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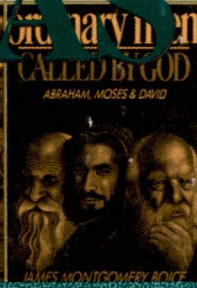
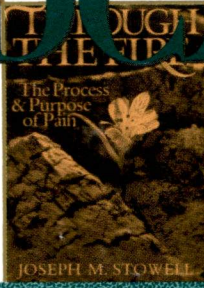
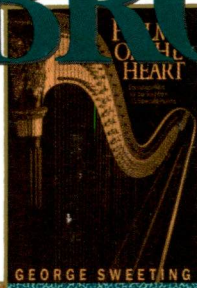
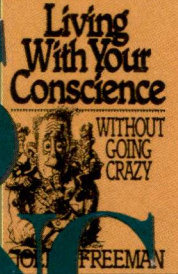
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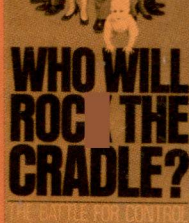
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RELIGIOUS BROADCASTING

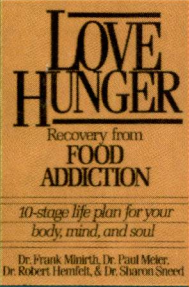
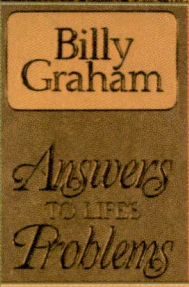
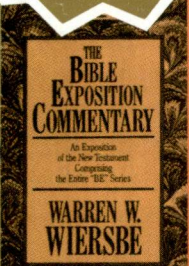
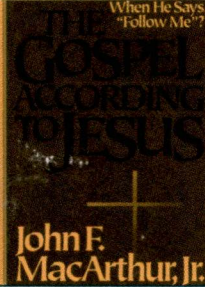
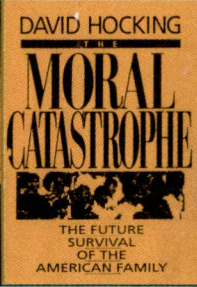
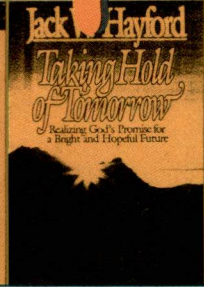
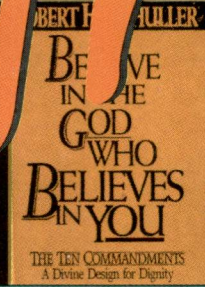
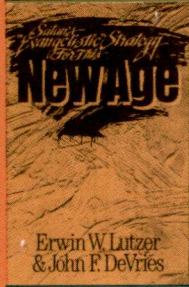
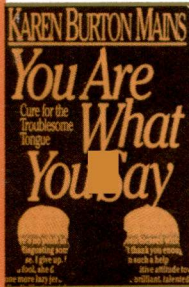


WHY DO SO MANY BROADCASTERS

Write?

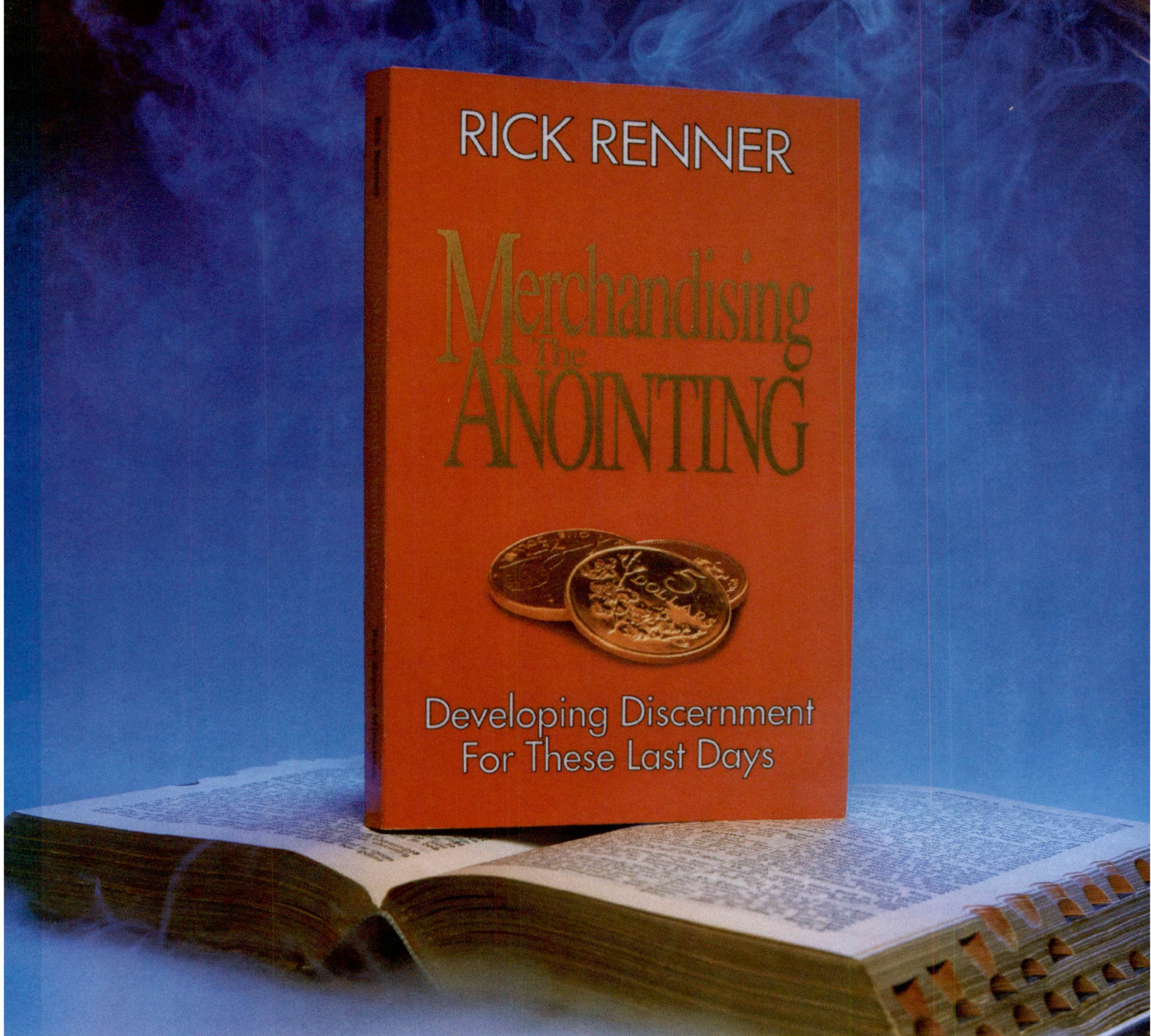


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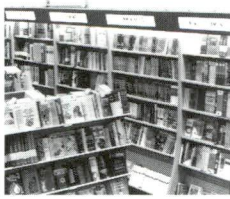
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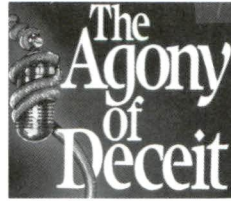
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PAGE 10



PAGE 14



PAGE 18

FEATURES

10

Why Do So Many Broadcasters Write?

Representatives from several Christian publishing firms comment on this and other questions related to the broadcaster-publisher partnership.

14

The Agony of Deceit: Criticism & Controversy

A book introduced by Moody Press at NRB 90 caused a stir with its criticism of several religious broadcasters. *Religious Broadcasting* gives its readers a look at both sides of the controversy.

18

Melody Green: No Compromise In Facing Today's Important Issues

The president of Last Days Ministries talks about her book *No Compromise* and the vision she has for the future with *Religious Broadcasting* assistant editor Paula Podgurski.

20

Radio Arms For Battle With Music Licensing Giants

by Russ Hauth/The NRB Music Licensing Committee faces an uphill battle where the essential ingredient is endurance.

24

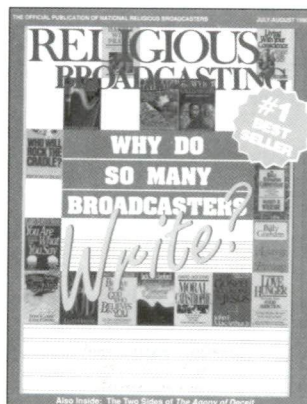
More Stations Appreciating Contemporary Christian Music's Sound

by Joe Battaglia/Contemporary Christian music is more popular than ever and can enhance a station's ministry potential.

DEPARTMENTS

SIGNING ON	3	1991 NRB AWARD NOMINATIONS	34
READERS' FORUM	4	PROGRAMMING ISSUES	37
WASHINGTON WATCH	8	THE BOOK SHELF	38
INSIDE NRB	26	CLASSIFIEDS	40
MEDIA FOCUS	28	COOKING WITH COOK	42
TECHNICALLY SPEAKING	30	LOOKING AHEAD	42
TRADE TALK	32	LATE NEWS	44

ABOUT
THE
COVER



WHY DO SO MANY BROADCASTERS WRITE?
Some of America's top religious publishers discuss their unique working relationship with the Christian broadcasting industry. Please see page 10.

Book covers courtesy of Harvest House, Here's Life, Thomas Nelson, Regal, Victor, Word, and Zondervan.

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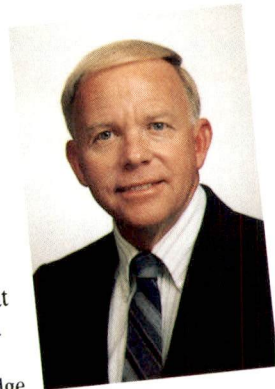
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In the midst of a desolate, dry desert, the Israelites were thirsty and venting their frustration on Moses, their leader (Numbers 20:1-13). Moses, unlike the children of Israel, remembered God's miracle-working power. So he went to God for an answer — and God gave him one. God told him to speak to the rock, and water would pour forth.

The direction was clear, and Moses was confident it would happen. However, in his anger at the people for their complaining, Moses struck the rock instead of speaking to it. Water poured forth anyway . . . the people drank, and their thirst was quenched. Praise replaced the complaints. Suddenly Moses was back in the good graces of the people. He was "God's man of the hour" again.

But there was a problem. What looked like success was really a failure. Moses had disobeyed God. God said, "Speak to the rock," but Moses had struck it. Moses soon discovered how serious God really was about obedience. Because of Moses' disobedience, God did not allow him to enter into the Promised Land.

