



Frequently Asked Questions

- 1) What is the news philosophy of SRN News? That is, how do Christian values influence editorial news decisions at SRN?

SRN News understands that its core audience is made up of Christians, and because of that, all stories and features are selected and written for them. SRN has a long history of broadcasting to the Christian audience and understand what they want and need. Ken Lormand, SRN's News Bureau Chief, comes from a seasoned background in Christian radio and sees to it that stories are always right on target.

- 2) What news source materials are used by or are available to SRN News?

SRN News subscribes to AP and AP Audio. They continually monitor all sources for news, and have the Major Television News Networks wired into their workstations for easy access. Their worldwide reporters are available 24 hours a day through many different sources. SRN News is the only news source designed for the Christian radio audience with full time correspondents at the White House and Capitol.

- 3) How will the fact that SRN is recognized as a commercial-driven organization affect what Moody Radio affiliates will hear on the noncommercial newscasts, reports and features?

SRN News is a marketable product, one that stands by itself and can be sold by commercial radio stations. SRN News exists to compete with the likes of ABC Radio News and CBS News and will make its affiliate stations shine in their market. It is SRN's goal to make your listeners comfortable in getting the most important news from your station. They won't be switching over to the all-news station in town for breaking news. They will stay with you.

- 4) I know that SRN bought out the old Standard News, which itself went through seemingly countless births and rebirths. How much of the old CBN News is still a part of the new SRN News? How can I be sure this is a news service that will be around one or even two or more years down the road?

Salem Radio Network has made a commitment that SRN News will be around for the long run. SRN has a history of taking an operation and bringing it to its highest potential. You have every reason to place complete confidence in the management of SRN.

- 5) Describe SRN's broadcast operation?

With its new fully digital International News Center just minutes from downtown Washington, SRN News gathers stories from the White House, House and Senate by dedicated ISDN lines, giving news stories the

live sound needed to compete with major news services. SRN's broadcast center is state of the art, with digital workstations, networked together to give anchors a truly "paperless" newscast. The operation is fully redundant, with standby clocks and studios ready should they be needed. SRN's newscast is sent by T-1 to Dallas, where it is uplinked to our facility in Chicago.

6) What is the current affiliate base of SRN News?

When Moody added SRN News in late 1998, SRN News had grown to 276 affiliates, up from 84 in 1996. Today it stands as the largest provider of full-service news to the Christian radio format with over 900 radio stations.

7) Does SRN have a commitment to religious news and/or coverage of issues of interest and concern to Christians and what portion of the newscast will be dedicated to that coverage?

In the second segment of the newscast, (57:00 - 58:00), SRN always highlights a story that appeals to the Christian audience. While this doesn't always have to be a story about Christians or Christianity, it can also highlight issues dealing with morality or trends in society. In addition, SRN will lead with a story in its first section of concern to the Christian audience, should it be necessary. SRN is committed to serving the Christian radio audience.

8) Salem Communications has a reputation in the religious broadcasting industry as a competitive commercial operator, with little to do with non-commercial radio. How can we trust them or work with them?

Salem Radio Network News has formed a lasting relationship with the management of SRN and believes that any issues that come between them will be resolved. After conducting a thorough investigation, re-evaluating affiliate news needs, and bringing it to prayer, Moody Radio has complete confidence in SRN. This is a decision that will benefit Moody Radio affiliates.

9) How many reporters does SRN have?

SRN News has about 18 anchors, correspondents, editors and producers in our Washington, DC newsroom. In addition, we have three fulltime reporters that are specifically assigned to the White House, House of Representatives and Senate. They also have an anchor in Dallas, Texas. Additionally, SRN News has reporters at their disposal from around the world.

10) What level of experience does SRN's team of announcers and reporters bring to the job?

SRN's staff have worked at such organizations as Associated Press, United Press International, ABC News, C-Span, CNN, CBN, Family News in Focus, USA Radio News, Unistar, Voice of America and StandardNews and in various major markets. Their major market and network experience shines through not only on weekday, but also on weekends.

