which would

³⁴ Neff, “Media Group Report to the Trustees 1994-1995” (Chicago: MBI Broadcasting Department, 1995, photocopied), 13.

³⁵ Straw, interview.

have allowed Moody to save on shipping expenses. However, the slow tape speed created “technical concerns,” which had to be worked out.³⁶

One of MBN’s strengths is that every new procedure can first be done inside the network by testing them on Moody owned-and-operated stations.

By the mid 1990s, consumers were widely using digital CDs for music playback. As a result, production and broadcasting services adopted the new CD format with most programs being mastered and duplicated on CDs rather than on reel-to-reel tapes or cassettes. This, again, increased the quality of the product and helped Moody control the costs related to this activity.³⁷

As details were worked out with the FCC, Moody started to distribute more and more programs by satellite. In 1996, when Moody switched its satellite feed from analog to digital, it allowed the organization to purchase two stereo satellite channels for less amount of money: MBN-1, which is the primary satellite feed for owned-and-operated stations and affiliates both used 24-hours a day and MBN-2 which served as a satellite distribution channel, allowing MBN to send its recorded programming overnight. This gave MBN the flexibility to send special events or alternate live broadcasts on MBN-2 without affecting its primary satellite feed.

In the late 1990s, the World Wide Web became a new phenomenon around the world. Since then, Internet streaming has become a common activity, allowing both owned-and-operated stations and affiliates to access and download MBN’s programming online.

³⁶ Gustavson, “Annual Report to the Board of Trustees of the Moody Bible Institute. July 1, 1983 – June 30, 1984,” 10.

³⁷ Straw, “Annual Media Report” (Chicago: MBI Broadcasting Department, 2001, photocopied), 8.

Moody Audio Ministry

Perry Straw also oversaw the Moody Audio Ministry (formerly Moody Cassette Ministry). In July 1989, MBN began to serve listeners by duplicating programs for sale to listeners. This ministry started with a “customer file of 6,000 names.”³⁸ Two years later, the Conference Ministry’s cassette support was merged with the Moody Cassette Ministry.³⁹ This combined service not only supported Founder’s Week, but also the Men’s Conference, the Women’s Seminar and the Pastor’s Conference, as well as other Moody-produced radio programs. By the end of the 1990s, MAM had provided over 100,000 households with copies of Moody programs. With this volume, MAM created new job opportunities. However, as time went on, the tragic events of 9/11/2001 brought significant changes. “It was determined that the Moody Audio Ministry was not essential to Moody continuing to broadcast and fulfill its primary objective” and thus it was discontinued, replacing it with online broadcasting and programming downloads.⁴⁰

Christian Radio Consortium

At the end of 1990s, MBN believed it would be beneficial for Christian broadcasters nationwide to use standardized digital technology “allowing one receiver at each station to access all networks.”⁴¹ So, in 1998 the Christian Radio Consortium (CRC) was established among Christian broadcasters for developing new satellite

³⁸ Straw, “Media Group Report to the Trustees 1994-1995” (Chicago: MBI Broadcasting Department, 1995, photocopied), 20.

³⁹ Straw, “Media Group Report to the Trustees 1994-1995,” 20.

⁴⁰ Neff, “Media and Church Ministries. A Season of Change. Annual Report 2002-2003” (Chicago: MBI Broadcasting Department, 2003, photocopied), 26.

⁴¹ Neff, “Changing Strategies in a New Millennium. Media Group Report 1999” (Chicago: MBI Broadcasting Department, 1999, photocopied), 7.

standards. That group included: Ambassador Inspirational Radio, Focus Satellite Network, Moody Broadcasting Network, Salem Radio Network, SkyLight Satellite Network, USA Radio Network and VCY America Network.⁴²

The group envisioned several important benefits. The adopted system would provide:

- CD-quality audio fidelity,
- That any station could receive any network,
- Therefore for the first time, MBN would be available to every religious broadcasting station.
- The cost of receivers was reduced for all stations through a quantity purchase. This represented a saving of approximately \$650 per receiver for each of the affiliates.
- The first time all major religious networks worked together, which it was hoped would set a good precedent for future ventures.⁴³

Thus digital technology opened new doors for all Christian radio broadcasters, MBN has been a key organization to develop and enhance not only radio broadcasting, but also communication and inter-connection with major Christian networks.

⁴² “Wegener Communications Unity the Choice of the CRC” *Wegener Home Page*, (Duluth, GA: Wegener, n.d.) <http://wegener.com/crc.html> (accessed March 30, 2007).

⁴³ Neff, “Changing Strategies in a New Millennium. Media Group Report 1999,” 7.

CHAPTER 5

MBN AND THE FEDERAL COMMUNICATIONS COMMISSION

The Federal Communications Commission was established by the Communications Act of 1934. This United States government agency regulates national and international “communications by radio, television, wire, satellite and cable” and reports to Congress.¹ Over the years, Moody Bible Institute and its attorneys have attempted to follow all FCC rules, regulations and have worked closely with government officials since the birth of WMBI in 1926.

By working with the FCC, Moody Bible Institute enabled MBN to purchase radio stations; to transfer radio stations to MBI; to increase station power as well as to deal with other legal issues. Despite Moody’s facing several major challenges with the FCC, the Institute never compromised their values nor lowered the high standards in which they believed. The growth and impact of the broadcasting department became more evident by the increasing number of Moody owned-and-operated radio stations.

This chapter will discuss the major challenges that Moody Broadcasting faced with the FCC during the 1970s.

By the 1970s, Moody owned-and-operated three AM and four FM radio stations all with non-profit, educational licenses. These are shown in Table 3.

¹ FCC, “About Us” *The FCC Home Page*, (Washington, D.C.: FCC, n.d.) <http://www.fcc.gov/aboutus.html> (accessed November 07, 2006).

Table 3. MBN Owned-and-Operated Stations in 1982

1926	WMBI	1110	AM	Chicago, IL
1958	WCRF-FM	103.3	FM	Cleveland, OH
1960	WDLM	960	AM	East Moline, IL
1960	WMBI-FM	90.1	FM	Chicago, IL
1974	KMBI	1330	AM	Spokane, WA
1974	KMBI-FM	107.9	FM	Spokane, WA
1977	WKES	91.1	FM	Lakeland/St. Petersburg, FL

The Lansman - Milam Petition

In the mid 1970s, expansion of MBN soon drew to a halt. In December 1974, Moody faced a very challenging time with the FCC when Jeremy D. Lansman and Lorenzo W. Milam filed a petition (RM-2493) to “freeze the assignment of additional educational television and FM radio licenses to individuals or groups planning to air religious programs.”² The 28-point petition included the following claims:

- Non-commercial radio and television stations often “avoid community public service type of programming.”
- Institutions and colleges create their programming as “if controversy were dangerous and repugnant.”
- There is “no restriction on the number of [religious station] outlets permitted in a single market.”
- Religious radio has become a “monopoly.”
- It is argued that “small local broadcasters can better foster discussion of local issues.”
- “Religious broadcasters have shown a remarkable cancer-like growth into the ‘educational’ portions of the FM and TV bands.”

² Barry W. Garrett, “Misinformation about a Fake Petition,” *Religious Broadcasting*, (February/March 1977) 50.

- “Moody Bible Institute has started applying for 100 kilowatt FM stations in the reserved part of the band outside of its home territory of Chicago. With each new grant, [they claimed] the radio band will be that much poorer in diversity, interest, in-depth public affairs, and true education of the whole man.”
- “Most religious broadcasters regularly and systematically ignore the Fairness Doctrine...”
- “Education and enlightenment are anathema to these and similar stations.”³

In response, Moody Bible Institute investigated the petition’s claims and made a formal reply to the FCC in which attorneys emphasized how Moody radio and other stations had been using radio effectively, serving the needs of the local listeners with quality, professional broadcasting. Many of these non-commercial, educational stations are listener supported, which means a station can broadcast only as long as it has financial support from listeners. As an example, in response to the public interest and need in Chicago, Moody began programming in Spanish initially for “two hours a week in January of 1974 and increased it to three hours a week in January of 1975.”⁴

After spending six months thoroughly reviewing the petition, the FCC denied the request of Lansman and Milam in August 1975. Moody and all other Christian Radio stations applauded the FCC for denying their request. However, even three decades later, the FCC still receives numerous letters regarding this issue.⁵

Lansman and Milam’s petition provided not only a challenge, but also a new opportunity for MBI. As a result of the petition, Moody began researching alternative

³ Jeremy D. Lansman and Lorenzo W. Milam, “Request for ‘Freeze on All Applications by Government Owned and Controlled Groups for Reserved Educational FM and TV Channels; and Request for ‘Freeze’ on All Applications by Religious ‘Bible’, Christian, and Other Sectarian Schools, Colleges, and Institutes for Reserved Educational FM and TV Channels,” Petition to the FCC RM-2493, (1 December 1974, photocopied).

⁴ Neff, “Response to RM 2493” Letter to the FCC by Robert Neff, (Chicago: Moody Bible Institute, 1975), 9.

⁵ FCC, “Religious Broadcasting Rumor Denied” *RM-2493, FCC Home Page*, (Washington, D.C.: FCC, n.d.) <<http://www.fcc.gov/mb/enf/forms/rm-2493.html>> (accessed March 30, 2007).

ways in which to bring Christian radio into areas that did not have it. They began developing evening extension programs, which enabled the enrollment of new students in various locations in the country. This gave MBI the opportunity to apply for non-profit, educational radio frequencies in specific areas of the country to serve listeners that now had Moody representation through the extension programs.⁶

The Development of Satellite Distribution

Several years later, Moody responded to another significant challenge by developing a new way of broadcasting. Once the Board of Trustees had approved the concept of using satellite distribution, Moody Broadcasting Network was established and on April 28, 1981, MBI petitioned for an FCC rule change that would allow translators to be fed by satellite technology. Moody wanted to use satellites to distribute programming to its owned-and-operated stations, and feed programs to its affiliates. However, in 1984, the FCC turned down Moody's original request to support these "unmanned, low powered satellators."⁷ Furthermore, the "Commission proposed an additional three-year delay in considering Moody's application."⁸ In response, MBI filed a petition for reconsideration that would shorten the Commission's timetable.⁹ But once again, "the FCC officially turned down [Moody's] application for satellite petition reconsideration."¹⁰

⁶ Neff, interview by the author, digital audio recording. Lake Zurich, IL. 20 December 2005.

⁷ Neff, interview.

⁸ Gustavson, "Annual Report to the Board of Trustees of the Moody Bible Institute. July 1, 1983 – June 30, 1984" (Chicago: MBI Broadcasting Department, 1984, photocopied), 15.

⁹ Gustavson, "Annual Report to the Board of Trustees of the Moody Bible Institute. July 1, 1983 – June 30, 1984," 15.

¹⁰ Kathy Whirledge, "Broadcast Division Conference" (Chicago: MBI Broadcasting Department 27-30 November 1984, photocopied), 6.

But the delay had a positive result. During this time of waiting, many Christian communities decided to file an application for their own, full-powered radio stations. Today, many of these full-powered radio stations have become Moody affiliates, thus greatly expanding the proposed satellator's reach.

Another event during this time of negotiating with the FCC, cable radio was developed, which allowed MBN programming to be heard in homes that didn't even have a radio.¹¹

For years, the FCC had a seven-limit restriction on the number of AM and FM stations owned by any group, but in 1985, "recognizing greater market competition, the commission relaxed ownership rules."¹² Although Moody's original goal was to expand satellator stations, when the FCC removed the ownership restriction, Moody was able to acquire more full-powered stations.

In April of 1986, the FCC Commissioners voted unanimously to consider amending rules for certain FM translators. This would replace the regulation which had required that FM translators pick up the parent station either directly off-air or through intermediate translators.¹³ While this proposed rule was a step forward in the satellite project, there were still many limitations:

- Eligibility would be restricted to non-commercial educational translators; i.e., channels 201-220 on the FM spectrum.
- The translator must be owned, operated, and licensed to the parent stations non-commercial, educational FM station; i.e., Moody Bible Institute's WMBI-FM.

¹¹ Gustavson, "Annual Report to the Board of Trustees of the Moody Bible Institute. July 1, 1983 – June 30, 1984," 15.

¹² MBC, "Federal Communications Commission" *U.S. Regulatory Commission, The Museum of Broadcast Communications Home Page*, (Chicago: MBC, n.d.) <http://www.museum.tv/archives/etv/F/htmlF/federalcommu/federalcommu.htm> (accessed March 30, 2007).

¹³ Neff, "Annual Report to the Board of Trustees of the Moody Bible Institute. July 1, 1985 – June 30, 1986," 10.

- There would be no local program origination allowed on translators other than for brief announcements currently permitted, which amounts to 30 seconds per hour.¹⁴

Some broadcasters received the proposed rule with great excitement, but the FCC also received negative comments “filed by the National Association of Broadcasters, national Public Radio, Universal Stations, and Salem Broadcasting.”¹⁵

Then, in March of 1988, the FCC officially announced its decision to allow the use of satellators. MBI’s long-awaited vision seemed about to materialize. However, shortly after the FCC announcement, documents attempting to block the decision were filed by several major parties, most notably National Public Radio (NPR) and the National Association of Broadcasters (NAB).¹⁶

After several months of negotiations between MBI, NPR, and others, on August 9, 1989, the FCC announced an amendment to their March 1988 rule change which clarified and supported the Commission’s original decision to allow satellators, thus supporting MBI’s request. Due to the long wait, the implementation of the satellator strategy was somewhat delayed. Since the low-powered satellite distribution concept was new to the FCC, Moody was able to help define acceptable standards.¹⁷ By August 1989, Moody had 121 satellator applications pending with the FCC.

In the early 1990’s, MBN’s satellator development saw substantial activity as the FCC granted Moody 69 construction permits representing 25 of the 50 states. Another 39 applications were still awaiting FCC approval.¹⁸

¹⁴ Neff, “Annual Report to the Board of Trustees of the Moody Bible Institute. July 1, 1985 – June 30, 1986,” 10.

¹⁵ Ibid.

¹⁶ Neff, “Annual Report of the Senior Vice President,” 2.

¹⁷ Norris, “Annual Report of the Senior Vice President. Media,” 7.

¹⁸ Norris, “Annual Report of the Media Group” (Chicago: MBI Broadcasting Department, 1991, photocopied), 1.