King Saul also learned this lesson the hard way. In I Samuel 15:22, God gave Saul clear instructions through His prophet Samuel. Saul was directed to kill all the animals in the cities the Israelite army had captured. But Saul had a better idea. It seemed like a noble gesture to save a few of the best for a sacrifice to God. God, however, was not impressed — and

His answer was straightforward: "To obey is better than sacrifice." Saul lost his crown.

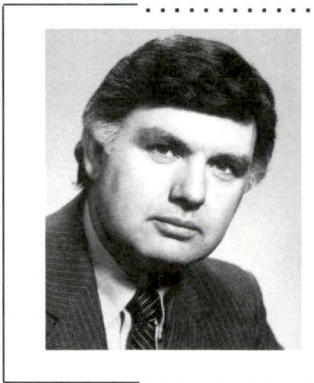
There is a lesson here for you and me. The key to your Christian growth is your obedience. Obedience is far more important than success, sacrifice, good works, or anything else. God has a plan for you. It is a good plan, conceived in the mind of God. You can be assured it will work. His plan will ultimately result in divine success. But it demands obedience . . . and lack of obedience will result in failure.

The children of Israel thought Moses was a success. They didn't understand that just because something or somebody looks successful does not mean he is living in complete obedience to God's will. When God gives a man or a woman a gift to bless His people, He expects that gift to be used in obedience and that life to be lived in obedience.

God's Word is powerful, and when it goes forth it has an impact. God desires to bless His people, to quench their spiritual thirst. In Moses' case, God quenched their thirst because He loved them — but He still dealt with Moses for his disobedience. Moses' unhappy experience teaches us three crucial — and sometimes hard-to-remember — lessons:

1. Obedience to God is more important than anything else, including success.
2. Success does not automatically mean obedience to God's will.
3. Your first responsibility to God is obedience. Ecclesiastes 12:13 says, ". . . Fear God, and keep his commandments: for this is the whole duty of man."

We are responsible for obedience — God is responsible for any success we may have. I am praying that God will quicken these principles to your heart as He has to mine, and that they will be a great source of blessing and personal spiritual growth for you.



Obedience vs. Success

by Jerry Rose

Jerry Rose is the president of NRB and WCFC-TV 38 in Chicago, Ill.

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READERS' FORUM

Frankly Fed Up, Too!

Dear Editor:

I read with much interest Bob Hickling's letter in the May issue [of *Religious Broadcasting*]. As a former radio station owner, and since 1978, general manager of WVOJ/Jacksonville, I, too, am fed up with the many requests from agencies and producers asking for "free time."

Frankly, I am offended! It is an insult to the good and faithful broadcasters who have paid for the use of air time over the years. These broadcasters, national and local, have paid the way to make Christian radio possible. Then some young college-bred "ad man" tries to get "sustaining" free time because his broadcast will bring thousands of listeners. Sorry, I too, stop reading the "pitch" when I read "sustaining" or "free time." That's when I "pitch" that request into the round basket.

I am also fed up with church-owned radio stations who in large cities like Jacksonville compete with commercial religious licensed radio stations. New laws allow them to "sell" to non-profit corporations (like churches, ministries, etc.) and that's 95 percent of the commercial licensed station's business market.

Maybe I'm just an old fogey too, Mr. Hickling, but if NRB will print my letter like they printed your letter, maybe some other old fogies will get a few things off their chests too.

C. R. Buckner
WVOJ-AM
Jacksonville, Fla.

Upset Over Accuracy

Dear Editor:

In the February issue [of *Religious Broadcasting*] I ran across an article/advertisement on page 32 by Reed Irvine and Cliff Kincaid entitled, "Why Casolo was Freed." I found it to be offensive at three levels: professional, patriotic, and personal.

Professionally, i.e., from the standpoint of video media, it is an irresponsible article. It attempts to convict Jennifer Casolo claiming to base its claims on the strength of a videotape: "The videotape . . . demonstrated very convincingly that she was linked to the arms. . . ." Even the most elementary training in the video media informs us that editing determines perception.

A videotape can be made to "say" anything. Careful cuts and narrow focus, by what they exclude, direct the viewer's thought process. This editing of which I speak can take place pre-filming, during the filming, and post-production. The article, in its reactionary outrage, forgets this basic fact. I find it insulting to persons who respect the media to find such a piece in what reports to be a professional journal.

Patriotically, I am deeply wounded to think that fellow citizens, in the name of "truth" (*Accuracy in Media*), would try and convict a person aside from our nationally accepted norm. If theirs is an advertisement, they are guilty of false advertising. They not only misuse the media, they misuse the judicial system. If the courts would not convict her, why should your magazine attempt to do so?

Personally, I have been in contact with people who intimately know Jennifer. Just a year or so [prior to] this incident she had been engaged in volunteer work for Christ through a program called Brethren Volunteer Services (BVS), the program upon which the Peace Corps was modeled.

BVS has been around since the 1940s as a way for men and women of Christian conscience to serve both their God and their country . . . with emphasis upon the former. People who know and worked with her most intimately deny that she could have done the things of which this article convicts her. How, then, can a stranger have such clarity about her guilt? Why is a Christian magazine persecuting a Christian?

I cannot believe that an editorial policy which allows this kind of inaccuracy and misrepresentation is worthy of representing either of the two arenas its title claims. It seems to sell out the best in both the religious community and the broadcasting community!

John David Bowman
Manchester Church of the Brethren
North Manchester, Ind.

Editor's Note:

The item in question was an advertisement paid for by Accuracy In Media.

Excited About Broadcasting

Dear Editor:

Thank you for the [May] issue of *Religious Broadcasting*. I just wanted to comment on your article "So You've Got

A Degree In Broadcasting . . . Now What?" I graduated in 1985 from John Brown University (JBU) in Siloam Springs, Ark., with a B.S. in Broadcasting. JBU is a very good school and it educated me with hands-on experience in television, radio, camera operations, and lighting techniques.

When I left JBU in 1985 I felt ready to face the world with my broadcasting degree. After graduation I was employed by a Christian organization, The Back to God Hour in Palos Heights, Ill., and I was able to put my experience to work. I feel very privileged to have been a part of JBU as well as The Back To God Hour.

As to other broadcasters who are ready to graduate or have graduated, never get discouraged working in any aspect of the field. Being a Christian broadcaster is worth every bit of the schooling, time, energy, and effort that you put into it. And being able to work with Christian people is the best reward.

Ardythe Iwema
Westchester, Ill.

Calling The Governor

Dear Editor:

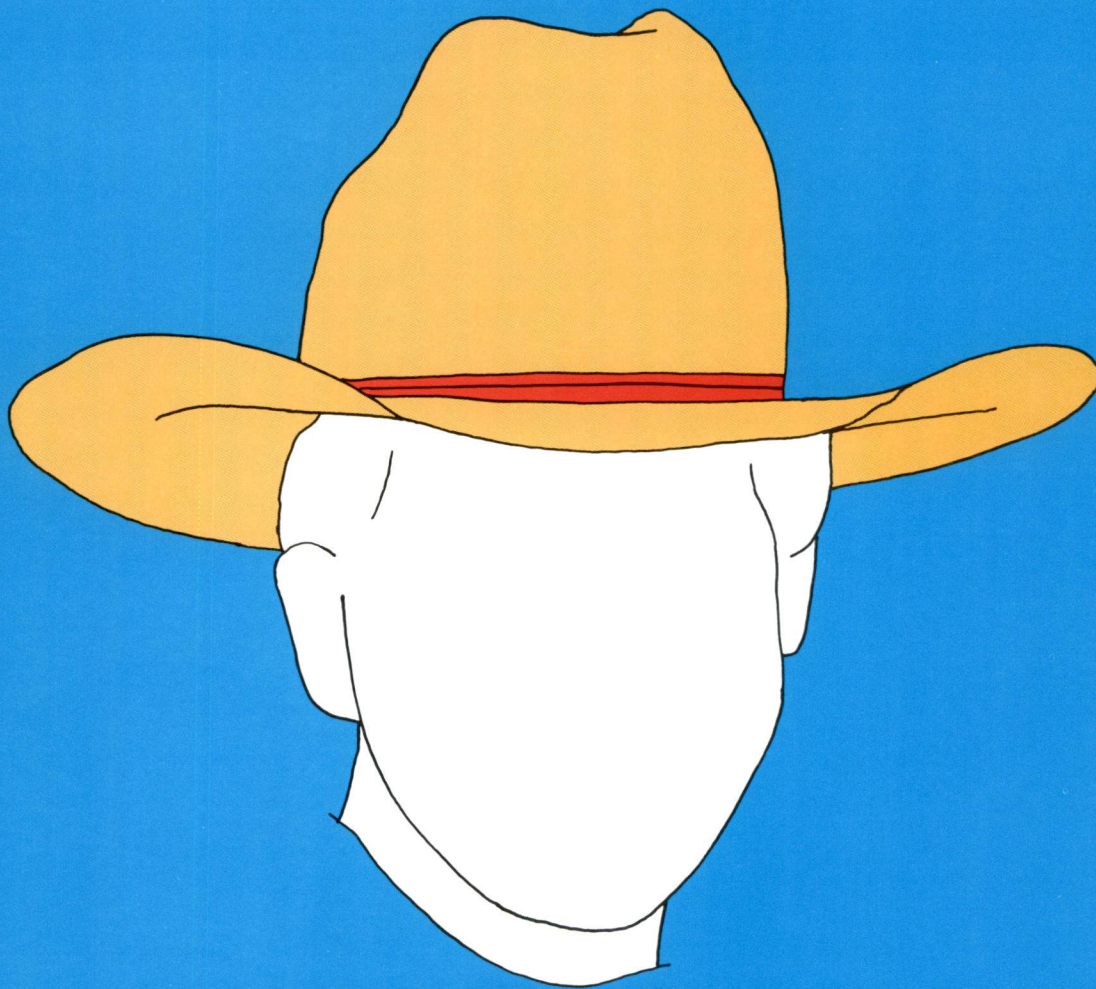
I felt a little uncomfortable when I read page 22 in the April issue of *Religious Broadcasting*. I have always assumed that Media Focus dealt with Christian ministries, or at least with Christian issues. The article that disturbed me was the one on "Governor's 1-900 Service" marketed by CMA [Creative Marketing Associates].

The thing that bothered me was that the tone of the article implied that CMA is a Christian ministry, and that NRB is endorsing it, or at least thought it was a worthy enterprise. I do not believe it to be a worthy enterprise. It is a scam. I do not doubt that CMA puts the tapes together and sends them to the governor. However, I do not believe they will be listened to by the governor or his staff.