11) Will local affiliate stations have access to transcripts or further information on individual newscasts?

Affiliates with questions about a story are welcome to call the SRN News newsroom toll-free at 1-888-528-6213. Affiliates are welcome to e-mail SRN News Bureau Chief/Managing Editor Ken Lormand at <kenl@srnnews.com>. Postal correspondence can be addressed to SRN News, 1901 North Moore Street, Suite 201, Arlington, VA 22209. SRN News also welcomes offers from local affiliates to cover a newsworthy event in their market. If doing this, please use the same contact information provided above.

12) How may listeners find out more about a story they hear on SRN News?

Listeners with questions may call (703) 528-6213 or e-mail questions to <newsdesk@srnradio.com>. The SRN News web site is at www.srnonline.com

13) Is there a barter agreement available for SRN News?

*Yes, there is a commercial spot barter option for commercial stations. But there is **no program barter** option for noncommercial stations. For more information on the commercial news options, please call Kelli Hain, in SRN's Affiliate Relations at 972-831-1920 ext 144.*

14) What kind of individual station attention will I get?

As a SRN News user on Moody Radio, SRN reporters are glad to talk to you by phone regarding a particular story or angle that you would like to discuss. Be sure to set this up with Ken Lormand at 888-528-6213 beforehand. Additionally, SRN's anchors can provide customized promos and liners for your station.

15) What difference will our listeners notice?

Moody Radio's commitment to providing professional, accurate and timely news will be reflected in frequent utilization of the resources available through SRN News reporters and anchors for commentary and news analysis in programs such as Prime Time America. News stories heard on Moody Radio are in keeping with our efforts to equip and motivate people to advance the cause of Christ. Your listeners will hear this as we incorporate news stories in our broadcasts and provide timely commentary on how the news will affect their lives.

16) What communication will I receive about breaking news or changes to my newscast?

Moody Radio will continue to serve affiliates through Internet e-mail. This allows stations to have timely notice about any interruption in programming. MBN will receive notification from SRN and immediately pass it on to affiliate stations.

17) At what time during each hour will I hear SRN News?

SRN News occupies the slot at :55 past the hour and run for 4 minutes. In addition, you'll hear more headline updates and sports and business updates than ever before. Breaking news and significant presidential news conferences will also be aired on MBI.

18) What does the 4-minute newscast contain?

The SRN Newscast contains 3 sections of news. The first is called the "A" section containing the most important news of the hour and it runs from :55 to :57 with an outcue that says...this is SRN News. The second is the "B" section, which contains the news aimed at the core Christian audience. It runs from :57 - :58 with an outcue of "this is SRN News." And the third section is the "C" section. It runs from :58 - :59 with an outcue, "from Washington, I'm ANCHOR NAME."

19) What relays will be used within the news?

When MBI is on Port 1 of your UNITY 4000 satellite receiver, Relay 17-18 will fire at 54:59, just prior to the news start. Relay 15-16 will fire at 57:00, to give stations the opportunity to leave for local news and spots. Relay 19-20 will fire at :59:00 to start the one-minute MANDATORY cutaway. This :60 break will be filled with one :30-second spot, followed immediately by the :30-second combination spot and WJSO Legal ID and will need to be covered by local stations.

20) What additional services are available?

See SRN's Auxiliary Feed schedule. Lead sheets with detailed information on actuality feeds are available via Internet e-mail. Send your request via e-mail to Ken Lormand at <kenl@srnnews.com>.

21) Why should I consider SRN News over a major news radio network like ABC, CBS or CNN?

At a time when many Christian broadcasters are concerned that the major networks, anchors and reporters are elitist, humanistic, and increasingly hostile to evangelicals, SRN News offers news firmly grounded in a Christian World view - with the unique sensitivities of Christian Radio in mind.