In all, it took MBN a decade to work out all the details with the FCC about setting up low-powered satellators. By 1992, a year after beginning satellator services, MBN had seven in operation, often giving communities the opportunity to listen to Christian radio for the first time.¹⁹ However, Moody was unable to promote the satellator project due to lack of promotional funding. Other challenges in the further development of this project included:

- frequency availability and sufficient community interest to proceed;
- no frequency available in the market;
- inability to file because FCC rules protect possible interference to a nearby TV Channel 6;
- lack of sufficient interest by the local Christian community;
- inability to raise the required \$25,000 to construct the station.²⁰

Yet, spite of these difficulties, MBN satellator listeners had the opportunity to hear Founder's Week and other quality Christian broadcasting provided by MBN for the first time.²¹

During 1993-94 the growth of satellators continued at a slow rate. Inadequate funding for development and promotion, along with the cost to the community were the primary challenges slowing down the development and installation of additional satellators. Furthermore, several other Christian broadcasters, such as American Christian Radio Network, Salem Communications Christian Radio, and Christian Family Radio, started using satellators, making it difficult for MBN to find new markets in areas where people were not already familiar with Moody Bible Institute and its radio ministries.²²

¹⁹ Neff, "Media Group Report to the Trustees 1992-1993," 8-9.

²⁰ Ibid.

²¹ Ibid.

²² Neff, "Media Group Report to the Trustees 1992-1993," 13-14.

ACCU*Watch

As a part of the further advancement of the satellite operation, Jim Goodrich, who conceived the satellator, as was mentioned earlier, also developed a transmitter monitoring system called ACCU*Watch. ACCU*Watch provided detailed information regarding the operation of transmitting equipment at stations as required by FCC regulations. This enabled MBN not only to monitor its owned-and-operated stations, which reduced expenses and manpower, they were able to offer this service to other radio stations, including some that were not affiliated with Moody. This technological development also brought in additional revenues to MBN.

However, as technology was changing and becoming more sophisticated, the FCC revised its requirements on the use of Automatic Transmitter Control (ATS). Because of the new regulations, radio stations no longer were required to monitor their systems, making the use of ACCU*Watch unnecessary.²³ As a result, many radio stations discontinued the use of ACCU*Watch, which reduced MBN's revenue.

In January of 1997, just a few months after the monitoring requirement change, the FCC made a similar change regarding the Emergency Alert Systems (EAS). "EAS will no longer require a waiver to the current rules for unattended operation."²⁴

Moody radio is known not only by the quality of broadcast production it provides for its listeners, but also by the engineering staff that is meticulous about adhering to monitoring and following rules and regulations in their daily operations. This example of MBN's continued commitment to excellence in broadcasting is a testimony not only to

²³ Norris, "Media Group Report to the Trustees 1994-1995," 19.

²⁴ Norris, "Media Group Report to the Trustees 1995-1996," 11-12.

the FCC but to other broadcasting communities around the world as it reflects the high values and standards of Moody Bible Institute.

CHAPTER 6

MBN AND ITS PROGRAMMING

Programming

Moody radio has been persistent in creating quality programs that not only reach listeners, but also fill their needs. Moody Bible Institute has been using radio effectively for over half a decade. The use of satellite has not only changed the delivery method, but it also given programming great new opportunities, which include strategic programs, live call-in shows, live broadcasting and special coverage of national, international and religious events and issues.

Program directors at Moody radio have always been sensitive to the needs of the listeners, and they have created programming for almost “every age level.”¹ While communicating the Gospel is an essential part of Moody radio, there are other regular programs such as “dependable newscasts, sacred and classical music, public service broadcasts, interviews on both religious and secular subjects, and a variety of children’s programming.”²

Satellite broadcasting also presented challenges for Moody. As the opportunities became evident for satellite distribution, in 1981 a program committee was established to

¹ Gustavson, “Moody Radio Facts. Memo.” (Chicago: MBI Broadcasting Department, 1973, photocopied), 1.

² Gustavson, “Moody Radio Facts. Memo.” 3.

create a uniform “programming philosophy” and “program schedule for satellite that would reflect outside programs, [MBN]’s programs and the four time zones.”³ The committee was responsible for programs that were aired at the Moody broadcasting facilities. Wayne Shepherd, one of the committee members, suggested that the satellite would allow Moody to “present the educational opportunities of MBI as viable options for listeners.”⁴ The program committee also re-evaluated existing programs, which could be used for satellite as well as created new ones.

Over the years, MBN has created and broadcast a variety of programs. This chapter will highlight the program pillars of MBN that define its uniqueness and the pioneering use of satellite to distribute MBN programs.

Radio School of the Bible is the longest running “non-entertainment” program on MBN, starting in 1927.⁵ The uniqueness of this program is that listeners can treat this program as a Bible course. Moody Correspondence School offered free syllabi for students who wanted to receive certification of the completion for the course, which was also considered an “instructional” program by the FCC.⁶ *Radio School of the Bible* offered three basic studies: first, *Adult Study Education* which is a high school level course with over 30,000 students enrolled each year. Upon completion of the 30-hour course, students can graduate and receive the same certificate that an MBI evening school student receives. Secondly there are 1,500 enrolled in *college credit courses* in which students can receive a 60-hour degree program. Associates degrees are also available.

³ Millis, “Department of Broadcasting Conference.” (Chicago: MBI Broadcasting Department, 1 April 1981, photocopied), 3.

⁴ Millis, “Department of Broadcasting Conference.” 3.

⁵ Millis, “Broadcast Division Conference” (Chicago: MBI Broadcasting Department, 19-22 March 1985, photocopied), 2.

⁶ MBI, “Moody Broadcasting Network. More of What You Join a Network For” Promotional Package, (Chicago: Moody Broadcasting Network, 1985, photocopied) 8.

Finally, *Prison ministry courses* provide free instruction to 3-4,000 inmates every year, “subsidized by a special fund.”⁷

Another program that has been running effectively on Moody stations is *Moody Presents* -- an international voice of Moody Bible Institute. The program was designed by Dr. George Sweeting, then president of MBI, to present the Gospel message clearly and also to inform listeners about the “world-wide ministries of Moody Bible Institute” in a format that features not only a study of the Scriptures, but also includes interviews and songs from the Institute’s music groups.⁸ This weekly 30-minute program is available by satellite and by tape.⁹

A new milestone for *Moody Presents* came in 1988, when Dr. Joseph Stowell, the new president of Moody Bible Institute took over the program. His ability to communicate the Gospel message clearly and effectively was evident by the listener’s letters and by the demand for the growing number of cassette copies of his messages.¹⁰

There are programs that were developed by the programming committee especially for satellite. One of them evolved from an effective afternoon WMBI program, *Prime Time America (PTA)*, that was hosted by Jim Warren and Melinda Schmidt on weekdays. This program was designed to “address the specific needs of afternoon listeners emerging from a day in the secular world.”¹¹ The program included the “day’s news, human interest items, upbeat music, special guests, and live coverage of breaking stories,”¹² which allowed listeners to hear what God was doing in the world. *Prime Time*

⁷ Millis, “Broadcast Division Conference” (1985) 2.

⁸ Gustavson, “Moody Radio Facts. Memo.” 3.

⁹ MBI, “Moody Broadcasting Network. More of What You Join a Network For,” 8.

¹⁰ Neff, “Annual Report of the Senior Vice President,” 1.

¹¹ MBI, “Moody Broadcasting Network. More of What You Join a Network For,” 2.

¹² Ibid.

America was modified for satellite distribution, and was made available from 4:00 – 5:30 p.m. Central Time. Greg Wheatly, who previously served WMBI as a morning co-host, became the host of *PTA* in 2000. Joining Greg was senior producer Dave Oseland, who joined the Moody radio staff in that same year. *Prime Time America* is an afternoon program that uses a magazine format.¹³

The birth of *Open Line* was also fueled by a WMBI program in which listeners called in to ask Radio Pastor Donald Cole questions about the Bible. *Open Line* was created as a national call-in program. Pastor Cole was leading the question and answer times two nights a week, and Kerby Anderson, Executive Vice President of Probe Ministries, led discussions on *Open Line* on current topics of concerns three times a week. On other occasions, listeners were able to call in and ask questions or talk to recognized Bible teachers and Christian authors that included: “Joni Eareckson Tada, Zig Ziglar, Rosey Grier, Leighton Ford, Charles Stanley, Josh McDowell, and John MacArthur just to name a few.”¹⁴ Jim Warren, the host of *Open Line* resigned in July of 2000 as a result of a long-term disability. After several months of “filling in,” Wayne Shepherd took over the hosting permanently in January of 2001. *Open Line* has become a leading program in Christian radio. The producers of *Open Line* continuously evaluate the format and look for possible ways to “breathe fresh life into what is already well-loved timeslot among listeners.”¹⁵

Music Through The Night was created for the network listeners that might have been working all night, or were lonely and troubled and had difficulty sleeping. Mike

¹³ Neff, “Media Group Report 2000,” 7.

¹⁴ MBI, “Moody Broadcasting Network. More of What You Join a Network For,” 3.

¹⁵ Shepherd, “Annual Media Report. 2001” (Chicago: MBI Broadcasting Department, 2001, photocopied), 7.

Kellogg, the host of the program, helped listeners with words of affirmation from the Scriptures, encouraging thoughts from 12:00 a.m. – 4:55 a.m. Central Time.¹⁶ One of the challenges of the *Music Through The Night* overnight program was that each hour had to stand on its own independently and each session had to be complete.¹⁷

In the beginning of satellite broadcasting, Moody Broadcasting Network joined the *International Media Services (IMS)*, which provided quality news coverage from Washington, DC. This partnership provided Moody with more affiliates, and opened the doors for re-broadcast via satellite. Broadcasting news has always been a key part of secular and religious radio stations. Reliability, accuracy, the integrity of the news and delivery are all part of high quality broadcast news. Although Moody was able to meet the demanding needs of its owned-and-operated stations, MBN decided to utilize an outside news source that looked at world news from a Biblical perspective. Choosing International Media Service (*IMS*) as a news provider was the choice of the program committee. They also had to decide the time for the hourly news broadcast. The program committee strongly believed,

it would offer greater flexibility if the newscast came at the 55-minute mark in the hour and not the top of the hour... It would give local stations the option of airing it at the 55-minute mark or recording and airing it at the top of the hour. It will also help keep people from tuning away at the hour to get the news. The local station manager would still have programming control in that he could choose which newscast to use off satellite.¹⁸

There were hourly, daily and weekly features that included “live, up-to-the-minute national and international stories; sports, business and agricultural reports; live

¹⁶ MBI, “Moody Broadcasting Network. More of What You Join a Network For,” 4.

¹⁷ Millis, “Department of Broadcasting Conference,” (1982) 6.

¹⁸ Millis, “Department of Broadcasting Conference,” (1981) 3.

coverage of presidential news conferences and special events.”¹⁹ As a result of using this news format with *IMS*, not only did listenership grow, but also the number of new affiliates that joined Moody Broadcasting Network increased. Some Christian radio stations wanted to receive only the newscast. Moody pursued those stations as potential new affiliates.

In 1990, a transition took place when the *USA Radio Network* replaced *IMS* as the news provider for MBN. Another change took place several years later, when MBN joined the Christian Radio Consortium group. In December of 1998, *Salem Radio Network (SRN)* became MBN’s news service provider.²⁰

MBN started two new programs in 1985. One of them was *Sunday Praise*, a program designed to help Christians prepare for Sunday morning worship by listening to familiar hymns and praise songs, as well as readings of “thoughtful recognition of who God is.”²¹

The other newly developed program was the *Minirth-Meier Clinic* in the spring of 1985. Discussions featured psychiatrists, Dr. Frank Minirth and Dr. Paul Meier.²² The 55-minute call-in program originated from Dallas, and was hosted by professionals, Dr. Frank B. Minirth, Dr. Paul D. Meier and members of their psychiatric clinical staff. Their program focused on helping listeners with “practical insights designed to lead to physical, emotional and spiritual well being.”²³ Listeners were able to ask questions about everyday life problems and situations. Topics included anxiety, depression, stress,

¹⁹ IMS, “International Media Service. Meet the needs of the 80s, head –on with IMS” International Media Services (Washington, DC: Brochure, 1982, photocopied)

²⁰ Woodworth, email to the author, (Chicago) April 02, 2007.

²¹ MBI, “Moody Broadcasting Network. More of What You Join a Network For,” 6.

²² Gustavson, “Annual Report of the Board of Trustees of the Moody Bible Institute. July 1, 1984 – June 30, 1985” (Chicago: MBI Broadcasting Department, 1985, photocopied), 19.

²³ The Minirth Clinic, “Minirth-Meier Clinic. Helping Listeners and Stations to Reach More to the Glory of God” (Richardson, TX: Brochure, 1982, photocopied).

workaholics, and burnout addressed from the knowledge and perspective of their thorough medical and psychiatric training and their solid commitment to Biblical principles. Healthy marriages, parenting skills, child development and other family-oriented topics were also discussed.²⁴ This program became a tool for people to process information during a time when our nation experienced tragedy, such as the Challenger catastrophe in 1986. The *Minirth-Meier Clinic*'s live program was able to help listeners process their thoughts and feelings about the disaster.²⁵

Several years later, in April 1992, the on-air relationship with the *Minirth-Meier Clinic* and Moody Broadcasting ceased. MBN developed a new program, *Midday Connection*, to replace the *Minirth-Meier Clinic*. "*Midday Connection* premiered on April 6, 1992 on MBN with Dr. Larry Crabb as the first of many regularly featured guests."²⁶ The 55-minute program that focused on relationship issues: co-workers, family members, and relationships with God could be heard at noon Central Time every weekday. Even though, at first, it was carried by only one-third of the number of stations that aired the *Minirth-Meier Clinic*, *Midday Connection* sold as many cassettes as the Clinic. This suggests "strong listener loyalty and is a barometer that needs are being met."²⁷

²⁴ "Minirth-Meier Clinic. Helping Listeners and Stations to Reach More to the Glory of God;" MBI "Moody Broadcasting Network. More of What You Join a Network For," 7.

²⁵ Shepherd, interview by the author, digital audio recording. Chicago, IL. 19 December 2005.

²⁶ Neff, "Media Group 1992 Annual Report," 5.

²⁷ IBID.