Your article states that the tapes, ". . . undergo the same screening and response process as their written counterparts." No government office has the personnel, the time, or the will to listen to a large number of tapes. For instance, 1000 90-second tapes would take 25 hours to listen to. That just isn't going to happen. If there isn't a deluge of messages it won't make any im-

CONTINUED ON PAGE 7

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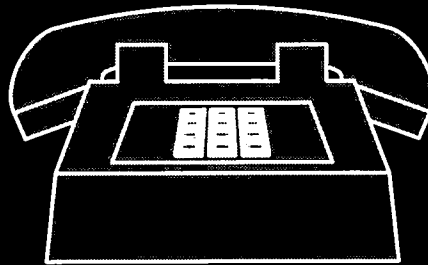
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READERS' FORUM

CONTINUED FROM PAGE 4

pression even if they did listen. Most government offices just make a tally of "for" or "against" and give the numbers to the governor or other official. This can be done with letters in less than ten seconds per letter.

The article also says ". . . immediate response." This also is misleading. A letter is in the governor's office in two or three days. CMA will collect calls for a couple of days at least before they make up the tape and mail it. Then the two or three days in the post office will take their toll.

Your article also quoted [CMA president Maynard] Small urging broadcasters to get our listeners to use his services. This is urging our listeners to do something dumb that will make money for Small. Advertising should be paid for, and our station wouldn't run an ad that we believed was dishonest.

Religious Broadcasting was sadly lacking in discernment and/or understanding when that article was run in the approving environment the way it was.

Frederic E. Wells, Sr.
WNDA-FM
Huntsville, Ala.

Contact With The East

Dear Editor:

We are sending you many Christian greetings from Czechoslovakia, a country liberated by [the] mercy of God from the abyss of hopelessness. We thank God for the safe and bloodless comeback to truth, love, and faith.

After exciting days and hours of deeds everyday life is coming. Please, help bring a mutual understanding, friendship, and fraternity with the wonderful and noble-minded people of your country to thousands of Czechs and Slovaks.

Help us with the realization of the idea of [the] "comeback of Czechoslovakia to Europe," because not a state is returning, but 15 million human beings. We are convinced that a base for real mutual friendly relations between nations must be numerous personal friendships.

The aim of our new independent Christian organization is the practical realization of contacts of Czechs and Slovaks with the world by means of correspondence, traveling, stays, hobbies, and

other leisure activities.

Please, inform your Christian listeners about people in a small country longing for new friends. If they want to shake an offered hand, let them write: Czechoslovak Contact Club (CCC), 143 00 Prague 4, Czechoslovakia.

Their offers (including photos) will be published for free in the CCC bulletin and distributed all over Czechoslovakia. It is at the same time possible to order the bulletin with addresses, photos, and other data about concerned persons from Czechoslovakia.

We thank you in advance for your Christian help. We shall pray for you.

I. V. Borecky
Czechoslovak Contact Club
Prague, Czechoslovakia

Let's Make A Deal?

Dear Editor:

I'm writing you in response to the short article in your Trade Talk section on page 30 of your May edition of *Religious*

Broadcasting. I'm concerned about the purchase price of WAEM-FM, Marseilles, Ill. Certainly there had to be a typographical error in listing the purchase price at \$30,000.

If this isn't an error, please forward information on the general manager so that I can get more information on how I can purchase an FM at such an unheard of price.

Anthony J. Martin
RAJ Martin Inc.
Denver, Colo.

Editor's Note:

The purchase price of \$30,000 is correct based on confirmations obtained by Religious Broadcasting. WAEM-FM, which has yet to go on the air, is a planned 1000-watt station assigned to 96.5 mhz. The sale of the station's license was given the FCC docket number of BAPH891120GT.

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In a wide-ranging effort to strengthen the broadcast licensing process, the Federal Communications Commission (FCC) has taken a number of actions recently that directly affect comparative renewals, settlements of contested applications, and the character qualifications of proposed licensees.

These policies generally depart from the deregulatory initiatives launched by the FCC in previous years and continue the trend of targeted regulation begun by Chairman Alfred Sikes. The new policies fall into several major categories.

Character Policy

The Commission will now consider all felony convictions, not just misconduct, that would directly relate to the party's relationship with the FCC. The agency also will consider misdemeanors in certain circumstances. In 1986, the Commission adopted a *Character Policy Statement* that narrowed the range of misconduct that it considers in making licensing decisions.

Broad Changes In Licensing Policies Adopted By FCC

by Richard E. Wiley

The 1986 statement was concerned with "misconduct which demonstrates the proclivity of an applicant to deal truthfully with the Commission and to comply with our rules and policies." The policy excluded felony convictions not involving dishonesty, unless the criminal misconduct was shown to be directly relevant to the applicant's willingness to be truthful in statements to the FCC and to comply with general license requirements.

In expanding the character standard to include all felonies, the Commission found that a propensity to comply with the law is relevant to the licensee's willingness to serve the public interest. The FCC also found that felony convictions necessarily have a bearing on whether the licensee would conform to the agency's rules and policies.

In addition, the Commission will now take notice of adjudicated violations of antitrust or anticompetitive laws involving any medium of mass communication, not

just broadcasting. The agency found that media-related violations are relevant to a broadcaster's character given the increasing interrelationship among communications services.

Settlement Payments

Limits have been placed on the amount of payments that may be made in exchange for the following:

- * Withdrawal of petitions to deny (or threats to file petitions to deny) in new licensing, modification, and transfer and assignment proceedings;
- * Withdrawal of counterproposals in allocation and FM and TV allotment proceedings;
- * Withdrawal or settlement of competing applications and petitions to deny in the license renewal context.

In all of these instances, payments will be limited to "the legitimate and prudent expenses of the petitioner." By adopting these caps on settlements, the FCC hopes to remove the potential for insincere petitioners to reap windfall profits from bona fide applicants, thereby eliminating the prime incentive for the filing of spurious pleadings.

The agency also is proposing to crack down on threats to file petitions to deny. In particular, any individual or group that refrains from filing a threatened petition to deny in a license proceeding may not receive payments in excess of expenses actually incurred.

The FCC believes that extending the out-of-pocket expense limitation to settlements of *threatened* petitions, and not merely limiting settlements of *actual* petitions, will prevent abuse of the pre-petition stage of the licensing process. At the same time, the agency believes that the new policy will not discourage the continued use of petitions to informally resolve legitimate public interest concerns.

In addition, all citizens' agreement reached in consideration for the withdrawal of actual or threatened petitions to deny will be reviewed to ensure that they comport with the public interest. The FCC found that these agreements often disguise private payoffs from licensees to challengers in exchange for the dismissal of the petition.

Comparative Hearings

A Commission review of recent hearing cases indicates that it takes 33 months

for an average case to be prosecuted through a comparative hearing, an Initial Decision, a Review Board Decision, and a decision by the full Commission. Because the public is deprived of a valued service during that time, and the ultimate licensee is also deprived of the opportunity to provide that service, the agency has made the following proposals:

- * Encourage settlements and consolidation of issues by appointing a "settlement advocate" before the applications are designated for hearing and by conducting a post-designation settlement conference among the parties.
- * Overturn the policy that settlements extinguish certain commitments that applicants may have made before the comparative hearing process began, including promises to integrate ownership and management and to divest other broadcast holdings.
- * Eliminate the policy permitting applicants to exclude limited partners and owners of non-voting stock from the "comparative credit" analysis. This policy presently permits female and minority applicants to rely on the financial backing of others without losing the comparative advantages attributable to race and gender.
- * Expedite hearings by adopting a rigorous schedule at the outset, limiting discovery, and drastically reducing trial-like proceedings to written arguments.
- * Resolve appeals within six months instead of the current 16 months, and limit oral arguments on appeal to extraordinary circumstances.

Lottery Licensing

Finally, the Commission has terminated its proceeding to explore the issuance of new radio and television broadcast licenses by lottery. The agency concluded that any efficiency gained in expediting the issuance of new licenses might be accompanied by an unacceptable reduction in the quality of service to the public.

In addition, the FCC is considering further changes in the comparative renewal process, including additional restrictions on the settlement of competing applications.

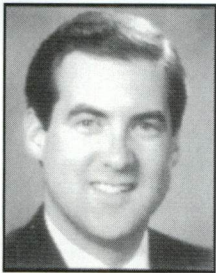
Richard E. Wiley, a partner in the Washington, D.C., law firm of Wiley, Rein and Fielding, is a former chairman of the FCC and is general counsel for NRB. He was assisted in the preparation of this article by John C. Hollar, an associate in the firm.

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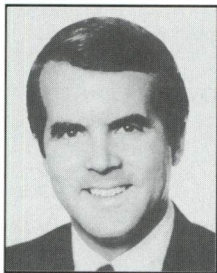
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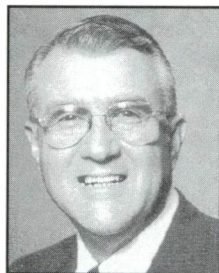
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WHY DO SO MANY BROADCASTERS *Write!*

*America's Religious Publishers
Help Us To Read
Between The Lines*

Every July, the Christian Booksellers Association (CBA) meets for its annual convention. Many religious publishers utilize the event to unveil their newest titles. Among those titles are numerous works by Christian broadcasters.

Religious broadcasters, of course, have authored books since the industry's early days. But never in the numbers they are producing today. Why is there such a proliferation? And why do religious publishers seek out books by Christian broadcasters in the first place?

Religious Broadcasting addressed these and other questions to some of the leading publishers in the United States. Among the publishers participating were Thomas Nelson, Scripture Press, Tyndale House, Word, and Zondervan. In addition, CBA president William Anderson offered his insight.

Serving as spokespersons for the publishers were: Thomas Nelson publisher Bruce Barbour, Scripture Press publication relations manager Mavis Sanders, Tyndale House associate publisher Doug Knox, Kip Jordan of Word Publishing's public relations department, and Zondervan media relations director Jonathan Petersen.

1. To what do you attribute the proliferation of books by broadcasters?

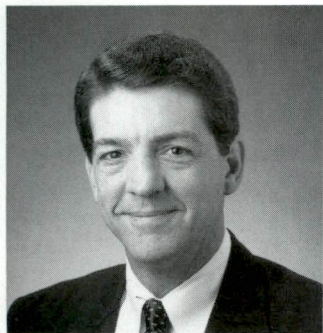
SANDERS: Many of us in publishing and broadcasting realize that those who share the spoken word are equally facile communicators through the printed word. Books by broadcasters can be used not only to edify their already established audience but to enlarge their audience.

Not only are the different mediums of broadcasting and publishing useful in reaching one's audience, these can also be used to reach different audiences. Books are not limited by the same time constraints as are broadcasts, so broadcasters can use their books to amplify and complement the message they share on air.

