



The

# Broadcasters' Desktop Resource

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... edited by Barry Mishkind – the Eclectic Engineer

## NRB Report

### The National Religious Broadcasters Convention 2014



by Stanley Adams

[March 2014] About six weeks before NAB, the National Religious Broadcasters meet each year. This year, Stan Adams went down to Nashville to report on the convention.

From saint to sinner, a large crowd turned up in Nashville in late February to attend the 2014 National Religious Broadcasters Annual Convention.



The annual NRB convention, held at the large Opryland Hotel and Convention center brought together some 4,000 thousand of the nation's

most acclaimed Christian minds to brainstorm over the future of Christianity in the world dominated by media technologies.

Alex Murashko of the *Christian Post*, one of the supporting partners of this event, wrote "We believe this year begins an exciting new phase as we provide deeper and richer training, education and inspirational content during the four days of the convention seeking to harness the power of electronic media to spread the Gospel."

#### 70 YEARS OF ACTIVITY

Marking 70 years this year, the NRB, proclaims itself as the world's largest Christian communications event.

During that time, the NRB has been providing a forum for Christian leaders, including producers, authors, musicians, and pastors, to attend educational sessions about radio and television broadcasting, visual media, church media, the Internet, as well as leadership.

Besides prominent speakers and attendees, the NRB convention also featured nearly 300 companies with vendor booths, offering an active marketplace of tools and services to expand and enhance ministries.

## ON THE FLOOR

On the exhibition floor I found a fair number of familiar faces.

For example, among the technical exhibitors whom I met was Jeff Welton of Nautel. Garret Wood represented Harris Broadcast this year and had some of the low power transmission equipment on display.



The SCMS booth was one of many featuring LPFM

SCMS and the Broadcast General Store were there in full force showing all of the new wares that are in demand especially for the LPFM broadcaster – which includes many Christian groups. Shively and ERI were representing their antenna and tower products.

Ben Barber, president of Inovonics Broadcast, was interesting to speak with over the technological jumps in FM receivers (including HD) which are now available to the broadcaster in a small package.

Tom Peterle, US manager at Worldcast Systems, showed a Crown low power transmitter and some very interesting IP codecs that can connect their worldwide manufacturing facilities only to return with only one error over many,

many hours of operation. They also displayed operational software automation developed for radio station management use over the IP.

Kevin Smith of the Armstrong transmitter group was not far away showing a low power transmitter and STL system all on the air and in full operation.

And, several readers will probably recognize the name Kingdom.com as early suppliers of bulk reel-to-reel tape and cassette tapes for church use. Growing from a basic Bible supply store they had a very large exhibit which involved video broadcasting, Audio-Technica products, and some of their ordinary sale items.

By the way, Audio-Technica itself has a number of new ribbon style microphones that were on display, perfect for broadcasts, interviews and public speaking.

## MULTIMEDIA

There was one thing stood out clearly to me as I surveyed the speakers and the exhibition halls this year: it just might be called the year of either “Christian” or moralistic movies.

Several forthcoming Christian movies have been talked about in terms of setting box office



records this year and their film companies were there to help make that happen. Among them, the new "Son of God," "Moms' Night Out," "Noah," and "God's Not Dead" movies had pre-screenings along with their media people to speak about the use of this mode of delivery for the Christian message.

## CONVERSATION

While there, I attended several interesting sessions on the schedule. First on my list was *A Conversation with Eric Metaxas and Dr. Ben Carson*.



**Ben Carson**

Dr. Carson is well-known through the country as a distinguished speaker who rose from nothing to become a world class doctor and serving in world class facilities. He is in wide demand to speak about the existence and nature of God.

Another presentation that I found interesting was when the Cancer Centers of America (formerly the old Oral Roberts hospital of Tulsa –

with its affiliate hospitals) gave a dinner to encourage many who serve God to become affiliated with the care and ministry to the cancer population. They offer formal training at their locations,

Among those with whom I met was Dr. Richard Bott, Sr., head of the Bott radio network and Patriarch to a family involved in religious radio broadcasting.

Well into his 80's now, he predicted that as the moral temperament of the country is changing and that the actual need for services such that religious broadcasters provide will be even more in demand.

I left the Convention thinking this was a real meeting of God and Mammon. But I suppose it does take some wise uses of money and technologies to spread the "good news throughout the whole world." I met some good people who, while trying to make a living, are also trying to make their living in the field of uplifting the status of people and God.

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