Listeners have responded enthusiastically and continue to give excellent feedback about *Midday Connection*. This program attempts to give a Biblical perspective on relational issues. The weekday programs were set up systematically:

Mondays – Marriage relationships,
 Tuesdays – Work relationships (work place),
 Wednesdays – Relationship with God,
 Thursdays – Parenting,
 Fridays – Open for different topics on relationships.²⁸

During his years of serving Moody Bible Institute as President, Dr. Joseph Stowell became increasingly involved in radio. His depth of knowledge and communication style connected to listeners effectively. The new president's regular appearance on *Open Line*, *Midday Connection*, and *Prime Time America* prompted the broadcasting department to develop a new program.²⁹

As Moody Broadcasting's programming was growing, the leadership of MBN felt that an important element was missing from the overall programming which was a focused program capturing the essence of MBI's distinctive quality: the Word of God proclaimed and applied to real life in the present culture. Thus a new program, called *Proclaim!*, began development. This program would eventually become the "primary lens" through which MBI would be 'seen' by listeners all across the country."³⁰ The strategic planning for the program encompassed several years from the initial idea to the first on-air program. The goals of *Proclaim!* included: strengthening listeners' personal relationship with God; providing opportunity to expand the impact of MBI into new

²⁸ Shepherd, interview 2006.

²⁹ Shepherd, "Media Group Report to the Trustees 1994-1995" (Chicago: MBI Broadcasting Department, 1995, photocopied), 13.

³⁰ Neff, "Media Group Report to the Trustees 1993-1994" (Chicago: MBI Broadcasting Department, 1994, photocopied), 11.

areas; creating a “ministry outreach that would generate a fresh source of new names for MBI;” and generating a “new revenue stream for underwriting the broad ministry of Moody Bible Institute.”³¹

Proclaim!, a quarter-hour broadcast, officially began airing on April 1, 1996, featuring Dr. Stowell’s teachings and other unique elements including dramas, conversations and music.³² This is the only MBN-produced program to be offered not only on Moody radio outlets, but also in “selected markets,” where time was “purchased for the airing of *Proclaim!*”³³

Over the years, MBN pioneered many new opportunities in Christian broadcasting, not only by creating thousands of hours of quality programming, but also by filling the special needs of listeners. Although most MBN programs are designed for Christians, research shows that “nearly 25 percent of listeners of Christian radio are not truly born again.”³⁴ MBN is committed to helping these people find Jesus Christ as Savior. As an on-going effort to evangelize, Moody developed an effective solution, a short daily feature called “*Need Him.*”³⁵ Christian radio stations and networks across the country are participating in the effort of presenting the Gospel message in a compelling and creative way. “At the end of every 60-second message a toll free number is given that listeners can call and speak immediately with a trained volunteer who shares the plan of

³¹ Shepherd, “Impacting People. Media Group Report to the Trustees 1997-1998” (Chicago: MBI Broadcasting Department, 1998, photocopied), 16.

³² Neff, “Media Groups report to the Trustees 1995-1996” (Chicago: MBI Broadcasting Department, 1996, photocopied), 6.

³³ Neff, “Media Groups report to the Trustees 1995-1996,” 6.

³⁴ Neff, “Impacting People. Media Group Report to the Trustees 1997-1998” (Chicago: MBI Broadcasting Department, 1998, photocopied), 5-6.

³⁵ Neff, “Impacting People. Media Group Report to the Trustees 1997-1998” 5-6.

salvation. Moody Broadcasting serves as the ‘gate keeper’ for the production and script content” for *Need Him*.³⁶

Special Events

Satellite broadcasting has provided an unparalleled opportunity for listeners to tune in to receive broadcast coverage of special events. “By providing this window on significant events in the church today, MBN is fulfilling its potential of service to affiliate radio stations and listeners nationwide.”³⁷ Throughout the years, many Moody-sponsored special events have been broadcast such as *Founder’s Week*, *Friday Sing*, *Pastor’s Conference*, *A Growing Marriage Conference*. Other Christian events that have been broadcast through Moody Satellite include the *Billy Graham Crusades*, *Amsterdam 1982*, *1986*, *2000*, *Promise Keepers*, *Urbana ’96*, and the *Christian Bookseller’s Convention* and many more.

MBN’s programming has also included live coverage of national news and events, like the *National Day of Prayer* from Capitol Hill and the *National Concert of Prayer* from the Moody Memorial Church, in Chicago.

Moody Broadcasting Network is constantly evaluating their programming and seeking new ways to meet the needs of the listeners. Different programs meet different listeners’ needs. Whenever a program is produced by MBN or being broadcast via satellite, MBN demands the highest quality both technically and in its content.

³⁶ Neff, “Impacting People. Media Group Report to the Trustees 1997-1998” 5-6.

³⁷ Gustavson, “Annual Report of the Board of Trustees of the Moody Bible Institute. July 1, 1984 – June 30, 1985,” 20.

Programming during September 11, 2001

September 11, 2001 was the day that forever changed America. But it was also a day that has been called “Moody’s finest hour.”³⁸ As the news unfolded, after the terrorists’ attacks and MBN realized the magnitude of this tragic event, management decided to preempt regular programming and give full coverage on WMBI-FM, and fed the programming over MBN-1, to their owned-and-operated stations and affiliates a special radio broadcast. This proved the wisdom of a digital satellite link to stations, which allowed such important “live” programming as this.

MBN continued its full news coverage for several days, not only providing information, but also giving hope and spiritual insight featuring nationally recognized Christians, such as: Dr. Charles Swindoll, Dr. Joseph Stowell, Dr. George Sweeting, Dr. Erwin Lutzer, and others.

Because of MBN’s foresight in adopting a uniform standard of satellite broadcasting, virtually all Christian stations with satellite receivers, regardless of affiliation, could instantly receive MBN’s live news coverage of 9/11 events using their existing satellite receivers.

Thus MBN quickly became the “go to source,” as management decided to offer the MBN-1 news feed to any radio station that wanted to have live up-to-the-minute coverage of 9/11 from a Christian point of view.³⁹ Believers and non-believers had many questions, and Moody offered spiritual answers in this time of crisis. MBN was able to change its programming quickly because of its technical resources and its experienced staff that were both readily available.

³⁸ David Trout, interview by the author, digital audio recording. Chicago, IL. 10 June 2006.

³⁹ David Trout, interview.

CHAPTER 7

MBN AND ITS LISTENERS

MBN is a Christian organization that provides professional broadcasts locally, nationally and internationally. However, in spite all of its own efforts; MBN would not be able to survive without a broad-based listening audience that is very supportive, especially since MBN operates on a non-commercial educational basis.

MBN's production team and programming department have worked to create programs and opportunities that meet listeners' needs and challenge them to be involved in the life of Moody Bible Institute and in what God is doing all around the world. Since 1982, MBN has developed not only relationships with listeners, but also partnerships through various projects. This chapter will give a glimpse into MBN's involvement in listeners' lives directly and indirectly on local, national and international levels.

Satellite broadcasting opened new doors not only for MBN, but also for listeners by giving opportunities for the audience to connect to national sources with studio quality sound.¹ Although statistics provide us with black and white "facts," MBN will never be able to measure its full impact on listeners. MBN can collect data from listeners, but its ultimate effect will be known only on "the other side."

To understand the relationship and partnership of MBN, this chapter will discuss first, MBN's involvement in listeners' lives by filling the needs of the listeners; secondly

¹ Shepherd, interview, 2005.

it will also describe listeners' involvement directly and indirectly with Moody Broadcasting.

MBN is more than just a program provider that offers entertainment to its listeners through quality programs and music. There is evidence that MBN programming not only meets listeners where they are, but also challenges them to integrate Christian values into their daily living by teaching the Word of God through great Bible teachers and preachers, by giving practical advice for everyday life, and by inviting listeners to be a part of God's work around the world.

MBN's Influence on Listeners

MBN continuously reaches its listeners' needs spiritually, emotionally and intellectually. The first and most noticeable need is spiritual. MBN regularly reaches thousands of listeners by providing excellent programming.

One listener comments:

As a person searching for the Lord, I 'found' your radio station, which helped me to understand the character of God for the first time. After coming to Christ, I was then disciplined by all the fabulous teaching of Chuck Swindoll, Conference Echoes, Joseph Stowell, etc... I am happy to be a part of the ministry of WRMB.²

There are listeners that come to know God through MBN, but there are also those who are growing daily in their knowledge and relationship with God. MBN has received numerous letters about how Moody radio enabled them to deepen their relationship with God.

KMBI has played an important part of my life in that it was through KMBI that I first heard a clear presentation of the Gospel.

² Neff, "Annual Report of the Senior Vice President," 2. Listeners' responses throughout this document are italicized as they were in the primary source.

Although I believe that I was saved as a young teen, I rebelled and it wasn't until 1979 I started listening to KMBI. It was then that I committed my life to the Lordship of Jesus Christ, got into a Bible believing church and started serving Him and His people... KMBI has been a steady source of discipling for me.³

For others, MBN provides emotional support. Humans are emotional beings, and MBN has been filling the emotional needs of listeners through its programs for years. Although the majority of listeners are Christians, they are just as vulnerable as anybody else. They lose loved ones and feel pain and need a comforting word from a pastor or words of a song to comfort and heal wounds. There are also times when listeners are trying to find an answer to a problem or issue they are facing. Listeners, who just experienced a painful divorce, will send thank you notes to MBN for being a key source in their personal life as they coped with emotional needs.

MBN has helped many individuals who are going through a difficult time in life, but it also helps local communities and communities all around the country on the national level. A teenager saw no hope in life, but hearing a Moody program on suicide, decided not to take his life, because “suicide is never the answer.”⁴ Another listener wrote about how MBN’s programming helped in her time of need.

I was divorced about two years and was undergoing an emotional breakdown. I gave up all hope of my life and deeply hurt the people that cared for me the most... hardly a day goes by where I am able to forgive myself for the pain that I have caused the really special people in my life. I have often times contemplated suicide as a means out. I have recently been attending services at The Chapel in Akron [Ohio] and there I was introduced to WCRF. It is a real lift for me to be able to turn on the radio in the morning when I drive to work and hear the words of encouragement. I most recently have been touched by Pastor David Jeremiah’s sermon on the life of David. He does not realize it but, by

³ Neff, “Annual Report of the Senior Vice President,” 2.

⁴ MBI, “Annual Report of the Media Group” Letter to Moody Broadcasting, (Chicago: MBI Broadcasting Department, 1991, photocopied), 1.

*teaching me that even the great people in the Bible have flaws, he has helped me to overcome my desire for death.*⁵

Music Through The Night is a program for people who have to work during the night or who are just alone or lonely. Mike Kellogg, the host of the program, receives numerous letters from listeners who thank him for helping them through the music, Scripture and his encouraging words.

In 1986, NASA for the first time, sent a civilian into orbit. Tragically, shortly after the launch, the Challenger exploded in the air killing all aboard an event broadcast around the world on “live” television. As America mourned, the *Minirth-Meier Clinic* became an important source of help, hope and encouragement in the midst of national tragedy. The call-in show provided special opportunities for listeners to express their feelings, and it also gave them hope.⁶

Midday Connection that replaced the *Minirth-Meier Clinic* program also deals with relationship issues, which has helped heal many broken families, co-workers and even church members.⁷ A very personal mass medium, radio has often become a healing force not only for individuals but also for communities and for the nation.

The terrorist attack of September 11, 2001 on American soil was a unique national tragedy that raised many questions in listeners’ minds. MBN became a comforting voice and a radio station that not only stated the facts, but also provided emotional support by covering the story from a Christian perspective. Listeners have often thanked Moody Broadcasting Network for the sacrificial effort and quality programming that were provided during that special time of need.

⁵ MBI, “Changing Strategies in a New Millennium. Media Group Report” Letter to Moody Broadcasting, (Chicago: MBI Broadcasting Department, 1999, photocopied), 7.

⁶ Shepherd, interview, 2005.

⁷ Ibid.

Many MBN programs provide practical advice for daily living, which not only meets the spiritual and emotional needs of listeners, but also their intellectual needs. Larry Burkett and his ministry have helped thousands of listeners on questions regarding financial issues. *Prime Time America* and *Open Line* programs frequently choose topics that challenge listeners and motivate them to call in and participate in the discussion with the host and the guest.

Radio School of the Bible was MBN's longest running "non-entertainment" program, starting in 1927.⁸ "MBI classrooms were brought to [the listener] every weekday as MBN offers Bible courses for credit through Moody Correspondence School. Free syllabi were available for those who request them and certificates of completion were awarded to those who fulfilled their assignments."⁹ This was an early instance of distance learning program through radio waves.

Listeners' involvement with MBN

MBN is more than just mass media that provides 24/7 Christian radio broadcasts. It creates a relationship with the listeners and invites them to be involved in various levels such as regular open houses in studios, by submitting the letter of the week, and by participating in SHARE and other special projects.

MBN owned-and-operated stations often invite listeners to stop by the studio and meet the staff in person. It becomes an encouragement for the staff and also an unforgettable experience for the listener to meet the host of a particular program and get a brief tour of the studio to see what goes on behind the scenes.

⁸ Millis, "Broadcast Division Conference," 2.

⁹ MBI, "Moody Broadcasting Network. More of What You Join a Network For," 8.

Over the years, MBN has decided to create an opportunity for listeners to respond to management by sending a letter to their local station. “Many of the stations reported an increase in the volume of mail as well as a higher quality of letters containing much helpful and informative content.”¹⁰ For example, in 1985, the MBN decided to discontinue broadcasting *Ranger Bill*. This decision was met with considerable station resistance.¹¹ Listeners immediately voiced their opinion, sharing their disappointment with the decision. “After some long and deliberate discussions within the management staff, MBN decided that it would keep *Ranger Bill* in the schedule.”¹²

Letter’s Week,¹³ in which listeners respond to Moody radio, also enabled MBN to develop a new way of evaluating programming by asking listeners which programs they liked best. Here are some of the top programs that listeners enjoyed in 1986:

- *Clockwatcher*,
- *Focus on the Family*
- *Minirth-Meier Clinic*
- *Insight for Living*
- *Prime Time America*¹⁴

MBN’s influence on listeners has been evident from the beginning. Listeners have responded willingly and sacrificially throughout the years. In 1982, to help finance the new satellite outreach program, Moody Radio launched its first Satellite Awareness campaign with a goal of raising one million dollars. Mobilizing its network staff, it met

¹⁰ Gustavson, “Annual Report to the Board of Trustees of the Moody Bible Institute. July 1, 1983 – June 30, 1984,” 15.

¹¹ Hastings, “WMBI Radio” (Chicago: MBI Broadcasting Department, 22 March 1986, photocopied), 1.

¹² Hastings, “WMBI Radio,” 1.

¹³ “Letter’s Week.” A weeklong event, when listeners are encouraged to send their comments to MBN by mail.