PETERSEN: Broadcasters are seeing a need to reach people in as many ways as possible; using the media as completely as they can. They see that the electronic media they are using only reach people for the moment and that print media are more lasting. They can express themselves more completely through books.

Just as radio is a personal medium, so are books — communicating in a one-to-one fashion. Broadcasters who write sermons or scripts already have manuscripts in place. It is natural for them to want to compile these into books.

JORDAN: I think the reason we see more books coming from broadcasters is that every publisher looks for the most promotional avenues that are available. When a person is a broadcaster and has a radio or a television ministry or something of that nature, basically they bring something additional to the equation, in that they have a promotional driver of their own, which is in addition to trade or any direct kind of sales.



Kip Jordan



Mavis Sanders



William Anderson

2. What are some reasons why publishers tend to seek out books by broadcasters?

ANDERSON: Publishers must make a calculated risk for recovering their investment in the publishing venture. Those risks are reduced when the author has a ready audience of faithful listeners each week.

SANDERS: We recognize that our communication vehicles complement one another. We also realize that most broadcasters know the value of carefully chosen words which inform and edify, and our working together seems a natural progression of activity.

BARBOUR: Broadcasters are programming for a broader market and, as a result, are enjoying wider acceptance. As this occurs, their books can reach a larger audience which is what publishers are always looking to do. It only makes sense that these broadcasters are becoming new authors — and best-selling authors at that!

3. What is your specific purpose or purposes for publishing these kinds of books?

PETERSEN: Zondervan is editorially driven. We publish only that material which fits our publishing agenda. Our mission statement reads, "We are a communications company seeking to glorify God and serve Jesus Christ through excellence in the publication and distribution of the Bible and scripture-based products."

Our intent is to minister to readers and help them grow in their faith and understand issues corresponding to their Christian faith. To that end we seek broadcasters who share our conviction.

.....
Broadcasters who write sermons or scripts already have manuscripts in place. It is natural for them to want to compile these into books.
.....



Jonathan Petersen

CONTINUED ON PAGE 12

BARBOUR: Nelson is committed to spreading the Gospel for all ears to hear. As we publish broadcasters' books, we are able to expand their markets by introducing new listeners or viewers who buy in bookstores but may not be familiar with religious programming. At the same time, we are able to expand our market by tapping into a "captive market" — that is, putting products before the followers of these various broadcasters who are also potential book purchasers. It's a double win.

KNOX: We publish books which minister to the spiritual needs of people. We look for books which will have wide appeal and be economically viable. When a broadcaster offers us a book that meets our publishing criteria, we may publish it.

.....

At times numerous books are published on the same topic, in essence saturating readers, but only the best or most accepted (or most widely known) books survive.



4. Is the market over-saturated by broadcast authors, and in your opinion, could this eventually lead to "overkill"?

JORDAN: I think that's always a possibility. A concern that publishers have, whether they're New York houses or whether they're evangelical Christian houses or mainstream publishing houses, is that . . . possibly there could be more books addressing the same topics than there really is a legitimate need for in the marketplace.

That's balanced, on the other hand, by a publishing company's need to maintain its viability and existence, and in order to do that, it does need a certain number of releases. So that's really kind of a balancing act. I think that the possibility of over-saturation is always there, because you'll find publishers who may not have access to the larger ministry leaders looking for niches — so [the publishers] look for ministries that they feel they can grow with, [seeking] the communicator who heads [a particular] ministry.

So instead of it just being the leaders of the larger ministries, you'll find it actually working its way down the line. Probably smaller publishers are looking very carefully to see where there is a ministry that might have a significant feature, and can we relate ourselves to that ministry at this point. That would be a growth area for us, as well as the ministry.

SANDERS: "Of the making of books, there is many," and this is not limited to those by broadcast authors. Since a good share of our product is distributed through Christian bookstores, it is important that we listen to the concern of booksellers. Shelf

space is at a premium, so we as publishers have the imperative to produce quality products that will receive adequate bookstore and consumer interest.

Of course, there are other ways in which a book can be distributed, such as direct mail and premium programs, but we all must ultimately respond to what the consumer seeks and needs. As we move into a decade of further specialization to targeted audiences, we may have to concern ourselves with smaller, but clearly identified audiences, both for our broadcasts and our book products.

KNOX: There is always room for more good books. If an individual broadcaster publishes inferior books or too many books as judged by the market, the consumer will indicate displeasure by not purchasing a sufficient quantity to warrant additional publishing efforts.

PETERSEN: Because we live in a free market society, the people decide what they want, need, and can use. That market is the driving force for books, too. At times numerous books are published on the same topic, in essence saturating readers, but only the best or most accepted (or most widely known) books survive.

Solomon was astute when he lamented the great number of books and insinuated their dearth of wisdom. There will always be overkill of certain subjects and books that shouldn't be published. But readers are able to discern the valuable books from the useless ones.

5. How does the broadcaster/publisher partnership, in your estimation, strengthen and/or weaken the unity of the body of Christ?

JORDAN: That's an interesting question. I guess that you could get a wide variety of perspectives on that. My feeling would be that by providing an additional media forum for broadcasters or ministry leaders to have their message distributed, honestly we set ourselves up for more thorough dialogue and consideration of various viewpoints, whether they be doctrinal in nature, lifestyle in nature, or in any other way. . . .

I feel that . . . when people of good will approach various viewpoints honestly and with the spirit of Christ to see how we should live as Christian people, and how the various parts of the Christian church should relate to each other, it is a net plus.

I think there are certainly instances where it can become divisive . . . if there are other factors than the pure pursuit of truth or honest dialogue, and if personalities get involved. In any human endeavor, that is a



possibility and it is a very grievous one, when it happens within the body of Christ, especially among those who would present themselves as leaders of various ministries.

BARBOUR: I believe the more people publishers and broadcasters can get to read Christ-centered books of any kind, the more healthy our churches and para-church organizations will be, spiritually *and* financially. That does not mean anything put out will sell nor if a book sells it will dictate spiritual growth on the basis of a sale. Books must have content which meets their mission. When this occurs, people are fed, ministries prosper, and publishers start talking about the *next* book!

6. How would you respond to the opinion that the publisher is taking advantage of the broadcaster, or vice-versa?

SANDERS: I believe that most Christian communicators ultimately have the same goal in mind and that spiritual values are inherent in our goals and strategies, both as broadcasters and publishers. All of us in the body of Christ, no matter the method through which we serve Him, need to occasionally re-examine our motives, however.

From our personal experience, we know that when a broadcaster is consistently introduced on a program as "author of . . .," this does influence book sales. And that is good news, especially if the broadcaster is one of your authors!

PETERSEN: Unfortunately, a few broadcasters and publishers seem to be purely opportunists. For the most part, though, each seeks to complement the other, help one another, and work together for the advancement of the Gospel and the encouragement of the saints.

BARBOUR: When the Scriptures talk about iron sharpening iron, it reminds me of the relationship we have with all creative

KNOX: Publishers and broadcasters have an enormous responsibility to work together in making Christ known. We both are more effective together than we are apart. We need to discover creative new ways broadcasters and publishers can work together to extend their mutual ministries.

ANDERSON: Broadcasters and publishers must respect one another's roles, and when members of the body of Christ work together it always produces greater results. On the other hand, self-serving interests divide, and thereby weaken the body.

people, including broadcasters. Sparks fly when professionals "acting as unto Christ" seek excellence and are committed to maximizing our effectiveness in the calling God has given us. I don't believe in this environment one party will be taken advantage of — *both* are seeking to serve each other.

ANDERSON: Publishers and broadcasters are operating in the real marketplace of the American mind and consumer dollar. Christian broadcasting and Christian publishing ought to be of the highest standards of excellence, so the programming and books meet real needs with the consumer realizing a significant benefit of true value for their investment.

In the pursuit of this excellence, however, it is imperative that the publisher and the broadcaster respect one another and be careful not to exploit each other. Rather, they should exploit the opportunities presented by two complementary media that offer the tremendous potential of taking the gospel of Christ deeper into the marketplace to touch the lives of men, women, and children everywhere.

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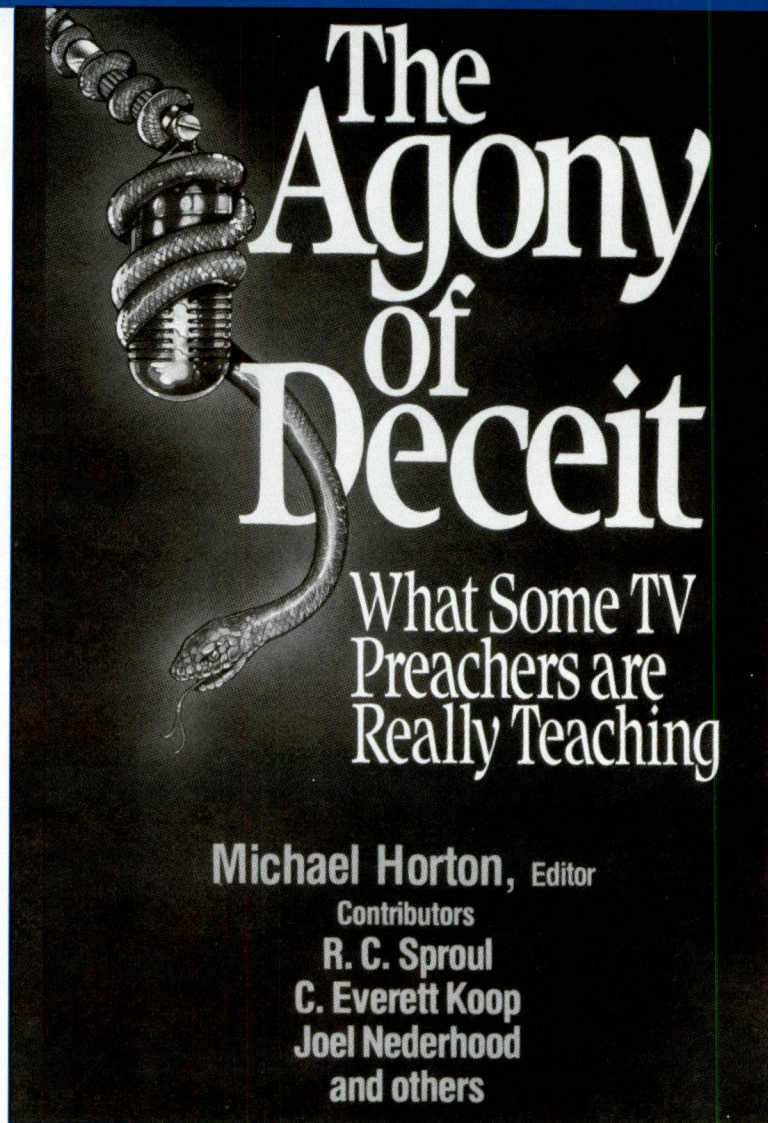
(Circle 112 on the Reader Service Card)

During the 47th annual National Religious Broadcasters Convention & Exposition (NRB 90) in late January, Moody Press introduced *The Agony of Deceit - What Some TV Preachers are Really Teaching*. The release of the book at NRB 90 garnered national attention from such periodicals as *USA Today* and *Time* magazine.

