

every day, I don't deserve to go on the air. If I'm not careful, I can get out of balance. I could be more political than spiritual, more feelings oriented than based on logic. I work constantly to keep proper perspective."

KPHP is "100% ministry and 100% business." There is no dividing line between sacred and secular. Everything—tangible and intangible—belongs to the One True King. The unity Christ so desired for His church is modeled by the personnel of the station. A variety of denominations are represented, all working in harmony: Presbyterian, Nazarene, Baptist, Church of God, Adventist. Corporate prayer opens staff meetings. Private prayer bathes each program.

KPHP is handled by a small staff of 23 people, only three of whom are on-air hosts: Sean Herriott, who hosts Morning Music each day; Chip??? and Sandy Snavelly, host of Talk from the Heart, a weekday program at 3 PM. Most of radio is actually behind the scenes—all of the planning, preparing, and procuring of the programs and advertising packages. KPHP employs three writer-producers who effectively utilize KPHP's unique teamwork approach to advertising.

Crawford Broadcasting Company is rare among Christian radio stations because it embraces a capitalist approach to funding—advertising pays for the station rather than donations from the listening audience. "It's not your typical radio sales pitch," maintains Harms, who has worked in secular and Christian radio for over fourteen years. "KPHP sustains a cooperative attitude with its advertising partners. If an advertiser spends money with us, how much business do we need to generate for them to keep advertising? We're practically unpaid consultants for business because we'll have a series of meeting to help the client decide if an ad on radio is right for them. We'll talk with a business two or three times before developing an advertising package, just to find out what their needs are, what their business goals are, and how we can help. And we're probably the only station who calls each advertiser every week to see what response we're getting to their ads. We'll say, 'This is what we're promoting this week. Have any listeners called about this?' We want to see if their ad money is working."

KPHP carefully completes a few background checks, including an inquiry with the Better Business Bureau before airing any new advertisements. Trust between the audience, the station, and the advertisers is an essential component of the teamwork concept.

The KPHP advertising teamwork incorporates qualities that are missing in most other radio stations. When you question an on-air host about the ad spot that just aired, the host frequently is not informed about the advertiser. The host cannot tell you how to get in touch with the advertiser or where the product is available. But the KPHP operating standards are higher. Each on-air host can provide you with additional information about the sponsors of their program. In fact, the on-air host has frequently had a part in preparing the ads.

KPHP's format has grown and flexed as the audience and the marketplace have changed. When the station started, the format included mostly music in the morning and afternoons, with a few talk programs and ministry programs sprinkled in. Now, however, since there are seven stations targeting the Christian

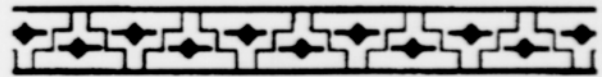
community in the Portland/Vancouver area, KPHP has developed a new format augmenting the talk radio and local ministries programming in response to the changing needs.

But even their new format is not written in stone. KPHP will continue to adapt changing patterns in God's people. In fact, the leadership at KPHP are continually eyeing new changes. "There are wonderful local ministries in Portland," reflects Harms, adjusting his colorful purple and blue tie. "We're firm believers in local involvement and in tapping local people and resources. Last Sunday [August 21], for example, Wesley Harris of Deliverance Faith Ministries, on at 8:30 PM, led two people to the Lord right over the air. Saturday from 6 PM to past midnight is all local people. Our core essence is to be local. We want to be the communicator for the Church in the area. We want to buttress the Christian community.

KPHP and its staff are a miniature portrait of the family of God, continually growing, changing, improving. A child's drawing framed in black and gold adorns a prominent place in the general manager's office. Laughter frequently echoes softly through the maze of hallways. The first artwork to greet a visitor to the office is a poem by Anna Marie Donaca?? set in free-flowing heart-shaped artwork by Fran Sloan in a glorious rainbow of colors captured in a golden frame. "Treasure Your Friends," the poem reads. "Learn to Share Your Talents. Faith Moves Mountains. Be An Example of Peace. Practice Perfect Harmony." KPHP practices harmony in the office, on the air, and in real life. ■

"All we had, literally," says David Harms, General Manager of KPHP, "was a piece of paper from the FCC stating that we had a license to broadcast on the 1290 wavelength and a lease on three radio transmitters west of 205 by Clackamas. That was all we had."

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