¹⁴ Neff, “Annual Report to the Board of Trustees of the Moody Bible Institute. July 1, 1985 – June 30, 1986,” 13.

more than half of that goal in just two days! “The public repeated a similar response in 1983.”¹⁵

Moody Broadcasting began SHARE,¹⁶ its annual event for the strengthening of listener fellowship and fundraising, in 1988 with a goal of raising two million dollars for the operation and costs of Moody Radio. Ten years later, the SHARE '98 goal was \$5,205,000.¹⁷

During the four-day event each spring MBN suspends all programming on its owned-and-operated stations and invites listeners to participate. SHARE is an opportunity for listeners to be involved: first, by donating, by volunteering their time and skills, by answering phone calls, by stuffing envelopes and preparing mailings and by praying for the event. SHARE is a way for the nation-wide audience to express their appreciation for MBN and the work it is accomplishing in the lives of many. This is a time for the listeners to make a “public” commitment to Christian Radio and the furtherance of the Gospel through radio.

¹⁵ Flood and Jenkins, *Teaching the Word, Reaching the World*, 182.

¹⁶ Woodworth, email to the author. “SHARE is not an acronym, but rather is the Moody brand for the more generic term of “Share-a-thon” or more simply, “Sharathon,” that many Christian radio stations conduct on an annual or twice a year basis to raise the necessary funds from listeners for meeting the station's operating budget for the year.” (Chicago) April 02, 2007.

¹⁷ Neff, “Building for the Future. 1998 Moody Bible Institute President’s Report” (Chicago: MBI Broadcasting Department, 1998, photocopied), 8.

Reaching People Nationally

MBN owned-and-operated radio stations often create their own program through which listeners can participate. WMBI planned a Thanksgiving/Christmas emphasis to benefit the needy in the City of Chicago working with ministries such as Circle Urban Ministries, Impact Ministries, Pacific Garden Mission, Inner-City Impact and other organizations.¹⁸ The homeless received not only hot meals, but also necessary clothing, like gloves, coats, and hats for the cold winter months.

Urban outreach tops the highlights of the Broadcast Stations Division. WMBI in particular has been active in building relationships in the Hispanic and African-American communities for the Moody Bible Institute. Of special note is the WMBI Hand in Hand project which links our listeners with five inner-city ministries for volunteer and financial support in 1993. Nearly 400 listeners pledged to pray, give and volunteer their time during '93 as a result of WMBI's Hand in Hand emphasis in December, 1992.¹⁹

Moody radio also response to weather-related national tragedies. On one such occasion, after Hurricane Andrew hit South Florida, WRMB's staff and volunteers from Boynton Beach, Florida helped Homestead and Florida City by collecting and distributing "several tons of food and hundreds of gallons of bottled waters... WRMB also coordinated the donation of 1,900 pounds of pharmaceutical supplies from a Michigan drug firm."²⁰

International outreach

Interestingly, almost every story, where listeners help or are being helped, creates a ripple effect that often fuels or encourages others to become involved. And because of technology, listeners hearing MBN's broadcast appeals can respond to people who live

¹⁸ Neff, "Media Group 1992 Annual Report," 8.

¹⁹ Neff, "Media Group Report to the Trustees 1992-1993," 6.

²⁰ Ibid, 7.

thousands of miles away. “In December of 1991, WMBI, in cooperation with the Josh McDowell Ministry, reached out in love to children in Moscow hospitals by shipping thousands of teddy bears which had been donated by radio listeners in Chicago.”²¹

Other Moody owned-and-operated stations created their own opportunity to invite listeners to help others.

WCRF joined efforts with Summit Chaplin Services of Akron in January and February to promote ‘Operation Shoe Lift.’ Summit Chaplin Services had been assisting the church in Ukraine related to prison ministry and discovered a great need for shoes. When available, shoes were extremely expensive and effectively shut out most in Ukraine from purchasing something we take for granted. WCRF began promoting the need, and soon there were about 90 area churches and business that offered to serve as drop-off points for the new and nearly new shoes. The goal was for 15,000 pairs of shoes to be collected for distribution to Christians in Ukraine and for the church there to use as gifts to neighbors as an expression of love. Northeast Ohio responded with an overwhelming outpouring of gifts. As estimated 22,000 pairs of shoes were collected as well as gifts of scarves, mittens, socks, children’s Christian coloring books, tracks, and children’s Bibles or New Testaments to go with every pair of shoes. They were shipped through the port of Odessa and distributed by the local churches in Ukraine upon receipt.²²

MBN has been not only creating programs, but there is evidence that they also are listening to listeners and helping the needy. Ministry has always been one of the main focuses not only for the Institute, but also for the broadcasting department. Lives have been touched and are being changed daily by MBN’s broadcasting “whether it is the decision not to commit suicide, or the decision to accept Christ as Savior, the abundant life Jesus spoke about is being shared effectively” affecting others around the country and the world.²³

²¹ Neff, “Media Group 1992 Annual Report,” 7.

²² Ibid, 8.

²³ Neff, “Annual Report of the Senior Vice President,” 2.

CHAPTER 8

MBN AND ITS EXPANSION

The Moody Broadcasting Network was officially launched in 1982 and has been growing continuously ever since. By this time, MBI already had seven owned-and-operated radio stations. During the two-year preparation for MBN, the leadership realized new opportunities in addition to the original idea that satellite would feed low-powered, unmanned, stations.¹ MBN was the first Christian satellite program distributor, developing not only new programming, but also ways for other Christian radio stations to join its network.

One of these was *International Media Service (IMS)*, which “historically made up a significant portion of the programming chosen by affiliates. One of the main reasons that stations have chosen to affiliate with [MBN] has been the prominence of Forrest Boyd in the Christian news field and his association with MBN.”² Listening to the news from a Christian perspective became a new way of communicating important news events. The relationship between *IMS* and MBN opened new doors for both organizations. Over sixty new affiliate stations joined MBN from Alaska to Florida. “Affiliate stations can receive Moody’s network programming whenever they desire.

¹ Phil Shepard, interview by the author, digital audio recording. Chicago, IL. 19 December 2005.

² Neff, “Annual Report to the Board of Trustees of the Moody Bible Institute. July 1, 1985 – June 30, 1986,” 11.

This type of arrangement helps a station cut costs, enhance programming, and remain on the air twenty-four hours a day.”³

Affiliates

As the number of Christian stations grew, there were a growing number who applied to become MBN affiliate stations. According to MBN’s criteria, three levels of affiliation are available: (1) a Primary Affiliate: airs two or more featured programs. (2) a Secondary Affiliate: airs one or two featured programs. (3) a Syndicated Affiliate: “airs only MBN programs that are not covered by an affiliation fee. In addition to the programs selected, stations must air either *Moody Presents* or *Proclaim!*. If a station does not air one of these two required programs, the station may gain Syndicated Affiliation status with a \$50 monthly fee.”⁴

Over the years, MBN programs increased and Network Development organized its programming into two categories. The first, “cost-based programs” requires affiliates to pay MBN a fee to play them on their radio station. MBN therefore puts significant emphasis on these programs. On the other hand, “credited programs” helps affiliates by reducing the usage fee. These programs are created in such a way that they promote the Institute and have a special fundraising audio segment within the program to help offset program costs.

³ Flood and Jenkins, *Teaching the Word, Reaching the World*, 182.

⁴ MBI, “Criteria For Station Affiliation” *The Home Page of The Moody Broadcasting Network Development*, (Chicago: MBI, n.d.)
<http://www.mbn.org/GenMoody/default.asp?sectionID=04F0E2211F1146DBB2831A6B76089187>
(accessed May 28, 2005).

Table 4. MBN Programs

Cost Based Programs:	Credited Programs:
<i>Music Through The Night</i>	<i>Proclaim!</i>
<i>Midday Connection</i>	<i>Moody Presents</i>
<i>Prime Time America</i>	<i>Climbing Higher</i>
<i>Open Line</i>	<i>MBN Soundfile</i>
<i>Sunday Praise</i>	

Affiliate stations have played a significant role not only in the expansion of the Broadcasting department by increasing MBN's revenues through the affiliate station's fee(s), but also of students' enrollment in the Institute. With more listeners hearing Moody programming, more prospective MBN students consider attending the Institute to complete their degree.

Moody Owned-and-Operated Stations

Over the years, some MBN listeners moving to a new city could not receive Moody radio. From time to time, such listeners would inquire about how to obtain MBN programming. Occasionally some would ask if Moody could acquire an existing station in their community. Although Moody had limited resources to invest in expansion, they acquired new stations whenever they could.

In 1982, Moody had seven owned-and-operated radio stations around the country. By 2002, MBN had grown to over thirty owned stations (including repeaters stations). (See Appendix A). Despite being a non-profit organization, and having limited financial resources, Moody Broadcasting Network became one of the largest Christian radio networks in the United States.

Every radio station that has joined Moody Broadcasting Network has its own unique story. In case, WKES allowed Moody to expand its broadcast outreach in the St. Petersburg, Florida area. WKES was a commercial FM station at the time owner Bill Caldwell donated it to MBN, in 1990. With Caldwell's approval, MBN sold the commercial station, which generated enough funds for Moody Broadcasting to purchase a non-commercial radio station in the same market. Moody was even able to keep the same call letters. With the leftover funds, Moody purchased another radio station in Indiana, WGRN-AM & FM, covering the greater Indianapolis area.⁵

There were other times, when radio stations were simply given to the Institute. WHPL was transferred to MBN as a gift from the Von Tobel Foundation of Valparaiso, Indiana. Moody quickly increased the station's power to 2,000-watts providing more listener coverage and a stronger signal throughout Lafayette and West Lafayette.⁶

Translators

Translators have become more popular in the development of radio broadcasting because they reduce the cost of operating a station by increasing its coverage area. According to FCC regulations, translators complement the "primary FM" radio station's service and boost the radio signal, but "do not originate programming... Translator stations simultaneously rebroadcast the signal of the primary FM station on a different frequency."⁷

⁵ John Maddex, "Impacting People. Media Group Report to the Trustees 1997-1998" (Chicago: MBI Broadcasting Department, 1998, photocopied), 8.

⁶ Maddex, "Impacting People. Media Group Report to the Trustees 1997-1998," 9.

⁷ FCC. "FM Translator & Booster Stations" *The Home Page of The Federal Communications Commission*, (Washington, D.C.: FCC, n.d.) <http://www.fcc.gov/mb/audio/translator.html> (accessed March 20, 2006).

Repeater Station Growth

Broadcasters often use repeaters to amplify the signal of an existing radio station to create a better sound quality and to increase their listenership. This expanding outreach of Moody Broadcasting “continues to grow through the use of full power repeater stations working off of the existing owned-and-operated stations.”⁸

Some examples of repeater stations are: WMKW in Crossville, Tennessee, which repeats WMBW’s radio signal in Chattanooga, Tennessee. WFCM in Murfreesboro, Tennessee and WZRS in Smyrna/Nashville, Tennessee, which also rebroadcasts WMBW’s programming from Chattanooga, Tennessee.⁹

Also, KMBI in Spokane, Washington is being re-broadcast by repeater KSPL in Kalispell, Montana, and KMLW in Moses Lake, Washington.¹⁰

A 100,000 watt repeater station was installed in Forest, Mississippi for re-broadcasting WMBV’s signal from Dixon’s Mills, Alabama. This powerful repeater reaches Jackson, Meridian and Hattiesburg, Mississippi with “populations that far exceed those within the coverage area of its parent station, WMBV.”¹¹

Satellators

A satellator is a receiver that distributes programming by satellite to an unattended low powered radio station. MBN’s dream was that satellite distribution would provide a broadcast feed to satellators around the country. Communities that could not

⁸ Neff, “Media Group Report to the Trustees 1996-1997” (Chicago: MBI Broadcasting Department, 1997, photocopied), 7-8.

⁹ Neff, “Media Group Report to the Trustees 1996-1997,” 7-8.

¹⁰ Neff, “Media Group Report to the Trustees 1996-1997,” 7-8.

¹¹ IBID

afford a Christian radio station could have the opportunity to create a partnership with MBN and hear Moody radio. From the beginning, Moody wanted to use satellite distribution to rebroadcast Moody's programs to low powered, unmanned FM satellators. However, it took several years for the Institute to work out details with the FCC as explained earlier.

In some markets, obstacles included technological ones, when MBN's audio signal created interference with television channel 6. Another challenge was to raise about \$25,000 for each satellator and its maintenance. In 1992, twelve years after the birth of the idea, the satellator dream finally became a reality when the first MBN satellator in Jackson Hole, Wyoming was signed-on. By the end of the year, there were additional satellators in Kirksville, Missouri; Dyersburg, Tennessee; and Gettysburg, South Dakota; Gallipolis, Ohio; Las Cruces, New Mexico; and Wilmington, North Carolina.¹²

Because of the technology and affordability, satellators provide a way for distance listeners to hear Moody programming. But there are other ways to distribute programs.

Cable

As Moody was waiting FCC approval for satellators, the MBN explored new ways to deliver quality Christian radio broadcasting. The use of Cable TV systems to broadcast radio programming increased, especially in the mid-1980s. In at least one case a Canadian Cable Company was putting MBN on the air motivated by "the efforts of a local pastor."¹³ MBN thus not only tried to maximize its potential through cable radio,

¹² Neff, "Media Group 1992 Annual Report," 10.

¹³ Millis, "Broadcast Division Conference," 4.

but also by “working hard to try to open up the Canadian cable markets to MBN.”¹⁴ The result? One listener wrote, “We listen to KMBI via cable in Calgary... I am a pastor and missionary. KMBI is an essential part of our inspiration, blessing and growth.”¹⁵

Satellite

By the mid-1990s, many subscriber-based satellite companies were offering not only television programs on their service, but also audio broadcasting. In 1995, MBN became “part of a new direct-to-home satellite audio service provided by DirectComm. This subsidiary of SpaceCom and United Video leased satellite space to broadcasters. They provided Moody with a 24-hour channel at no cost to the Institute.”¹⁶

Another provider, Sky Angel, is a national Christian television service, which began broadcasting MBN programming in 1997. WMBI-FM could then be heard through direct satellite-to-home broadcasting.¹⁷ Thus, for the first time, virtually every home in North America could receive MBN programming 24-hours-a-day.

Internet

As technology changes, Moody has continued to distribute its programming using the new technologies. The development of the World Wide Web has provided an unparalleled opportunity to go international by streaming MBN programs continuously around the world and at very low cost. “Network Development was the driving force for

¹⁴ Gustavson, “Annual Report of the Board of Trustees of the Moody Bible Institute. July 1, 1984 – June 30, 1985,” 24.

¹⁵ Holly Mills, “Media Group Report to the Trustees 1996-1997” (Chicago: MBI Broadcasting Department, 1997, photocopied), 10.