According to the book's dust jacket, "Until many of them became embroiled in scandal, television preachers had been above reproach in the eyes of millions of viewers. Their followers assumed them to be learned, enlightened, and creditable ministers of the gospel. But the fall of several popular televangelists has forced the church to take a closer look at the teachings of her more visible preachers[.]

"*The Agony of Deceit* is an in-depth, carefully documented analysis of television evangelism. This collection of fourteen essays boasts an impressive list of contributors. . . . Though they represent several denominations, all the contributors agree that the most significant problem plaguing televangelism is not moral or ethical decline but a gross deficiency of its doctrinal foundations. In short, heresy."

Among those targeted by the book for allegedly teaching heresy is CBN founder and president Pat Robertson. Prior to this edition of *Religious Broadcasting*, neither Dr. Robertson nor CBN had issued an official response to any representative from the



media regarding *The Agony of Deceit*.

Due, however, to the questions and controversy raised by the book's contents, *Religious Broadcasting* believed its readership should be granted the opportunity to study the issue, based on the perspectives from one who stands accused and from those publishing the allegations.

Religious Broadcasting would like to thank and express its appreciation to Pat Robertson and Moody Press for their willingness to participate in this type of forum. The cooperation and attitude demonstrated by both parties towards this endeavor is ex-

tremely commendable.

It should be understood that this presentation is not "a war of words" between two NRB member organizations, CBN and Moody Bible Institute, but simply two differing viewpoints on a matter dealing with a segment of the religious broadcasting industry. Nor, through this forum, does *Religious Broadcasting* magazine offer an endorsement or a reproval of *The Agony of Deceit*.

As stated earlier, this forum is presented as a service to the readers of *Religious Broadcasting*, allowing them to draw their own conclusions concerning *The Agony of Deceit*. Special thanks are extended to Frankie Abourjilie of CBN and Moody's Dennis Shere and Greg Thornton for their respective commentaries.

— Ron J. Kopczick, Editor



CRITICISM & CONTROVERSY

Why Pat Robertson Disagrees With "The Agony Of Deceit"

by Frankie Abourjilie

On the cover of a new book by Moody Press, *The Agony of Deceit: What Some TV Preachers Are Really Teaching*, a green snake is wrapped threateningly around an old-fashioned boom mike.

It's an appropriate piece of art for this 284-page attack against segments of the religious broadcasting industry, because the book would seem to bear the unmistakable mark of the original accuser of the brethren: subtle deception.

The Agony of Deceit is a collection of essays edited by Michael Horton, a 25-year-old minister in the Reformed Episcopal Church, which broke away from the Protestant Episcopal Church in 1873 and has a total membership today of 6532 people.

With great force of emotion, Mr. Horton and his co-authors brand the Christian Broadcasting Network's Pat Robertson and several other religious broadcasters "heretics" from orthodox Christian faith.

The authors defend their public attack against fellow Christians by stating in the book's preface: "We have sought out those in question. We have asked them, 'Did we get this right? Do you really believe this?' We have asked them to reconsider their positions in the light of scripture and have repeatedly attempted to settle the confusion behind closed doors. All attempts have failed, so we have placed this book in your hands."

This is not true. Until a *USA Today* reporter confronted Pat Robertson with

a copy of the book during the 1990 National Religious Broadcasters (NRB) Convention, he had never heard of Michael Horton, nor has he ever met him, talked to him, or received a letter from him.

Moreover, though his name was highly profiled in national publicity about the book, Dr. Robertson is mentioned in only 14 of its 900 paragraphs. The bulk of the criticism is aimed

CONTINUED ON PAGE 16

RESPONSE

To The Criticism

Why Moody Press Published "The Agony Of Deceit"

The Agony of Deceit, published by Moody Press in February, has generated considerable discussion and some controversy. The decision to release the book followed an extensive examination of the doctrinal teachings of various television ministries.

The book's contributors concluded that some teaching did not square with historic Biblical theology. We believe evangelical Christianity should have great concern over the ramifications of any departure from what the New Testament church has held for many years.

The editors of Religious Broadcasting of-

fered Moody Press an opportunity to explain the rationale of the book for this issue with the understanding that it would be published alongside a critical examination of *Agony* prepared by a staff member of Pat Robertson's [CBN] organization.

We understand that Mr. Robertson has taken issue with *Agony's* analysis of a few aspects of his doctrinal teaching. He apparently contends his stance on some matters was taken out of context.

As of early June, we had received only

CONTINUED ON PAGE 16

RESPONSE

To The Controversy

RESPONSE

To The Criticism

at a half-dozen or so other broadcasters, none of whom is a member of NRB.

The release of this book at NRB 90 seemed to be an attempt to generate book sales by creating controversy. Even more shocking is the fact that a publisher as highly regarded as Moody Press would put its name on a book of this type.

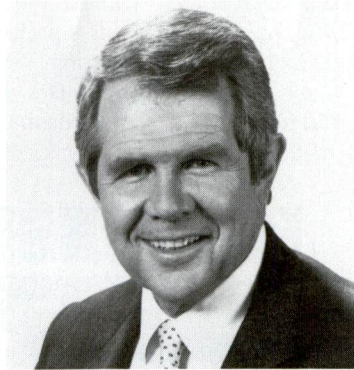
The authors have totally distorted what Dr. Robertson has lived, preached, and taught for the past 30 years of public ministry. It is one thing to have minor disagreements with a Christian brother over differences in emphasis in certain scriptures. It is a far more serious

matter to falsify his theology and then publicly brand him a heretic.

The case against Dr. Robertson is based on eight quotations from a book he wrote six years ago, *Answers to 200 of Life's Most Probing Questions*. The authors used a private, limited edition of the book as their source, instead of the edition available through Christian bookstores. This makes their footnotes of no value to a reader who would like to check the

WHY PAT ROBERTSON DISAGREES . . .

CONTINUED FROM PAGE 15



Pat Robertson

basis of the criticisms.

In the preface to his book, Dr. Robertson addresses the subject of Biblical inerrancy with this statement: "The Bible itself tells us that every scripture is theopneustos, 'breathed' by God. This is an inspired book. Every writing, every scripture, from Genesis to Revelation, is inspired by God, and 'is profitable for doctrine, for reproof, for correction, for instruction in righteousness.'"

He affirmed this belief in his most recent book, *The Plan*, which was published a few months ago: "(The Bible) is God-

breathed, infallible and unchanging." These statements were either overlooked or purposely ignored by Henry Krabbendam as he wrote this indictment of Dr. Robertson in *Agony of Deceit*:

"It is not common for a message to be beamed into our living room that brazenly contradicts scripture. But it does happen . . . Neither is it common to hear the inerrancy of scripture questioned. But this has happened as well.

RESPONSE

To The Controversy

one direct inquiry from the television ministries cited in *The Agony of Deceit*. That came from a staff member of Mr. Robertson's organization. She said

she could not get footnote references in the book to line up with Mr. Robertson's writings.

A subsequent review by Moody Press verified that the footnoting was indeed correct. Aside from this inquiry, no one connected with Mr. Robertson or any of the other television ministries has challenged specific aspects of the accuracy of *Agony*.

We have always been committed to fair-

ness and that which is right, and we did our best in this book to maintain that stance. Obviously, we stand behind the book, its editor, and con-

tributors. We are satisfied they took great care in their research and conclusions that resulted.

The material was carefully edited and reviewed to ensure accuracy. We did not set out to produce simply a "popular" book, but one of substance and contextual accuracy. We believe *The Agony of Deceit* meets that standard.

— *The Publishers at Moody Press*

Obviously, we stand behind the book, its editor, and contributors. We are satisfied they took great care in their research and conclusions that resulted.

Writes Pat Robertson, 'I can hardly think that the Bible, which was transmitted through human beings, is totally perfect. I believe it to be the Word of God and a fully inspired book, but not perfection.'"

What Mr. Krabbendam failed to mention was that Pat was not addressing the inerrancy of the Bible with that statement. He was talking about I Corinthians 13, where the Apostle Paul says the spiritual gifts of tongues, prophecy, and knowledge will cease "after that which is perfect is come."

Some theologians believe "the perfect" is referring to the Bible. They use that scripture to back up their belief that the spiritual gifts ended as soon as the Bible was written. However, "perfect" also means "complete." And though it is fully inspired, the Bible is not the entire revelation of God.

Only Jesus Christ is the "perfect" Word of God. "Orthodox" Christians worship Jesus Christ, not the Bible. Anything else violates the First Commandment, "Thou shalt have no other gods before me." To place Jesus Christ above the Bible is not heresy, but established Biblical orthodoxy.

Mr. Krabbendam did not research Pat's position on Biblical inerrancy. He simply looked for a statement that taken out of context would make him appear extreme. This he did in a chapter entitled, of all things, "Scripture Twisting."

Mr. Horton carried out the same practice on other issues, completely ignoring all of Dr. Robertson's other writings and teaching series, as well as the 6000 daily editions of *The 700 Club* broadcast since 1967. He charges, for example, that Dr. Robertson does not teach salvation by grace. Horton's evidence is the following quote from Dr. Robertson's book: "Your future depends entirely on your obedience to God."

What Mr. Horton neglects to mention is that, again, Dr. Robertson is not even addressing the subject he is bringing up. The excerpt is part of a three-page answer written to the question, "What does the future hold for me and my family?"

Dr. Robertson's answer to that question begins: "Your future depends on your relationship with God. For those who know Jesus Christ as Lord and Savior, and who love God, the future looks very positive . . ."

The paragraph from which Mr. Horton took the sentence states: "In summary, your future depends entirely upon your obedience to God. If you listen to the Lord, you can prosper. If you fail to listen to God,

and go your own stubborn way, then you are going to run into insurmountable problems."

This, on the other hand, is what Dr.

Mr. Krabbendam did not research Pat's position on Biblical inerrancy. He simply looked for a statement that taken out of context would make him appear extreme. This he did in a chapter entitled, of all things, "Scripture Twisting."