¹⁶ Norris, “Media Group Report to the Trustees 1994-1995,” 18-19.

¹⁷ Norris, “Media Group Report to the Trustees 1997-1998” (Chicago: MBI Broadcasting Department, 1998, photocopied), 9.

seeing Moody radio added to the Internet via Real Audio and Windows Media Player streaming in 1997.”¹⁸ Listeners enjoyed the new MBN Internet broadcasts:

*I just want to write a quick note to tell you what a blessing your radio ministry (WMBI) has been to my family. We moved from Kenosha, WI, three months ago to Okinawa, Japan. I can't tell you how much we miss your radio broadcast! I was browsing your website and found your live broadcast – how amazing!*¹⁹

*Hello, there! I found your station (WMBI) via Internet... that is awesome to listen to it... I am in Tallinn, Estonia, that is in North Europe. We also have Christian radio here but it is not on Internet yet. So this is just to say thanks and to let you know there are people listening also on the other side of the world, where it is 6:00 a.m. right now. Take care of all your teams.*²⁰

By the turn of the century, the Internet-streamed MBN programming was available around the world to listeners, affiliates, and to its owned-and-operated stations. This may become an area for additional research in the years to come.

International

Moody Broadcasting is expanding its outreach to international ministries by actively assisting new international Christian broadcasting stations and groups. In 1997, “visits were made to stations in England, Romania, Poland, and Russia in an effort to encourage” and look for ways for MBN to assist.²¹

Moody has not only supported stations financially, but also by providing quality training for their staff. In 1996, a broadcasting staff member provided intensive education

¹⁸ Woodworth, “MBN (Net Dev) History: A personal Narrative” (Chicago: December 8, 2004), 2.

¹⁹ MBI, “Impacting People. Media Group Report to the Trustees 1997-1998” Letter by anonymous listener, (Chicago: MBI Broadcasting Department, 1998, photocopied), 9.

²⁰ MBI, “Impacting People. Media Group Report to the Trustees 1997-1998” Letter by anonymous listener, 13.

²¹ Neff, “Impacting People. Media Group Report to the Trustees 1997-1998,” 5.

and training to 39 staff members of six stations of Radio Voice of the Gospel in Romania.²²

MBN, where programs are carried on such missionary stations as Trans World Radio, also encourages international broadcasters by recognizing their dedication and hard work. Twenty-five stations “around the globe were given [MBN] ‘Awards of Excellence’ that also included financial assistance from Moody Bible Institute.”²³ Moody donated broadcasting equipment to stations in several countries, such as Ecuador, Romania and Ukraine.

²² Neff, “Building for the Future. 1998 Moody Bible Institute President’s Report,” 8.

²³ Ibid.

CHAPTER 9

MBN AND ITS INFLUENCE

Moody Broadcasting Network has had a great impact on many organizations and thousands of people since its inception in 1982. Throughout the years, MBN has been expanding its circle of influence all around the world. Radio programs and live events, broadcast on MBN, influence individuals by giving hope, encouragement and healing from the Word of God. Communities are also challenged to help the needy, to pray for those who are hurting, and to support MBN and other ministries that are meeting the needs of people around the world. This chapter will first look at MBN's influence on Moody Bible Institute, secondly on the broadcast industry, and finally its impact on its audience.

Influencing Moody Bible Institute

MBN is in a unique situation, because it is part of a larger organization, the Moody Bible Institute, the Moody department of education and the department of Moody Publishers. These departments work synergistically as they accomplish their own assigned goals and meet the purposes outlined for them. One of the great examples of how the departments work together is when Dr. Gary Chapman wrote his book, *Toward a Growing Marriage*. In 1985, Chapman's book, from Moody Publishers (formally Moody Press), was also promoted on Moody owned-and-operated stations. Another example, in

1997, was when MBN begun producing a short feature called, *A Growing Marriage* based on the book from Moody Publishers.

MBN has not only supported Moody Publishers, but also the Institute itself. MBI students have organized several musical groups whose recordings were mastered in MBN studios. These include the Moody Men's Collegiate Choir, the Moody Chorale, the Moody Symphonic Band, and the Women's Concert Choir, some of which have taken short-term missions trips overseas. On one occasion, in 1990, "Dr. Stowell (then president of MBI) and the Moody Chorale traveled to Russia and Eastern Europe. Their performances were then made into program features, which were later aired on MBN.¹

MBN has played an important role in supporting MBI financially after WKES' commercial frequency was sold and replaced by a non-commercial frequency. MBN received \$35 million dollars from the proceeds of the sale. MBN was able to invest a large percent of the funds received and to purchase additional radio stations and repeaters. MBI, however, received over fifty percent of the profit, about \$20 million dollars.

MBN also supports MBI when MBI events (*Founder's Week, Men's Conference, Women's Conference, Pastor's Conference*) are being broadcast live and additional special broadcasts (*Conference Echoes, Proclaim!, Open Line*) are being "post produced" and excerpts are being aired on their stations.²

¹ Shepherd, "Annual Report of the Media Group," 8.

² IBID.

According to Straw, a larger number of students attend the Moody Bible Institute from places where MBN broadcasts regularly; and MBI receives more financial support from people in these listening areas.³

Moody radio not only provides programs that are educational. “WMBW in Chattanooga was able to pave the way” for a local Extension School ministry.⁴

Moody Bible Institute has over 100 international students, which represents five to six percent of the Institute’s student population.⁵ According to the Moody Alumni Association, “Moody Bible Institute trains people for missionary service,” and about 75 percent of Moody graduates “do some kind of Christian work [around the world] after they leave.”⁶ MBI’s Communication program has developed many skilled broadcasters. One of the greatest satisfactions for MBN is to sponsor “international broadcast ministries worldwide.”⁷ Some examples of MBN’s equipment and financial support for international organizations and individuals include:

- **Sending radio equipment** to HJCB World Radio for distribution to needy stations in other parts of the world as well as distributing Christian music CDs.
- **Assisting international broadcasters.** 25 international stations were recognized with an MBN, ‘International Award of Excellence’ and a check for \$1,000 presented to them from the Moody Bible Institute. This recognition went to stations in South Africa, Democratic Republic of Congo, Russia, Ukraine, Tartarstan, Central Asia, Romania, Turkey, Panama, Columbia and Ecuador.⁸
- **Training.** A 10-day training session for 47 members in Romania. Jeremia Rusu, a product of MBI’s graduate program, was responsible for directing the entire work in Romania.⁹

³ Straw, Interview.

⁴ Neff, “Annual Report of the Senior Vice President,” (1988) 1.

⁵ Nana Cho, email to the author, (Chicago) April 12, 2007.

⁶ Millie Benson, email to the author, (Chicago) April 10, 2007.

⁷ Neff, “Changing Strategies in a New Millennium. Media Group Report,” 7-8.

⁸ Ibid, 7-8.

⁹ Ibid, 7.

- **Mentoring:**
 - Mentoring and training of MBI students, such as Dariusz Brycko, who became the station manager of a Christian radio station in Poland, and David Bello from Baja, California, preparing him to go back to Mexico to start a radio ministry in his community.
 - A week-long internship program for international students at WCRF.¹⁰

Moody Broadcasting Network works closely with the other departments of the Institute, influencing international communities and cultures.

Influencing the Industry

Moody radio has been known for its high quality programming and delivery that has impacted not only listeners around the world, but also the broadcasting industry. MBN was the first Christian radio network to use satellite program distribution. As previously stated, MBN has influenced various Christian and secular broadcaster.

While commercial stations often use rating systems to evaluate their effectiveness and programming, non-commercial radio stations find it more difficult to evaluate their performance and influence. Researchers therefore use other measures to determine the effectiveness of a local station. Some of the significant honors received by Moody owned-and-operated stations and their personnel include:

- WMBW, Chattanooga, Tennessee, was number one among men age 35 and older during weeknights between eight and ten.¹¹
- In November of 1994, morning drive-time host Bernie Miller was chosen “The Best Morning DJ” in the annual *Chattanooga Times* “Best of...” contest.¹²

¹⁰ Neff, “Changing Strategies in a New Millennium. Media Group Report,” 9-10.

¹¹ Ibid, 2.

- WMBI-FM was the sixth most listened to radio station in Chicago according to Arbitron, topping the 250,000 listener-mark in the fall of 1994.¹³
- And Diana Berryman, Operation Administrator/Senior Producer, received several news awards from the Associated Press as part of the WMBI news team.¹⁴

Industry awards are another way of measuring a radio station's success. MBN has been honored with,

- The NAB Marconi Award, which honors the country's top radio stations and air personalities, was presented to WMBI, in 1996.¹⁵
- The National Association of Broadcasters (NAB) named WMBI "Religious Station of the Year," in 2000.

These awards, voted on by industry peers, make "the recognition even more significant."¹⁶

The Christmas season has become an evangelistic opportunity for Moody owned-and-operated stations as they suspend their normal programming to air a special week of Christmas music. This programming change has influenced and encouraged other radio stations to do the same where some stations are now playing holiday music during the whole month of December. MBN's goal for broadcasting Christmas music leading up to Christmas day was to increase its evangelistic outreach for the holiday season.¹⁷ It has been a noteworthy success since 1993. MBN's strategy was a mix of Christmas music

¹² Maddex, "Media Group Report to the Trustees 1994-1995" (Chicago: MBI Broadcasting Department, 1995, photocopied), 8.

¹³ Maddex, "Media Group Report to the Trustees 1994-1995," 7.

¹⁴ MBI, "Diana Berryman" *WMBI Staff Directory*, (Chicago: MBI, n.d.) <http://www.mbn.org/genMoody/default.asp?SectionID=3D7B48F904974A8094FE67C2AAC7FCAC&SubID=C8DD665E469646A19639A77761758810> (accessed March 28, 2007).

¹⁵ Neff, "Media Group Report to the Trustees 1994-1995," 8.

¹⁶ Everhart, "Annual Media Report," 7.

¹⁷ Neff, "Building for the Future. 1998 Moody Bible Institute President's Report," 9.

and short, features containing the gospel message. In 1995 alone, more than 5,000 individuals called a toll-free telephone number requesting a free brochure, “*Who Turned Off the Lights.*”¹⁸

The response from listeners has been enthusiastic. For example, WRMB received numerous letters and phone calls from listeners thanking them for the “added Christmas emphasis.”¹⁹ In addition, several secular businesses have aired WRMB programming over their store’s intercom systems during the Christmas season.

MBN is a well-known and respected name among Christian and secular broadcasters. MBN will continue to be an example and will step out to help others in need, which could be another radio station.

A Ft. Myers, FL, Spanish Christian radio station was burglarized and vandalized last July. Much of its equipment was stolen or trashed. WSOR, along with area secular radio and TV stations, sent equipment to this station to help get it back on the air. WSOR’s morning show hosts conducted an interview with the Spanish station manager and his wife about the incident and gave them an opportunity to share their needs. A listener donated a telephone system, something they had been praying about for some time.²⁰

Influencing the Audience

MBN has received thousands of letters each year from listeners that were impacted directly by listening to Moody radio or by being blessed by one of the projects that Moody promoted and partnered in.

Radio School of the Bible was one of the oldest and longest-running programs since the birth of Moody radio. Since the development of MBN, this program was

¹⁸ Maddex, “Media Group Report to the Trustees 1995-1996” (Chicago: MBI Broadcasting Department, 1996, photocopied), 10.

¹⁹ Neff, “Media Group Report to the Trustees 1993-1994,” 9.

²⁰ Maddex, “Impacting People. Media Group Report to the Trustees 1997-1998,” 13.

reaching and influencing a greater audience each year. Listeners could be part of a “radio class” and receive certificates. Thousands of students register for this course each year.²¹

Christian radio and its influence is a special opportunity for those who do not have the privilege of developing relationships. Sometimes life becomes challenging, but a Christian radio station can provide 24/7 support for those that are lonely or struggling with life issues. A young, 23-year old listener in jail, following a 120 mph chase with the police in Bradley County, Tennessee, shared his story with MBN.²²

*Jail saved my life! With the nightmare of alcohol and drugs, I wanted to end it with suicide. With WMBW, Jesus has stepped in and now has 100 percent control of my life. I have freedom from sin and can put the past behind. Thank you for being there 24 hours a day.*²³

Individual’s lives are being influenced continuously. Some of them are experiencing a significant life change, while others are being helped in their daily walk, including emotional healing as well as words of encouragement through educational programs and sacred music. Listeners often share specific ways in which Moody radio influenced their lives.

*I have been listening to WCRF since 1977 when I escaped from an abusive marriage. This station has been a source of emotional healing and spiritual growth. I’ve received much spiritual guidance and confirmation from your programs.*²⁴

Pastors and missionaries often listen to MBN to receive encouragement and guidance.

*We listen to KMBI via cable in Calgary... I am a pastor and missionary. KMBI is an essential part of our inspiration, blessing and growth.*²⁵

²¹ Millis, “Broadcast Division Conference,” (1985) 2.

²² MBI, “Media Group Report to the Trustees 1992-1993” Letter to MBN by a listener, (Chicago: MBI Broadcasting Department, 1993, photocopied), 13-14.

²³ MBI, “Media Group Report to the Trustees 1992-1993” Letter to MBN by a listener, 13-14.

²⁴ MBI, “Media Group Report to the Trustees 1994-1995” Letter to MBN by a listener, (Chicago: MBI Broadcasting Department, 1995, photocopied), 12.

²⁵ Holly Mills, “Media Group Report to the Trustees 1996-1997,” 10.

*WMBV has meant so much to me. Every day I am blessed and encouraged by your programs. My husband pastored for over 30 years. Our son was killed in a car wreck. We've had a hard time coping.*²⁶

MBN can also share stories about how people listening to Moody's broadcast made last-minute decisions not to end their life. The *Chicago Tribune* quoted a man saying, "I have tried to end it tonight... I put the truck in the garage and turned it on. The Christian radio station was... the only thing that pulled me back."²⁷

Other listeners write thank you letters to Moody, because a specific program they listened to had touched them.

*Three weeks ago I found your program on the station Dixon's Mills, Alabama. I'm a lonely minister. I pastor four small rural congregations in Alabama, mostly poor people who would otherwise have no pastor. Your program [HEARTSONG] ministers to my heart in ways you will never know until I meet you some day.*²⁸

Another strategic and growing ministry of MBN is reaching the Hispanic communities. In the Chicago area, where more than one million people speak the Spanish language, it was accomplished through WMBI-AM's radio station. Radio Esperanza was established in 1980 with two hours of programming in the Spanish language.