Robertson did write in the same book about salvation by grace: "We are justified because of the unmerited favor of God. That is what grace is — favor we did not work for. We have faith in the fact that Jesus Christ died for us, that He rose again and that He offers us eternal life through believing in Him.

"When we do believe this, Jesus comes into us, lives in us, and we become identified with Him through his sacrifice. Then, when God looks at us, He does not see our sin, but He sees the blood of Jesus. And He says, in effect, for each one of us, 'This person has not done anything wrong. He is covered by the blood of Jesus. Therefore, I pronounce him righteous.'"

Yet despite his clearly written and ringing affirmation of salvation by grace — the same affirmation that has enabled CBN to see 3.5 million professions of faith in Christ during 30 years of ministry — Pat Robertson is said to be a "heretic" because he doesn't teach "salvation by grace."

One could go on, point after point. But it is better to use this forum to address the larger issues raised by this controversy. *The Agony of Deceit* is an assault on those engaged in religious broadcasting, especially broadcasters termed Pentecostal or charismatic.

Although the authors deny this purpose in the preface to their book, Mr. Horton in media interviews made no effort to distinguish the "bad apples" from the rest of the industry. Asked by a *USA Today* reporter if

he wasn't indicting the entire industry with "the same brush," Mr. Horton responded:

"With the exception of Billy Graham, they're all alike, when you're talking about the people you just mentioned. We are very critical of Robert Schuller's 'possibility and prosperity' thinking, just as we're critical of the various Pentecostals we critique."

Mr. Horton and his co-authors seemingly represent a rigid, legalistic arm of the Church. Their faith is in a historical Jesus whom they say has had no direct contact with His Body on earth in 2000 years.

If Mr. Horton's charges were correct he might be viewed as courageous, but to bring false witness against fellow Christians makes his conduct reprehensible.

What is most baffling, however, is the seeming abdication of editorial control over this book by Moody Press. Pat Robertson is an established author with national best sellers to his credit, yet his publisher scans his manuscripts for the slightest possibility that anything he has written will be inaccurate or libelous.

Any editor worth his salt would have forced Mr. Horton to prove his assertions, and, upon his failure to do so, would have excised the offending passages. Moody Press owes Pat Robertson and the religious broadcasters of America an apology.

Frankie Abourjilie is the vice president of public affairs for the Christian Broadcasting Network in Virginia Beach, Va.

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Video Program Network	31

Following the release of *No Compromise: The Life Story of Keith Green*, Melody Green spoke about her late husband's ministry and the work of Last Days Ministries since the untimely death of its founder in 1982. The interview was conducted by *Religious Broadcasting* assistant editor Paula Podgurski.

Mrs. Green serves as president of the Lindale, Texas-based organization and as national director of Americans Against Abortion. During the interview, she also discussed the role of how Christian broadcasters can serve as catalysts, inspiring their audiences to become involved in the important issues of today.

RB: You've released a biography of your late husband Keith Green, entitled *No Compromise*. In it you tell how Keith, during a morning devotional time on the very day he died, stated that God was going to use you to speak out against abortion and in other areas as well. What was your reaction to his statement at the time?

GREEN: I don't know if I took it real seriously at the time. I was pregnant with my fourth child, and had my hands full with a real busy ministry and [a] husband who was very, very busy. I guess the words turned out to be prophetic, but at the time, it seemed like, "How can this be possible?" Yet, I know that anything is possible with the Lord. As things have developed over the past several years, it was really right on target.

"Here are some things that you can be doing or different ways that you can be serving."

The ministry just grew and developed as we grew and developed in the Lord. I'm amazed at God's goodness and faithfulness. It's shocking to me sometimes to see how much He's allowed us to do.

RB: If, as many feel, your husband was a prophetic voice to this generation of Christians, what do you feel is your calling as you carry the torch, so to speak?

GREEN: My heart is really to see God glorified and to see God's people serving Him with a whole heart, and also to see others come into the kingdom, whether I'm directly leading them into the kingdom, or helping to equip the saints, so that they'll be reaching out.

I'm probably more of an exhorter. Keith definitely had a very strong prophetic anointing . . . I know I'm prophetic in certain areas like the pro-life issue, [which] I think is a very prophetic issue for our generation.

I want to see Christians active in that and I want to see them serving the Lord however God calls them to do that. So I'm probably on more of the exhortation side of



Keith and his children in 1982

Melody Green:

No Compromise In Facing Today's Important Issues

RB: When you began Last Days Ministries, what would have been your reaction to knowing that a ministry centered primarily around music would eventually branch out to encompass teaching, publishing, missions, and pro-life work?

GREEN: It might have been hard to believe in the beginning! I guess now as I look back [I see that] we all grow in the Lord, and our motive from the very beginning was to see the Lord glorified and see His kingdom grow, and that was Keith's goal through his music — to really minister.

He considered himself a minister first. Music was just a tool for him, so it's not really surprising that God would add to that, and show us different ways to get that message out and different avenues to challenge people and say,

it — encouraging people to just go for it, that they can make a difference if they just keep their hand to the plow.

RB: What are your goals for Last Days and as director of Americans Against Abortion?

GREEN: [As] I take a sober look at where we are now, . . . I really want to see Last Days Ministries be a tool the Lord can use to continue to equip the saints. Part of my vision is to branch out globally, not per se to have a lot of different Last Days Ministries, but to find ways to get materials . . . into the hands of people who speak different languages.

[As far as] the pro-life movement and Americans Against Abortion, we're obviously in a critical time right now. It's front page news, and I want to continue to motivate Christians to

be involved. We're in a much better place than we were ten years ago.

The Church really has become concerned about the issue of life. Still, there's a long way to go, and I think there are many avenues in which Christians can be involved. I really want to continue to encourage believers to take a stand and make a difference.

On [my recent] trip to Europe, I was in France where the abortion pill, RU-486, has been manufactured. The press was very interested in what an American thinks of this pill, because the people in the abortion camp are trying to get that pill over here. It would be a horrible thing for that pill to be released, not only in America, but anywhere else.

While I was [in France] I felt a real desire to help that nation get its own pro-life movement going. They're where we were maybe ten years ago. They need just basic educational materials, and encouragement, so I would like to see Americans Against Abortion expand,

majority. How do you account for this difference in visibility between the two sides?

GREEN: Probably the part where the Christian pro-life movement is the weakest is in its relationship to the media. And, . . . I think the general media at large is very pro-abortion. Even in the tone of the wording they're using, they're starting to say things like, "The pro-choice majority in America," but the polls prove that the majority of Americans really don't want to see abortion used as a birth control.

Right now we're able to see very clearly how slanted the media really is in this area. I want to encourage people. I think the pro-life movement is much better organized than the pro-abortion people, and there are more of us, but they do have an edge in [that] they've been working the media and the politicians for a long time.

But in the midst of that, I would say let's not give up, but keep pressing on. To a large degree, Christians have left the media in the hands of unbelievers. We're . . . reaping the fruit of that.

RB: It's apparent that the battle against abortion, pornography, and humanistic values, to name a few, is intensifying. How can religious broadcasters help motivate their listeners on these and other important issues?

GREEN: Broadcasters have such a valuable role to play in this whole area, because they can keep an issue before the eyes of the public, and keep encouraging Christians to speak out.

When certain cases come up, or certain things are happening in [various] parts of the country, they can give their [viewers] or listeners addresses or phone numbers to call. Legislators and judges do look at public opinion — it's important to them, and so broadcasters can play a very important role. Just giving out one address can make a big difference.

Mainly, [broadcasters should] keep informed themselves and make a point of keeping an issue alive . . . to play a role in being the salt and light and reflecting that to the body with more accuracy than we're getting from secular media. It's a very key role. In fact, I would hope that more Christians will become involved in the media and broadcasting.

Broadcasters have such a valuable role to play in this whole area, because they can keep an issue before the eyes of the public, and keep encouraging Christians to speak out. When certain cases come up, or certain things are happening in [various] parts of the country, they can give their [viewers] or listeners addresses or phone numbers to call. Legislators and judges do look at public opinion — it's important to them, and so broadcasters can play a very important role.



Keith and Melody Green

[and] help other . . . fledgling pro-life movements get going in their own countries.

We'll be translating some of our pro-life materials into French, and trying to work with them as the Lord leads, and maybe that would open the doors for other nations. A lot of pro-life ministries in America have developed very good teaching materials, and those can really help other nations get under way, so that's part of my mission as well.

RB: Last June, you were joined by several pro-life leaders as you delivered the largest petition given to a head of state in the history of this country. The petition contained almost three million signatures. You were quoted as saying that "the majority of Americans are opposed to legalized abortion on demand." However, we have seen reports that say the pro-choice has the momentum at present and is perceived as the

by Russell R. Hauth

"May I please have \$150,000,000 of your money?" With this little piece of black humor the Radio Music License Committee (Radio MLC) sought the backing of radio broadcasters and kicked off its latest round of negotiations with ASCAP and BMI. Hoping to unite commercial radio broadcasters, the Radio MLC is once more girding its loins for battle. But there is a problem. Fundamentally the radio industry cannot unite. It is far too diverse and specialized.

At first, one finds it difficult to understand why a "monolith" such as the radio industry has not been able to do a better job defending itself against the music licensing organizations. Historically, the industry has done little more than react to the overreaching demands of ASCAP, an unincorporated membership of music composers and copyright owners. ASCAP has continued to garner a larger share of industry revenues, leaving the radio negotiating Committee with a huge legal debt and lots of unhappy constituents.

Under the leadership of Dick Harris, chairman of Group W Radio, the newly organized Radio MLC has worked its cut out. It may unite the mainstream, general audience all-music stations. The task is unfortunately far too political and diverse for this Committee to represent all of radio.

Formerly named the "All-Industry Radio Music License Committee," the group's new leadership has already begun negotiations for a multi-year agreement with the performance licensing industry leader, ASCAP. Waiting in the wings is BMI, whose licenses expire December 31, 1991, and who no doubt will seek rates and terms equal to or better than its rival ASCAP.

A vast amount of money is at stake. At its present pace, the radio industry will pay music licensing fees approaching \$1 billion over the next five years. Each time the Radio MLC and ASCAP begin negotiations for a new license agreement, the money figure grows dramatically. ASCAP's last "All-Industry" license resulted in an average rate increase of 7.5 percent — this, after an intense, rancorous litigation that lasted three years and cost the Committee and its supporters in the industry dearly.

Despite all of the negotiating efforts, Consent Decrees, and litigation, the Radio MLC predecessors fought hard to maintain for their stations status quo with the music

licensing organizations. This time the Radio MLC may spend as much as several million dollars negotiating and possibly litigating in order to hold the blanket license rates down.

New license agreements with ASCAP BMI are slated to begin in 1991 and 1992, respectively. And if history repeats itself, the licensing organizations will walk away with yet a larger share of the industry's

cess.

At one time, perhaps 40 to 50 years ago, the radio industry might have been served by one committee. In fact, were it not for the efforts of the All-Industry Committees who represented the industry in license negotiations some 50 years ago, the situation would be far worse now. It was industry committee pressure that helped bring about the sweeping reforms encap-

Radio Arms For Battle



Music Licensing Giants

revenues. Not one radio group will have been served. Even the mainstream all-music stations will have gotten no relief, and specialty broadcasters who use very little copyrighted music will still not have a usable license.

Something Has To Be Done

The National Religious Broadcasters MLC (NRB/MLC) and the Radio MLC are part of the solution, but quite honestly there is still a lengthy and treacherous journey ahead, where endurance will undoubtedly be the most essential ingredient for suc-

culated in the Justice Department's ASCAP Consent Decrees of 1941 and 1950 and the BMI Consent Decree of 1966.

The problem has been studied, however, and it has been determined that uniting the radio industry is now neither likely or necessarily desirable. The types and amounts of music-use vary too widely; the interests of different classes of music users are too diverse; and the negotiating process is influenced too much by the majority for one committee to adequately represent all of the industry. What

is now needed is an acknowledgment, on the part of ASCAP, the courts, and the radio industry, that radio is not a monolith but has become much like the magazine industry in its specialization and diversification.

Religious Radio Impacted

It is a well-known fact that if you are an operator of a program-oriented religious station — even a non-profit — you are not exempt from the fray. If you are a commercially licensed religious radio or television station, seemingly a world apart from the general audience stations, you are required to pay music licensing fees like the rest of the industry.

Religious-formatted stations aren't alone in this problem. Any kind of specialty broadcaster that uses a minimum of copyrighted music — news/talk, comedy, foreign language, classical music, religious — is required to pay music licensing fees at a discriminatory rate.

To make the problem quite impossible for such stations, neither ASCAP nor BMI will make their repertoires known in any usable way. (The NRB/MLC has in every negotiation with ASCAP and BMI asked that their products be identified to users on an accessible data base. They respond that this is too expensive, impractical, or that it would really not solve the prospective user's problem.)

Thus, specialty stations who seek to avoid using licensed copyrighted music — even though copyrighted music may amount to no more than one percent of their programming — normally cave in to the licensing demands and pay the fees. They simply cannot afford to risk an infringement suit brought by a society.

Several years ago a group of religious-formatted radio stations decided that they could no longer live with the result of license agreements historically reached with the mainstream commercial broadcasters which did not serve the needs of specialty, limited music stations. They began to push for the enforcement of Consent Decree-mandated reforms. To them the system was clearly discriminatory to limited users of copyrighted music. This group became what is now the NRB/MLC. In 1983, after an ill-fated round of class-action antitrust litigation, the Committee opened negotiations with ASCAP independent of the All-Industry Committee.

The NRB/MLC filed its *Salem Media* Rate Court proceeding on June 30, 1988.

This occurred after more than five years of one-way negotiations which proved fruitless (the Committee did all the work, which ASCAP summarily rejected or simply ignored). The Committee was literally pushed into filing the proceeding, motivated in part as a survival measure after ASCAP had terminated the interim licenses previously granted to most of these stations.

(The group had been under an interim license with ASCAP since 1983, and did not sign the current "All-Industry" Committee-negotiated licenses in 1986 when offered because it was in negotiations with ASCAP. ASCAP said sign an "All-Industry" license or be unlicensed, which the NRB/MLC felt was clearly in violation of the ASCAP Consent Decree.)

Since filing two years ago, the NRB/MLC has had several skirmishes with ASCAP over matters preliminary to the real issues of the Committee's petition. ASCAP has been attacking the NRB/MLC station list, engaging in arguments as to the eligibility of the majority of 205 competitors to apply in the Rate Court.

These have been complex and confusing exchanges consisting of motions to dismiss, opposition to motions, objections, replies, oral arguments, summary judgment recommendations — all of which are expensive and may suggest the NRB/MLC has fallen, like many of its predecessors, into the fabled ASCAP litigation trap. It is our hope such is not the case. Although this sequence could conjure up Dickensian "Bleak-House"-like imagery, there have been several promising developments.

Court Momentum Shift

Prior to now, one saw a strategy employed which worked to perfection against industry negotiating committees. ASCAP, which holds all the cards and has decades of experience litigating in Federal Court, typically consumes its opponents' resources through intense, lengthy, legal maneuverings. It then hammers out court-approved settlements and walks away with another rate increase — leaving the broadcasters in retreat for another five years to lick their wounds and try to figure out a way to pay their attorneys.

Such has been the dreary scenario until recently. It now appears that petitioners are doing better in the Rate Court. Last year's Showtime proceeding favored the users. The television case (*Buffalo Broadcasting*) is set to be tried this

year in Rate Court and has shown early indications of a favorable outcome for TV. The aforementioned cases dealt with issues critical to the NRB/MLC's case. But that is cable and television, not radio. The court has yet to set a rate for radio broadcasters. Why is this?

Radio, with its 10,000 some-odd stations, is as diverse as it is large. Naturally, these stations have conflicting interests when it comes to music licensing. Because of this, and because of the huge problems inherent in communicating with this size a group, it is impossible to unite them all

And if history repeats itself, the licensing organizations will walk away with yet a larger share of the industry's revenues. Not one radio group will have been served. Even the mainstream all-music stations will have gotten no relief, and specialty broadcasters who use very little copyrighted music will still not have a usable license.



with a common cause — even a cause as dear to the broadcaster as music licensing.

Even religious broadcasting, which one would think is a smaller and more homogeneous group, is not easy to unite. Ownerships change, formats change, other problems in the medium have diverted many. However, there are indications that some of the specialty groups within broadcasting are recognizing the problem and are beginning to discuss it.

Broadcasters Dialogue

Recently, I was invited to speak on music licensing before the Concert Music

CONTINUED ON PAGE 22

RADIO ARMS FOR . . . CONTINUED FROM PAGE 21

Broadcaster's Association (CMBA) at its annual convention in New York. I shared the podium with Dick Harris, chairman of the Radio MLC. The following are excerpts of my remarks before that specialty broadcast group:

Through the years and even today the so-called "All-Industry" Committees have been the only industry representatives ASCAP recognizes. We appreciate their efforts. These Committees have tried to serve as a watchdog — a restraining influence keeping in check the societies' unreasonable demands. We applaud Dick Harris' work with the Radio Music Licensing Committee.

They have about erased their 1986 indebtedness and are getting ready to negotiate a new license in a position of greater strength and cohesiveness. (We also commend him for changing their name from "All-Industry" — inasmuch as it is impossible for any one committee to be representative of this diverse industry.)

We cannot ignore the fact, however, that through the years the needs of the specialty limited-music broadcaster have been overlooked in the All-Industry/ASCAP negotiations. Not that this oversight was a conscious decision on All-Industry's part, but it is nonetheless evident that a reasonable per program license has been bargained away in favor of holding down the blanket fee rate.

We continue to see a per program license with a fee rate 300-400 percent higher than the blanket rate, coupled with a huge administrative burden. Except for the strictly news/talk operator, who still must pay the "sustaining fee" part of the per program license, it is virtually unusable.

Specialty limited-use broadcasters who need a usable per program license are still without a viable license. Religious-formatted stations — are mostly in this limited-use category, and often the music they play is in the public domain. The current ASCAP (and BMI) per program license will not work here. I would suspect many concert-formatted stations are in this group as well.

If this is the case, then you share two problems with us:

1. There is no recognition of your limited use in the fee structure imposed

upon you by ASCAP or, for that matter, BMI. Even if you are one of those few stations who have jumped through all the hoops to make the per program license work, you are paying at a rate substantially higher than those stations that rely solely on copyrighted music. Thus, market forces that are normally at work in our economic system, where it is axiomatic that a consumer who uses more of a particular product will have a higher bill than the consumer who uses less of that product — these natural market forces are conspicuously absent in music licensing.

2. The second problem we share is that in order to make use of the current ASCAP per program license you must put up with unwieldy, imprecise, and onerous monthly report requirements. To my understanding, this prevents most of you from even attempting to use ASCAP's per program license.

The Amended Final Judgment of 1950, imposed by the Department of Justice upon ASCAP, sought to meet the need of the limited user of feature music. This decree provided in VII(B)(3) that "such stations shall have a genuine economic choice between per program and blanket licenses . . ." Later, Section VIII of this document ordered ASCAP to "use its best efforts to avoid any discrimination among the respective fees fixed for the various types of licenses which would deprive the licensees . . . of a genuine choice from among such various types of licenses."

Since that decree, although we do not know how hard ASCAP has been pushed to conform to that mandate, they have successfully managed to circumvent it. We do know that the Television Committee in Buffalo Broadcasting has been pushing ASCAP hard for a fair per program license, and has achieved such in the form of an interim license.

This is where the NRB Music License Committee comes in. Simply stated, our committee's goal is a reasonable, usable ASCAP per program license. Essentially, this committee seeks to make ASCAP abide by the mandate that is summed up by Section VII(B)(3) of the Amended Final Judgment: Stations shall have a "genuine economic choice" between per program and blanket licenses. We submit that no genuine choice has been or ever will be available as long as the artificial disparity in license rates and reporting requirements between the per program and blanket licenses remains.

In closing, what should the Concert Broadcasters do to obtain more equitable music licenses?

1. Negotiate with ASCAP? You have tried that on your own and so have we. Negotiations have led nowhere but into court.

2. Sue for Antitrust Violations? CBS tried this and after 11 years and twice before the Supreme Court they lost. Independent Television tried also and was successful in the lower courts only to be reversed in 1984 in the Appeals Court, which referred them to Rate Court. (We are delighted to see that Television has done well in Rate Court and may get a trial out of the process.) But TV is powerful and has been able to run competitively in a marathon with ASCAP.

3. Go to the Rate Court? We are there, and the Radio MLC may soon be there. Whether you as a group will be represented by either proceeding is up to you to decide.

But I urge you first to carefully consider what your licensing objectives are. If your objectives are for a better blanket rate, then we are not the committee you want to represent you. If you desire a per program license that is usable and provides a "genuine economic choice," that is precisely this committee's objective.

Those are your options as we see them. Whatever you decide, I urge you to strongly support a music license committee. They need your time, your money, and whatever influence you can bring to bear in Washington.