*One day, as I turned on the radio, I found Radio Esperanza. That very day, a song changed my life. I was two-months pregnant and I had decided to have an abortion, because I was going through a lot of problems... but the Lord had mercy on me and on my son. God talked to me through a song [El Aborto, by Manuel Román]... it made me cry and ask for forgiveness... Today I am a believer and I am already baptized.*²⁹

²⁶ MBI, "Media Group Report to the Trustees 1992-1993" Letter to MBN by a listener, 13-14.

²⁷ Kirk Hayman, "Media Group Report to the Trustees 1994-1995" (Chicago: MBI Broadcasting Department, 1995, photocopied), 13.

²⁸ MBI, "Media Group Report to the Trustees 1995-1996" Letter to MBN by a listener, (Chicago: MBI Broadcasting Department, 1995, photocopied), 7.

²⁹ MBI, "Media Group Report to the Trustees 1994-1995" Letter to MBN by a listener, 11.

In 1994, Radio Esperanza's program "was carried via satellite in a joint venture with Radio Bible Class. Listeners called in from all over the nation – Texas, Michigan, Indiana and even Northern Mexico."³⁰

Partnering with Other Organizations

Listeners are being encouraged by Moody radio on an on-going basis; some are being helped directly, while others are being helped indirectly through MBN's partnership with other mission organizations. Neff reports: "...part of effective use of radio stations is making listeners aware of the needs of people not only in their community but also around the world."³¹ Many Moody owned-and-operated stations have the privilege of working with different organizations locally, nationally and internationally.

WMBI in Chicago partnered with the Christian Businessmen's Association, the Good News Jail Prison Ministry (prison chaplains) and several Christian bookstores in a Bible for Prisoners campaign. In just two weeks, listeners donated more than 15,000 new and used Bibles. Several WMBI staff members helped distribute the Bibles in prison.³²

Project Angola Chalkboards was initiated by a WCRF listener when he heard Don Cole talk about the need for weather-proof chalkboards in school houses in war-torn Angola. That listener was interviewed on WCRF's morning program about his interest in getting a team together to fabricate chalkboards that he designed for this purpose. Listeners responded quickly helping the final assembly and packing of about 300 chalkboards.³³

Other Moody stations challenged listeners to get involved in local and national campaigns to help those in need. WAFS listeners in Atlanta gathered gifts and school

³⁰ Andres Panasiuk, "Media Group Report to the Trustees 1994-1995" (Chicago: MBI Broadcasting Department, 1995, photocopied), 11.

³¹ Neff, "Changing Strategies in a New Millennium. Media Group Report," 12.

³² Ibid, 12.

³³ Ibid, 13.

supplies for needy children. Neff reports “The listeners of WMBW in Chattanooga rallied around Joni Eareckson Tada’s ministry to collect wheelchairs.”³⁴ Neff also reminds readers that “WRMB listeners in Boynton Beach collected baby clothes for children of needy families.”³⁵

The ministry impact is much greater than just reaching the listeners of Moody’s broadcasting. MBN owned-and-operated stations often partner with other Christian mission organizations to collect goods and send people to help those that are in need.

MBN has sponsored many local, national and international events. In some cases, Moody’s owned-and-operated radio stations and management teams take the responsibility of the event.

In 1994, WRMB’s first sponsored trip to Promise Keepers in Boulder, Colorado, took place last July. A total of 79 men comprised the group, with flights departing West Palm Beach and Miami. This was a unique opportunity for the station to cross denominational lines and bring men together for a special event. It also helped to develop even stronger ties to local churches and men in the listening audience.³⁶

One of the most significant responses for MBN is to hear that a life is being changed by the ministry of Christian radio. Moody radio and Josh McDowell’s ministries have been working together for several years. This story is just a reminder of God’s grace and how Moody radio has been affecting and influencing people. The following article, although long, was written by Phoebe Millis in the Broadcasting “Happening” newsletter in the September 1995 issue and is quoted here in full.

On September 11, 1995, we were honored by a visit from Mark and Marilyn Kent. How God brought all this about is nothing less than a miracle. Bob Miriam Neff met Mark in Russia. From Williams, IN, he was one of 305 people involved in Josh McDowell’s Mission to Russia ’95.

³⁴ IBID, 13.

³⁵ Neff, “Changing Strategies in a New Millennium. Media Group Report,” 13.

³⁶ Maddex, “Media Group Report to the Trustees 1994-1995” 7.

After hearing Mark's story, Bob invited him and his wife to come to Chicago and share his testimony.

Mark told how he achieved everything in life that we wanted. He had traveled to many places in the world and done many things. Now he was a farmer, married and the father of two children. But he had reached a point of utter despair. He took his gun and went out in the woods intending to take his life. Something within him cried out, "God, if you are there..." He told how "something broke within me and I couldn't pull the trigger."

The next Sunday the church they had been attending was closed because of bad weather, so they attended another church. Mark said that he doesn't remember anything from the pastor's message. But he did hear the pastor's comment at the end of the service: "Oh, by the way, there's a new radio station at 89.9."

Mark began listening. It was the MBN satellator in Michell, IN, which went on the air February 1, 1994. He listened in the tractor, during the night and at any other time he could. He accepted Christ as his Savior and was influential in his wife coming to the Lord as well.

Truly the Lord brought all these circumstances about to not only bring Mark to Himself, but also to encourage us in our ministry. Upon his return home from his visit to MBI, Mark wrote Bob Neff a letter of thanks. Following are excerpts from that letter:

I write this through tears. Tears of joy that I am accepted. Always in the back of my mind those voices on the radio that come from my 'friends' were echoed by another voice that told me it was just another mind game. That I was just pretending that I had friends. But God revealed that my friends truly care about me. Me! That heart, mind and soul that make up Mark Kent. That God would use a little black box of plastic and circuitry to encourage a man to accept the reality of Jesus Christ is no less a miracle to me than how He used a wooden staff in the hands of Moses to bring His people out of captivity. Thanks to everyone at Moody for letting God use you to indeed move mountains. Lives are being changed by God's use of your ministry.

The reality of our 'friends' at Moody goes far beyond the vocal chords of whoever happens to be speaking into the microphone. In my mind there are many hearts, souls and minds behind those voices, but the entire operation is obviously permeated with the love of Christ. Thank you! We truly felt like part of the family.³⁷

Stories, such as this, underscore Moody Broadcasting Network's influence in meeting people's needs for more than 20 years. The total effect of MBN will never be

³⁷ Millis, "Media Group Report to the Trustees 1995-1996" 12-13.

fully measured this side of heaven. Only in eternity will we truly know the life changing power of Christian radio and the many lives that have been touched worldwide by the Moody Broadcasting Network.

CHAPTER 10

CONCLUSION

This study sought to reveal the growth and the development of Moody Broadcasting Network. Each chapter was design to identify the strength and the challenges that MBN faced during the 20 years (1982 – 2002) of ministry that this study reviewed. This research explored the following questions:

- Who started MBN?
- What is the vision and motivation of MBN?
- How does MBN serve its listeners?
- How effective is MBN's ministry in fulfilling their vision?
- How did MBN achieve financial requirements?
- How did the changing culture and the new developments in technology influence their programming and outreach?

The study uncovered areas in which Moody radio has played an important part in Moody Bible Institute. It also showed how the original dream became much greater by developing partnerships with radio affiliates and waiting for the right timing to expand.

In this research it has become clear that Moody Broadcasting Network has been a strategic organization to serve not only the MBN owned-and-operated stations and affiliates, but also to provide quality programs that meet the needs of listeners.

As the first Christian radio organization that used satellite distribution, MBN, has become an important influence in the Christian community. MBN's success cannot be identified by looking at it alone, but rather one needs to consider its accomplishments under the umbrella of Moody Bible Institute. MBN's leadership has understood the

importance of using the significant name “Moody” that has achieved prominence and acceptance for more than a century.

MBN’s ability to maintain and proclaim the Truth during these twenty years, via satellite, has been a great accomplishment without compromising the values of the Institute.

MBN has also become a “role-model” for other Christian radio networks. During the twenty years from 1982 - 2002, MBN was able to grow significantly and proclaim the good news. Although many people are skeptical about terrestrial radio, MBN believes that radio forms a relationship with listeners and will use every possible way to minister to the needy.

The use of digital technology and the Internet have opened new doors for outreach, and MBN takes these opportunities and uses them cautiously. Since 1926, Moody radio has been proclaiming the gospel of Jesus Christ effectively, first, broadcasting on AM stations, and then going to FM transmitting. In 1982, undertaking a new method of distribution by via satellite, MBN became the first Christian network to use satellite technology. In the new millennia, as the World Wide Web has become more accessible to individuals, MBN is again taking the challenge and maintaining high quality broadcasting by reaching the world through the internet. Not only 24/7 broadcasting is available for listeners, but also podcasting.

How will listeners in the 21st century deal with radio and how will Moody reach these young people? How will new media content affect producers in creating new programming? There are among the important research questions left unexplored by this study.

These questions and many others are valid, and it is safe to assume that Moody will actively explore these new territories. The original dream of MBN, and the Institute itself, has grown into a much greater outreach than could ever have been imagined by D. L. Moody.

MBN's focus has consistently been on high quality in every area. Affiliates know that whatever programming they receive from MBN, it will be Biblically sound and technically superior.

Because of limited funds, MBN may not always expand as rapidly as it would like. But if the past is any indication, it will continue work with other Christians to communicate the Gospel around the world.

As the media and our culture are rapidly changing, it is important to be flexible and ready to adjust.

Future research on MBN could include studies into consumer motivation, where individuals select their programming and listen to the media whenever and in whatever way they can. How would MBN change its delivery in light of these trends? It promises to be a productive study not only on MBN, but also on Christian radio.

As MBN was ready to step out in faith and change in the early 1980s, it should recognize that the new millennium will again require changes to move the ministry forward in an ever-expanding outreach.

APPENDIX

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APPENDIX A

MBN OWNED-AND-OPERATED STATIONS UNTIL 2002

Station	Freq	City	St	Power	HAAT	Date
KMBI	1330 AM	Spokane	WA	5,000	206	6/1/74
KMBI-FM	107.9 FM	Spokane	WA	56,000	2380	6/1/74
KMLW	88.3 FM	Moses Lake	WA	4,000	1745	5/4/97
KSPL	90.9FM	Kalispell	MT	250	6917	1/16/97
KMBN	89.7 FM	Las Cruces	NM	500	170	11/1/99
KMDY	90.9 FM	Keokuk	IA	30	320	1/23/01
WAFS	920 AM	Atlanta	GA	5kw/1kw	625	8/18/99
WCRF	103.3 FM	Cleveland	OH	25,500	500	11/23/58
WVMS	89.5 FM	Sandusky	OH	5,000	69	12/10/93
WVMN	90.1 FM	New Castle	PA	2,000	135	11/22/95
WVME	91.9 FM	Meadville	PA	4.4KW	308	9/1/02
WDLM	960 AM	East Moline	IL	1,000	250	4/3/60
WDLM-FM	89.3 FM	East Moline	IL	100,000	500	1/20/80
WGNB	89.3 FM	Zeeland	MI	30,000	500	2/5/91
WGNR-FM	97.9 FM	Anderson/Indy	IN	50,000	534	1/26/98
WGNR	1470 AM	Anderson	IN	1,000	226	1/26/98
WHPL	89.9 FM	Lafayette	IN	2,000	315	11/1/95
WIWC	91.7 FM	Kokomo	IN	2,100	299	9/17/93
WMBL	88.1 FM	Mitchell	IN	1,000	400	8/22/01
WJCG	88.9 FM	Monee	IL	100	80	11/1/95
WJSO	90.1 FM	Pikeville	KY	3,800	455	Apr-89

MBN OWNED-AND-OPERATED STATIONS UNTIL 2002

WKES	91.1 FM	Lakeland/St. Petersburg	FL	100KW	495	1977
WKZM	104.3 FM	Sarasota	FL	6KW	265	12/1/99
WSOR	90.9 FM	Naples/Ft. Myers	FL	36,000	909	8/29/96
WMBI	1110 AM	Chicago	IL	5,000	440	7/28/26
WMBI-FM	90.1 FM	Chicago	IL	100,000	440	7/25/60
WMBV	91.9 FM	Dixons Mills	AL	62kw	613	8/15/88
WMFT	88.9 FM	Tuscaloosa	AL	100kw	490	6/6/05
WRNF	89.5 FM	Selma	AL	6,000	328	CP
WMBU	89.1 FM	Forest	MS	100KW	500	10/3/97
WMBW	88.9 FM	Chattanooga	TN	100,000	1505	5/18/73
WMKW	89.3 FM	Crossville	TN	500	425	12/3/96
WFCM-FM	91.7 FM	Murfreesboro	TN	1,000	475	9/10/97
WFCM	710 AM	Smyrna/Nashville	TN	250	197	9/15/97
WRMB	89.3 FM	Boynton Beach	FL	100KW	500	4/15/79

APPENDIX B

SHARE FUNDRAISING

	Goal	Pledged	Actual Received
1988	\$2,000,000	\$1,636,762	\$1,651,905
1989	\$1,800,000	\$1,634,071	\$1,800,392
1990	\$2,050,000	\$1,957,403	\$2,041,442
1991	\$2,310,000	\$2,439,077	\$2,042,116
1992	\$2,635,000	\$2,777,881	\$2,627,747
1993	\$2,920,000	\$3,447,535	N/A
1994	\$3,700,000	\$3,892,051	N/A
1995	\$4,200,000	\$4,369,142	N/A
1996	\$4,127,000	\$4,209,886	N/A
1997	\$4,900,000	\$4,535,445	N/A
1998	\$5,265,000	\$4,954,352	N/A
1999	\$5,300,000	\$5,627,202	N/A
2000	\$6,041,000	\$6,380,432	N/A
2001	\$6,871,000	\$7,050,543	N/A
2002	\$7,800,000	\$7,793,836	N/A

APPENDIX C

MBN'S GROWTH: 1982 - 2002

Year	MBN Owned and Operated	Affiliates (includes O&Os)	Cable	MBN O&O Translators	Satellators	SCA 's (Sub Carrier Authority)	I/MS Feature Users	Affiliate Translators	Total Outlets:
1982	10	23	11	24	2	0	0	N/A	60
1983	10	62	26	24	3	2	0	N/A	117
1984	10	97	42	28	5	2	2	N/A	176
1985	10	114	52	30	7	3	6	N/A	212
1986	10	150	59	32	10	3	6	N/A	260
1987	10	173	62	36	14	3	8	N/A	296
1988	11	211	60	39	14	2	6	N/A	332
1989	12	229	51	41	14	1	6	N/A	343
1990	12	263	48	41	17	3	N/A	N/A	372
1991	13	276	48	41	18	3	N/A	N/A	386
1992	13	271	48	43	25	2	N/A	N/A	389
1993	15	286	48	41	26	5	N/A	N/A	406
1994	15	283	48	41	30	5	N/A	N/A	407
1995	18	298	51	42	31	5	N/A	N/A	427
1996	20	283	13	40	30	4	N/A	N/A	370
1997	25	291	14	39	31	3	N/A	N/A	378
1998	27	312	14	32	34	3	N/A	267	662
1999	30	318	14	29	35	3	N/A	285	684
2000	30	334	6	30	34	4	N/A	295	703
2001	32	387	7	30	34	4	N/A	307	769
2002	33	375	7	29	35	2	N/A	274	722

Counts are as of the end of each calendar year.

APPENDIX D

COMPARISON OF MBN PROGRAMS: 1986 VS. 2002

MBN PROGRAMS IN 1986

A DISCIPLESHIP MOMENT -- A compelling and practical encouragement to get involved in personal ministry in our marriage, family, community, work and church. Phil Downer talks about relevant needs on a practical level in this daily 60-second feature.

A LOVE LANGUAGE MINUTE* -- Dealing with a variety of relationship issues from a biblical perspective, Dr. Gary Chapman has the uncanny ability to hold a mirror up to human behavior, showing listeners not just where they go wrong, but also how to grow and move forward. Gary brings over 30 years of counseling experience to this daily 60-second feature.

A NEW SONG* -- Soloist Burt Kettinger sings for and about the Christian life and accompanied by John Innes in this weekly 15-minute program.

A VISIT WITH MRS. G. -- A dramatized children's story comes to life each week from Kitty Griffiths of Toronto, Ontario.

A WORD WITH YOU** --Ron Hutchcraft shares practical suggestions on how to grow in your Christian walk

BACK TO THE BIBLE -- Warren Wiersbe and Abe VanderPuy are the speakers on this daily broadcast of Bible teaching and sacred music.

BIBLE STUDY HOUR -- Dr. James Montgomery Boice of Philadelphia's Tenth Presbyterian Church is the weekly teacher for this half-hour program of Bible Study and interviews.

BOOKSELF* --Excellent Christian Drama for children. The Sugar Creek Gang and other adventure books are brought to life through a cast of characters who communicate biblical values.

CHANGED LIVES -- Pastor Ben Handen of the first Presbyterian Church in Chattanooga is your teacher each week.

CHAPEL OF THE AIR -- Featuring authors David and Karen Mains. This popular program airs six days a week with teaching, discussion and interviews.

CHILDREN'S BIBLE HOUR -- A weekly children's program of music and drama with Uncle Charlie and the children of CBH.

CHRISTIAN KID'S BOOK REVIEW -- Becky Slough reviews one Christian children's book per weekly five-minute program.

CHRISTIAN PERSPECTIVE ON THE NEWS* -- MBN's radio pastor Donald Cole presents his views on the news issues of the day from a Christian perspective.

CLIMBING HIGHER* -- A daily 4-1/2 minute inspirational message by Dr. George Sweeting, Chancellor of the Moody Bible Institute.

CONFERENCE ECHOES* -- Every weekday you can hear highlights from various Bible conferences from leading Bible expositors.

CONSIDERATIONS -- Elisa Morgan of the Denver Conservative Baptist Seminary shares helpful hints for living the Christian life.

CONTINUED STORY READING* -- The best in Christian fiction read in dramatic serial from Mike Kellogg.

CRITTER COUNTY ON RADIO -- Christine Wyrzten's weekly children's program – Christine along with Sidney the talking squirrel presents music and Bible memory in a fun and exciting way for the young.

DR. JAMES DOBSON FAMILY COMMENTARY -- A two-minute review of stories and issues that effect the family with noted author and psychologist Dr. James Dobson.

DR. ROBERT COOK -- The president of King's College in Briarcliff Manor, New York, brings a weekly inspirational message.

ENCOUNTER -- Well-known speaker and evangelist Dr. Stephen Olford brings a message each week.

FABLES OF FAITH* -- Object lessons are brought to life by animal characters to communicate spiritual truth.

FAMILY FOUNDATIONS* -- A weekly program, hosted by Dr. Minirth and Dr. Meier, designed to help family members function in our stressful society.

FOCUS ON ISSUES -- A weekly interview program, hosted by Forrest Boyd of *IMS*, dealing with national and international affairs that are of concern to a Christian audience.

FOCUS ON THE FAMILY -- Nationally-known author and psychologist Dr. James Dobson shares practical advice on the topic of building good family relationships centered on scriptural principles.

FOR BETTER HEALTH -- Weekly interview program with medical professionals dealing with health matters of interest.

GRACE TO YOU -- Featuring the teaching ministry of Dr. John MacArthur, pastor of the Grace Community Church in Panorama City, California.

GRACE WORSHIP HOUR -- Dr. Bruce Dunn of the First Presbyterian Church in Peoria, Illinois, is the speaker.

GUIDELINES -- Dr. Harold Sala, family counselor, sheds biblical light on the needs and problems faced by the family today.

HANDS IN HARMONY* -- Music by the Haven of Rest Quartet with speaker Paul Evans.

HAVEN OF REST -- Music by the Haven of Rest Quartet with speaker Paul Evans.

HELP AND HOPE FOR YOUR FINANCES -- Dr. Dick Bruso, president of Fellowship Christian Financial Advisors, shares a biblical context for financial questions.

HOPE FOR THE HEART -- June Hunt and Jan Silvius host a daily 15-minute program presenting straight-forward answers to life's tougher questions.

HOUR OF DECISION -- A weekly program of music, testimony and preaching with Dr. Billy Graham and members of the Graham Crusade Team.

IN TOUCH -- From the First Baptist Church of Atlanta, Georgia, comes this daily and weekly program featuring pastor Dr. Charles Stanley.

INSIGHT FOR LIVING -- A program of practical applications of biblical truth presented by Dr. Charles Swindoll, pastor of the First Evangelical Free Church, in Fullerton, California.

INTERNATIONAL MEDIA SERVICE NEWS -- Forrest Boyd and his staff provide 119 newscast each week which will keep you in touch with national, international and religious news, along with sport and market reports. Special news features are also heard daily.

IMS JOURNAL -- A daily program of news and features including interviews with national leaders, authors and newsmakers. Features are *THE REST OF THE NEWS*, *ANOTHER VIEW OF THE NEWS*, *OUR WORLD*, and *PEOPLE AND VIEWPOINTS*.

JONI AND FRIENDS -- A daily five-minute program featuring author and conference speaker Joni Eareckson Tada.

LISTENING POST* -- A daily 15-minute program featuring fine sacred and secular stories for children read by Florence Schmid with narration and dramatic style.

MBN SATURDAY NIGHT* -- Three hours of light contemporary Christian music hosted by Todd Busted.

MEN OF PRAISE* -- Familiar gospel songs and hymns are given and added dimension with the combination of the rich dynamics of a male chorus.

MINIRTH-MEIER CLINIC* -- A daily call-in counseling program based on sound medical, psychiatric and biblical standards. Topics include, depression, suicide, divorce, parenting, aging, and more.

MISSIONS IN ACTION -- A five-minute weekly program featuring a look at missions at home and aboard.

MOODY ALUMNI* -- Tim Ostrander, executive director of the Moody Alumni Association, interviews MBI alumni serving the Lord all over the world.

MOODY CHURCH HOUR -- The Sunday morning worship service from historic Moody Memorial Church in Chicago with pastor Dr. Erwin Lutzer.

MOODY PRESENTS* -- Each week, the president of Moody Bible Institute brings a timely message from God's Word.

MUSIC FOR A SATURDAY* -- Two hours of inspirational music hosted by Jim Stanley.

MUSIC THROUGH THE NIGHT* -- A late-night program of music, thoughtful comments and timely programs hosted by Mike Kellogg.

NOCTURNE* -- A program of piano and organ arrangements with Bill Fasig and John Innes reflecting the life of Christ suitable for the quiet times of the evening.

OPEN LINE* -- A live daily call-in program featuring well-known authors, speakers, counselors and pastors on a wide variety of topics. Hosted by Chris Fabry, MBN radio pastor Donald Cole, or Don Hawkins and Kerby Anderson in Dallas.

ORGAN INSPIRATION* -- Gil Mead of Moody Bible Institute's music faculty provides this weekly musical program of organ compositions.

OUR DAILY BREAD -- Daily devotional thought from the Radio Bible Class of Grand Rapids, Michigan.

PACIFIC REPORT -- Two-minute reports on mission activity in the Far East.

PAUSED FOR GOOD NEWS -- A five-minute commentary from speakers Dave Breese, J. Allen Peterson and others from Back to the Bible Broadcast.

PERSPECTIVE* -- A daily feature with MBN radio pastor Donald Cole to put the listener in touch with a topic of biblical theology.

PRESIDENTIAL RADIO ADDRESS AND DEMOCRATIC RESPONSE -- Live broadcast of President Reagan's weekly five minute address and of the five-minute democratic response.

PRIME TIME AMERICA* -- A live program of music and informational interviews.

PSYCHIATRY AND YOU* -- Nationally-known psychiatrists Dr. Paul Meier and Dr. Frank Minirth share practical principles dealing with depression, stress, alcoholism, burnout and other topics of interest in these fast-paced days in which we live.

RADIO BIBLE CLASS -- A weekly program with Bible teachers Richard DeHaan, Paul Van Gorder and M. R. DeHaan II.

RADIO SCHOOL OF THE BIBLE* -- Various Moody Bible Institute instructors bring the classroom to you every weekday and offer Bible courses for credit through Moody Correspondence School.

RANGER BILL* -- A real-life dramatic program for children highlighting the adventures of a forest ranger and his friends.

REVERIE* -- A late-night format of poetry and devotional thoughts to close your day with Miron Canaday.

SATURDAY NIGHT ALIVE* -- Ron Hutchcraft hosts an hour-long program for teens dealing with suicide, raising better parents, friendship, peer pressure and more. Teens in the studio add their thoughts and light contemporary music is played.

SHOW ME THY GLORY* -- Featuring Miron Canaday with devotional readings, scripture, prayer and music to encourage listeners to begin their day with God.

SONGS IN THE NIGHT -- A half-hour weekly program of songs and meditation by Erwin Lutzer.

SOUND WORDS -- Dr. Gilbert Rugh of Indian Hills Bible Church in Lincoln, Nebraska, expounds scripture to build up believers on his daily 30-minute program.

SOUNDS OF THE TIMES -- On-campus interviews with biblical application with M.R. DeHaan II as your host.

STORIES OF GREAT CHRISTIANS* -- Men and women whose lives were fully dedicated to God. Dramatic presentations produced by MBN.

STORYBOOK ROOM* -- Bob Devine is your host featuring dramatic bible stories and Nature Corner interviews with various animals of God's creation.

SUNDAY PRAISE* -- Bright hymns of praise reflecting the glory of God are brought your way each Sunday morning.

TEEN SCENE -- A weekly 15-minute program aimed at teens and problems they face. Produced by Back to the Bible.

THE LIVING WORD* -- MBN radio pastor Donald Cole leads this book-by-book study in God's Word.

THINK ABOUT IT -- A two-minute feature with Robert Featherstone relating common events of life to the Christian walk.

THRESHOLD* -- Ron Hutchcraft of Youth for Christ hosts this program aimed at those who work with teenagers. Pointing out that teens are important people who need to be understood by their parents and the church.

THRU THE BIBLE -- J. Vernon McGee leads you in a systematic study of the Word.

UNSHACKLED -- Produced by Chicago's Pacific Garden Mission, this weekly series tells the stories of men and women whose lives were changed by the power of the gospel.

URBAN ALTERNATIVE -- Dr. Tony Evans of Dallas Theological Seminary presents a weekly program aimed at believers living in the city and the problems they face.

WOMAN TO WOMAN* -- MBN's Dollee Meredith Speaks to women and men about issues, problems and tensions faced by today's women and how the Bible provides the answers.

WORD OF HOPE -- Dr. William Brownson, a professor at Western Theological Seminary, Holland, Michigan, presents a clear straight-forward gospel message for the unbeliever and practical Bible truth for growing Christians.

YOUR MONEY IN CHANGING TIMES -- Financial counselor and author Larry Burkett of Christian Financial Concepts, Inc., discusses such things as budgeting, savings, getting out of debt and other matters relating to your money.

* MBN produced program.

** Former MBN program now produced by independent ministry.

MBN PROGRAMS IN 2002

A GROWING MARRIAGE* -- Dr. Gary Chapman, author of the best selling book "The Five Love Languages", hosts this daily 90-second program on marriage. Dr. Chapman addresses issues such as communication and finances with lighthearted humor and biblical truths.

A WORD WITH YOU -- A daily 4 ½ to 5-minute feature which Ron Hutchcraft shares practical suggestions on how to grow in your Christian walk.

ADVENTURES IN ODYSSEY -- A weekly and daily 25-minute contemporary dramatic production by the Focus on the Family staff; targeted to kids with applications to adults as well.

AFTERNOON PRAISE* -- Steve Hiller hosts music in the afternoon weekdays in two 55-minute segments.

THE ALTERNATIVE WITH DR. TONY EVANS -- Dr. Anthony T. Evans, senior pastor of Oak Cliff Bible Fellowship in Dallas, presents a daily 25-minute program whose vision is to call Christians of all races to action through expository preaching and teaching. It provides a much-needed biblical perspective on issues facing our nation to the Christian community at large.

BEYOND THE CALL -- A daily 60 second feature with Ron Cline who brings us into the lives of people and organizations that "go beyond the call".

THE CHRISTIAN WORKING WOMAN -- This daily and weekly version of *The Christian Working Woman* is hosted by Mary Whelchel. Based in Wheaton, Illinois, Mary has a unique ministry to Christian women who spend their weekdays in the marketplace. The daily version of *The Christian Working Woman* is 2:30-minutes in length; the weekly version is 14:30-minutes in length.

CLIMBING HIGHER* -- Dr. George Sweeting, Chancellor Emeritus of the Moody Bible Institute, presents a daily 4 - 1/2 minute devotional that challenges each believer to climb higher.

CREATION MOMENTS -- A 2 to 3-minute program that relates topics of the Bible and science together. Creation Moments is hosted by Mr. Ian Taylor and produced by the Bible Science Association of Minneapolis, MN.

DISCOVER THE WORD -- A 15-minute weekday Bible study discussion with Martin DeHaan and Haddon Robinson, along with invited guests.

DOWN GILEAD LANE -- A 30-minute weekly dramatic series designed to evangelize and disciple young people and their families in an exciting and compelling manner.

FAMILY LIFE TODAY -- A 25:00 minute daily program hosted by Dennis Rainey, and produced by Family Life, a ministry of Campus Crusade for Christ. Family Life is committed to strengthening marriage and family relationships by returning them to biblical principles. The show is also available in a weekly half-hour format, hosted by Ashley Rainey Escue and Bob Lepine.

FAMILY NEWS IN FOCUS -- A 5 minute advocacy program and series of two minute features produced by Focus on the Family that keep your listeners informed about the many important issues and news events that affect the family.

FOCUS ON THE FAMILY -- Nationally known author and psychologist Dr. James Dobson shares practical advice on the topic of building good family relationships centered on scriptural principles. This is a 30-minute daily and weekly 55-minute program.

GETTING THE MESSAGE -- Lud Golz of Novelty, Ohio, encourages Bible Study, explains the process and demonstrates by example in this two-minute daily feature.

GOSPEL PRAISE* -- A weekly 55 minute inspirational music program performed mainly by traditional and contemporary African American artists and Gospel choirs. Joseph Rhoiney is pleased to host this dynamic worship & praise hour each week on the Moody Radio Network.

GRACE TO YOU -- Featuring the teaching ministry of Dr. John MacArthur, pastor of the Grace Community Church in Sun Valley, California and president of The Master's College and Seminary. This is a daily 30-minute program.

GUIDELINES -- Dr. Harold Sala, family counselor, sheds biblical light on the needs and problems faced by the family today. This is a 4 1/2 to 5-minute feature.

HAVEN -- Music by the Haven Quartet and insightful teaching from host Charles Morris inspires many in this daily half-hour program.

HEARTSONG* -- A 55-minute program airs Sunday evenings and is hosted by veteran broadcaster Ruth Dinwiddie. This features worshipful choruses, traditional hymns, and heart-warming gospel songs.

HOUR OF DECISION -- A weekly 25-minute program of music, testimony and preaching with Dr. Billy Graham and members of the Graham Crusade Team.

HOW TO MANAGE YOUR MONEY -- Financial counselor and author Larry Burkett of Christian Financial Concepts, Inc., discusses such things as budgeting, savings, getting out of debt and other matters relating to your money in a daily 4 -minute feature.

IN THE STUDIO WITH MICHAEL CARD* -- Michael Card and host Wayne Shepherd welcome friends, musicians, scholars and Christian leaders to the studio for one of the most unique programs in Christian radio. Not a talk, music, concert or ministry program but a combination of these elements, this 55 minute program is perfect for weekends and designed to provide a refreshing and audience-accessible, foreground listening experience.

INSIGHT FOR LIVING -- A daily half-hour program of practical applications of biblical truth presented by Dr. Charles Swindoll, former pastor of the First Evangelical Free Church in Fullerton, CA and now president of Dallas Theological Seminary.

JONI AND FRIENDS -- A daily five-minute program featuring author and conference speaker Joni Eareckson Tada.

JOSH McDOWELL RADIO -- This weekly half-hour program primarily targets parents. Hosted by Josh McDowell, this program gives practical ideas and helps to those who deal with teens in today's society. Josh McDowell is a very popular youth speaker who travels internationally for Campus Crusade for Christ.

LEADING THE WAY -- This daily 24-minute preaching program is hosted by Dr. Michael Youssef, author and founder of The Church of the Apostles in Atlanta, GA.

LEGAL ALERT -- This 90-second daily feature synthesizes current issues before Christians and the courts. The fast-paced program is hosted by Attorney David Gibbs III of the Christian Law Association, an organization founded in 1969 to defend the rights of Bible believing churches and Christians.

LET MY PEOPLE THINK -- A weekly 25-minute program featuring the preaching ministry of International evangelist and Christian apologist Dr. Ravi Zacharias.

LIFE CHANGE -- Dr. Blackaby's devotion, called Life Change, is a short feature intended to direct the listener to God and His activity in the world today. Listeners are challenged, encouraged, and directed to a loving God in each daily 2-minute message.

THE LIVING WORD* -- MBN radio pastor Donald Cole and his wife Naomi lead this book-by-book study in God's Word (15 minute daily).

LIFE PRESERVERS -- A production of Haven Ministries. Haven host, Charles Morris, takes the listeners from the world in which they live in and turns them toward the cross in this daily one-minute feature.

LISTEN TO THE BIBLE -- Max McLean delivers an engaging and powerful presentation of the Bible (NIV) in this daily one-minute reading of selected scriptures.

LIVING A LEGACY -- A 4 minute feature airs during Prime Time America. Crawford Loritts addresses specific life principles found in scriptures in order to help listener's fathom that every moment counts for eternity.

LIVING ON THE EDGE -- Pastor Chip Ingram of Santa Cruz Bible Church often deals with highly controversial and life-impacting issues. Chip's teaching is characterized by relevance and scriptural accuracy.

LOVE WORTH FINDING -- A daily 25 minute and weekly (Saturday) program featuring the penetrating messages of Dr. Adrian Rogers, pastor of the Bellevue Avenue Baptist Church in Memphis, TN.

MARRIAGE MINUTE* -- a daily :58 production that addresses the multi-faceted issues of the marriage relationship. Hosted by Dr. Robert Moeller who offers listeners a rare combination of theological depth, user-friendliness and practicality. He crafts each day's broadcast to pack a healthy amount of good content, punctuated often with an infectious smile.

MBN SATURDAY NIGHT* -- Four hours of adult contemporary Christian music hosted by David Trout. (This program changed its name to *THE WORSHIP SPOTLIGHT* in fall 2002 and changed format to all praise and worship music.)

MBN SOUNDFILE* -- A 55-minute weekend special hosted by MBN's Bill Davis, and which consists of highlights from the previous week of MBN features like *OPEN LINE*, *PRIME TIME AMERICA* and *MIDDAY CONNECTION*.

MIDDAY CONNECTION* -- A 55-minute daily live, relevant, contemporary nationwide call-in program featuring a line-up of recurring guests who address specific relationship topics for each day of the week. Alternately hosted by Anita Lustrea and Tracy Haney.

MISSION NETWORK NEWS -- A 2-minute daily news feature dedicated to keeping Christians informed of the evangelical mission activity around the world, educating and motivating Christians to prayer and support of missionary work.

MOM SENSE -- Elisa Morgan, President of the MOPS International Inc., a caring ministry for mothers of preschoolers, shares helpful hints for living the Christian life (2 minutes).

MONEY MATTERS -- A 25-minute nationwide live call-in program with Larry Burkett, president of Christian Financial Concepts, covers your financial management questions from a biblical perspective.

MONEY WATCH -- Christian Financial Concept's 25 minute program with Steve Brown and Larry Burkett with purpose to promote greater Christian stewardship

MORNING PRAISE* -- Donna Leland hosts music in the morning each weekday for one 55-minute segment and one 40-minute segment.

MOODY CHURCH HOUR -- The Sunday morning worship service from historic Moody Memorial Church in Chicago with Pastor Dr. Erwin Lutzer (55-minute weekly program).

MOODY PRESENTS* -- Dr. Joseph M. Stowell, president of Moody Bible Institute, is joined by the various Moody musical groups with original production presenting a timely message from the word of God in this weekly 29:30 minute program.

MUSIC FOR SATURDAY* -- Five hours of inspirational music hosted by MBN's Donna Leland.

MUSIC FOR SUNDAY* -- Five hours of inspirational music hosted by MBN's John Hayden.

MUSIC THRU THE NIGHT* -- A late-night program of music, thoughtful comments and timely programs hosted by Mike Kellogg (5 hours per night, 7 days a week).

MY UTMOST FOR HIS HIGHEST -- A 2 to 3-minute long reading from the classic devotional of Oswald Chambers.

NATIONAL CONCERT OF PRAYER -- David Bryant and/or Steve Bell encourage believers to pray for a spiritual awaking in our country and for the evangelization of our world. A 2-minute feature from Northwestern Productions, St. Paul, MN.

A NEW SONG* -- Soloist Burt Kettinger is featured, accompanied by John Innes, in this weekly 15-minute program.

OPEN LINE* -- A live 55-minute daily call-in program featuring well-known authors, speakers, counselors and pastors on a wide variety of topics. Features topical guest interviews three nights a week with host Wayne Shepherd and Bible Q & A with MBN radio pastor Donald Cole.

OUR DAILY BREAD -- Daily devotional thoughts from the Radio Bible Class of Grand Rapids, Michigan (5-minutes on weekdays; 2-minutes during Music Thru The Night on weekends).

PAWS & TALES -- A weekly children's radio drama presented by Insight for Living that teaches biblical principles in a fun and memorable way.

PRIME TIME AMERICA* -- A live afternoon "drive-time" program of music and informational interviews hosted by Greg Wheatley (90 minutes, weekdays).

PROBE -- Kerby Anderson of Probe Ministries examines the crucial issues of the day in a reasoned challenge to secular humanism in this weekday 5-minute commentary.

PROCLAIM!* -- A 13:30 minute daily program featuring Dr. Joseph Stowell, President of MBI. This program, co-hosted by Wayne Shepherd, is an upbeat, positive Bible teaching program. Program elements include discussion, dramatic vignettes illustrating biblical truths and occasional visits with guest speakers.

RADIO SCHOOL OF THE BIBLE* -- Host Greg Wheatley is joined by various Moody Bible Institute instructors who bring the classroom to you every weekday for 15-minutes and offer Bible courses for credit through Moody Bible Institute's Independent Studies.

RENEWING THE HEART -- A 55 minute program delves into issues of interest and concern to women hosted by Janet Parshall.

REACHING YOUR WORLD -- Luis Palau's dynamic daily 2-minute radio program! Learn powerful, practical ways to share your faith!

REFLECTIONS* -- Current instrumental music is highlighted on this 55-minute segment hosted by Aimee Lilly.

REVIVE OUR HEARTS -- A 15-minute daily program hosted by Nancy Leigh DeMoss that tackles some of life's toughest challenges. Through these thoroughly Scripture-based lessons, women will discover how to embrace God's distinct purpose and plan, how to experience true freedom and fulfillment in Him - and how to share that hope with others.

RUNNING TO WIN -- Hosted by the Senior Pastor of Moody Memorial Church in Chicago, Dr. Erwin Lutzer, RUNNING TO WIN is a daily 15-minute program including inspiring excerpts from Dr. Lutzer's messages.

SHOW ME THY GLORY* -- Featuring the late Miron Canaday with devotional readings, scripture, prayer and music to encourage listeners to begin their day with God in a 15-minute weekly program.

SLICE OF INFINITY -- A daily two minute feature with Christian apologist Dr. Ravi Zacharias.

SONGS IN THE NIGHT -- A half-hour weekly program of songs and meditation by Dr. Erwin Lutzer, pastor of the Moody Memorial Church.

SOUND OF MAJESTY* -- A weeknight 55 minute program hosted by Greg Wheatley, who presents some of the classic hymns from the faith, featuring instrumentals with complete orchestration. These great music selections are designed to highlight the greatness and majesty of our Lord and savior, Jesus Christ.

SPORTS SPECTRUM -- A fast-paced 55-minutes of sports scores, interviews, and calls from listeners all over the nation. Veteran radio sports reporter Chuck Swirsky hosts this program, which examines the real issues in sports, and life from a Christian perspective. Sports Spectrum is produced by Discovery House Publishers, which is affiliated with Radio Bible Class, Grand Rapids, Michigan.

SUNDAY PRAISE* -- Bright hymns of praise reflecting the glory of God are brought your way each Sunday morning with Anita Lustrea (3 hours, 25 minutes).

THE WORSHIP SPOTLIGHT* -- Three hours of uplifting praise music, hosted by David Trout. (Formerly known as *MBN SATURDAY NIGHT*.)

TODAY IN THE WORD* -- This 2-minute daily devotional feature, hosted by Mike Kellogg, is based on Moody Bible Institute's devotional print guide of the same name, airs seven days a week and features a Bible verse of the day and a related practical thought.

TODAY'S CHILD -- A production of Westar Media for Child Evangelism Fellowship. These programs feature noted authorities in the area of child raising.

TODAY'S FATHER -- A 3:00 minute daily feature with Ken Canfield of the National Center for Fathering, who gives fathers some solid, biblical advice for being the father that God intended them to be.

TRUTH FOR LIFE -- A daily and weekly 25-minute program featuring the pulpit ministry of Rev. Alistair Begg, a pastor from the Cleveland, Ohio area.

TURNING POINT -- Dr. David Jeremiah, senior pastor of the Scott Memorial Baptist Church in El Cajon, California gives expository messages each weekday (half hour daily).

SRN NEWS UPDATE -- A fast-paced minute of the latest national and international news headlines at the bottom of the hour 12 times each weekday. 5:30am - 8:30pm CT (except 11:30am, 2:30pm, 4:30pm & 6:30pm).

SRN NEWS -- Hourly newscasts are provided 24 hours a day Monday through Saturday and 22 hours on Sunday. *SRN NEWS* starts at 55:00 after each hour and runs until 59:00. In addition to national and international news, Christian-interest news is included within the 57:00 to 58:00 segment.

SRN SPORTS -- *SRN Sports* provides the most up to the minute news on sports available. The sports casts are 1:00 minute in length and are 6 times daily Monday through Friday and 7 times on Saturday.

SRN BUSINESS -- This Monday through Friday feature reports the closing stock and commodities market figures along with the important business stories of the day. The *SRN Business* report is 1:00 minute in length.

UNSHACKLED -- UNSHACKLED! is the longest running radio drama series in broadcasting history. Still produced in the style of the "Golden Age" of radio. It is a 30-minute weekly program.

VOICES OF THE PAST* -- A program with pertinent, ageless material from an era gone by. Sunday evenings, hear the pulpit ministries of Robert A. Cook, J. Vernon McGee, A.W. Tozer, Vance Havner and others. *Voices Of The Past* runs 59-minutes weekly.

WALK IN THE WORD -- Pastor James McDonald, senior pastor of Harvest Bible Chapel presents a daily 26-minute program of teachings that emphasize the precise exposition of God's Word and its practical life.

WISDOM FROM THE WORD -- Impact Ministries presents this 25:00 weekly (Sunday) preaching program featuring Pastor James Ford.

WORDS TO LIVE BY – Join Martin DeHaan for this unique 30-minute radio program which features people's perspectives, not to mention lives, that have been changed by the Word of God.

* Programs produced by Moody Broadcasting Network in 2002.

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