Shortly after this meeting the CMBA formed its own committee. This is viewed as a positive sign. Whether that committee's agenda will lead to a coalition with the NRB/MLC is yet to be determined. Similarly, other specialty groups such as Spanish language broadcasters and AM stations with variety formats may emerge. It is encouraging that members of the radio industry are talking to each other.

The Radio MLC is showing early signs of strength, but also has the wisdom to listen to some of the special groups and agree it cannot adequately represent them. There appears to be a recognition by some of the right people that the problem will not go away short of a major revision in the way industry licenses are negotiated.

Russ Hauth is the executive director of the NRB/MLC. He is president of Hauth Associates, a Thousand Oaks, Calif.-based consulting firm.

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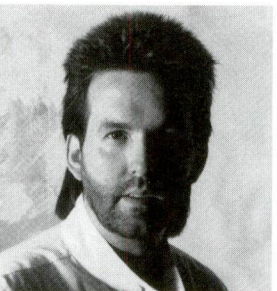
by Joe Battaglia



Sandi Patti



Larnelle Harris



Wayne Watson

To many people in Christian broadcasting, using contemporary Christian music as a means of generating audience and profits has not been, in their opinion, a viable option for their formats. But the tremendous growth and increased popularity of this music should overcome objections of those who have had reservations.

In fact, statistics bear out what many of us have sensed for a long time — that Christian music is on the upswing. George Barna's latest research in *Profile of the Christian Music Consumer* indicates that 2 1/2 million people are more likely to buy Christian music than Christian books geared to adults.

Further, 32 million adults are likely to buy Christian music in 1990, provided that they can find the product where they would like to buy it, and at a reasonable price. The research also indicates that for millions of people, Christian music is not something they listen to simply by chance or in passing.

Some nine percent of the adult population — representing 16 million adults — claim that Christian music is the type of radio programming they listen to most often. Just over one-half of this group of adults (53 percent) claims that they listen to contemporary Christian music often on the radio.

For years, the simple question has been debated: how many people in America listen to Christian music? Barna's research shows that 29 percent of the aggregate population of American adults say that in a typical week, they will listen to radio stations or programs that broadcast some type of Christian music.

That 29 percent represents about 52 million adults. (Barna's research goes on to describe purchasing habits, impulse buying, and demographic/psychographic profiles of the Christian music consumer.)

This trend in purchasing habits means more and more people (and not just believers) are beginning to regard Christian music as im-

portant to their lifestyle, which translates into listeners for those radio stations that properly format to capture this growing market.

Other facts attesting to the surge in popularity in Christian music are: recent figures cited by the Gospel Music Association (GMA) show record sales through Christian bookstores for top Gospel labels were up 45 percent in 1988 over 1987 and 1989 sales were up an additional 70 percent. Also, the number of record labels either specializing in Gospel music or offering Gospel music rose from 132 in 1988 to 340 in 1989.



BeBe and CeCe Winans

A Market Of Its Own

In 1977, Warner Communications, in a consumer purchasing survey on recorded products, placed Gospel music into a category titled "Other" due to its small share of the recorded music market at that time. In 1980, Gospel emerged from this pack into a category of its own with a share that placed it ahead of both classical and jazz.

Last year, Gospel music recorded a 5 to 6 1/2 percent share of the \$8.2 billion recorded

music market, with sales totaling over \$325 million. Much of this growth is in the contemporary division of Christian music, which has been accelerated by the rising awareness and popularity of artists bringing a deepened sense of lyric integrity and ministry to their work, and whose music has begun to bridge the generation gaps.

One of the more unique examples of the ministry aspect has been the national tour pairing Christian rock's super group *Petra* and author/apologist Josh McDowell. This marriage, seemingly not made in heaven, has resulted in an incredible force for ministry to young and old alike that has literally broken down longstanding walls of misconceptions regarding contemporary Christian music.

Carman, who holds his admission-free Concert Crusades in major arenas, weaves an evening of laughter, revival, and salvation themes throughout the fabric of each meeting, complete with altar calls for salvation and recommitment. Recently, over 10,000 people filled the Nassau Coliseum on New York's Long Island for a Carman concert crusade, with hundreds going forward to give their lives to Christ.

For years, Compassion International has successfully used the platforms created by contemporary music artists to address the issues of Third World hunger via child sponsorships. The Compassion radio specials are aired on a number of Christian stations nationally and Christmas with Compassion has evolved as an annual month-long promotion for many stations.

It's obvious that Compassion has successfully developed a whole new generation of support by working with contemporary Christian artists. Other ministries and program producers who generally have stayed clear of formats with music might well learn this from Compassion's experience: that Christians will give, no matter what their age, when touched with something that speaks to their hearts in a language they understand.

The artists performing this music have created an exciting new arena of popular music that attracts the 18-49-year-old market. To those concerned about the gray-ing of the donor pool in relation to program support, using contemporary music is one way to insure that a new audience is developed to replace previous audiences.

Bridging A Gap

Along with the need to replace aging donor pools, another result of the growth of contemporary music is that more and more parents are finding this music a positive alternative to their kid's secular radio listening habits, and now use Christian music as a means of bridging cultural gaps between them and their children.

Combine this growing awareness among adults of Christian rock for their kids and the already established and expanding presence of the adult contemporary sound with artists like Sandi Patti, Amy Grant, Lamelle Harris, etc., and the ability to format in such a way to capture an audience is very viable. And with that, some dollars, too. This is very appealing to those of us interested in relating to our marketplaces in such a way as to sound more like a radio station, and not a church.

Obviously, this need to be assured of audience potential is important to anyone involved with a station. This element was recently validated further by the nationally televised 21st annual Dove Awards April 5 on The Nashville Network (TNN).

The Doves, of course, are GMA's awards for excellence in Christian music — sort of the sacred music version of the Grammy. After the show, TNN signed a three-year contract with GMA, indicating its corporate sense of Gospel music's popularity.

From our local perspective at WWDJ, our evolution from a program station to a combination of music and programs was a result of a decision to research our listeners to determine what type of format they wanted.

Interestingly, we found out that by a 2 to 1 margin, our audience preferred music/news/weather/traffic reports in their morning and afternoon drives instead of programs. This was not a vote against programming, but rather a reflection of the needs of the marketplace given the nature of commuter travel, pressing time commitments, public transportation, etc.

These changes were also a reflection of the demand for this musical style by our listeners. Since many were raised on popular music as a form of identity and lifestyle pattern, and not merely an entertainment function, music's appeal is a visceral response to a cultural expression. Simply

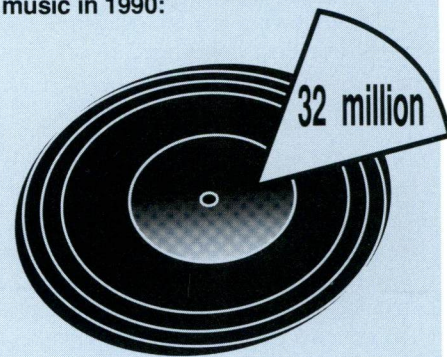
put, a dimension of their lives could not be fulfilled solely by teaching/preaching programs.

Music has that wonderful ability to open up channels for God to inhabit the praise of His people. This impact of music, when properly translated into a radio format, becomes a common denominator among believers to encourage listenership. Eventually, these listeners initially drawn by the music will also be exposed to other elements of the format (talk, teaching programs) that can also appeal to their needs.

This approach to programming speaks to a Christian's heart and mind. Music in a format allows this, and contemporary Christian music fits very well with appropriate programs to reinforce each other in a well-thought-out format structure. Hence, the combination of the two, when

A SLICE OF THE MUSICAL PIE

The number of American adults purchasing Christian music in 1990:



Note: There are approximately 178 million adults in the United States

properly done, will result in an audience that is open to hearing both, not one at the exclusion of the other.

Contemporary artists in Christian music, who are writing quality lyrics, living their lifestyles in accordance with Biblical principles, and attaining to professional-musical performance standards, are active ingredients in an exciting formula to attract and sustain radio listenership.

Joe Battaglia is the general manager of WWDJ-AM in Hackensack, N.J.

NRB 91 Registration Begins As Convention Slate Develops

PARSIPPANY, N.J. (NRB) — Registration has begun for the National Religious Broadcasters (NRB) 48th Annual Convention and Exposition, which will begin Friday, January 25, 1991, in Washington D.C. NRB 91 will end with the annual Anniversary Banquet on Tuesday evening, January 29.

The departure from the usual Saturday to Wednesday schedule reflects the desire on the part of NRB leaders to better serve the attendees. Changes in the 1991 schedule were made based on responses to a survey of this year's convention delegates done by the NRB headquarters staff. NRB executive director Brandt Gustavson believes the changes will greatly improve the effectiveness of the convention.

"Our 48th annual convention promises to be a greatly upgraded meeting in every way," Dr. Gustavson said, citing "improved workshops and seminars, highly relevant speakers and musicians, and adequate time for exposition hall visits as well as other contact work." He added, "Come — I think you'll be pleasantly surprised at the upgrades we've made!"

The following is a breakdown of the various elements confirmed as of press time:

Speakers

According to Dr. Gustavson, the NRB 91 schedule of main speakers will include several familiar faces as well as some "surprising new ones." Retired Supreme Court Chief Justice Warren Burger is scheduled to be among those who address NRB's attendees during the opening plenary on Friday evening.

The Saturday evening plenary will feature evangelist and author Jerry Johnston. During his travels throughout North America, Johnston addresses the issues which are confronting today's youth, including drug and alcohol abuse, teenage suicide, and satanism. His latest book is entitled *The Edge of Evil*.

Martin DeHaan of Radio Bible Class (RBC) will preach at the Sunday morning worship service. DeHaan is a speaker and writer for the various ministries of RBC. He is heard on RBC weekend radio and is seen on the television program *Day of Discovery*.

As part of the Sunday evening plenary session, Dave Bryant will conduct a "Concert of Prayer," which involves the

use of music for an effective time of focused prayer and intercession. The following night, Prison Fellowship Ministries president Chuck Colson will address the Monday evening plenary audience.

To be featured at the Tuesday morning Congressional Breakfast is Jerry Falwell, speaker on *The Old Time Gospel Hour* and chancellor of Liberty University. On Tuesday afternoon, NRB president Jerry Rose will speak at the Presidential Plenary. U.S. President George Bush will be invited to address the delegates at the plenary also.

Among the early confirmations as a musical guest is renowned guitarist Tony Melendez. Born without arms, Melendez taught himself to play the guitar with his feet.

Registration

According to convention registrar Faye Woodward, registrations for next year's meeting began arriving in May, shortly after the "early bird" convention information was mailed.

Members who take advantage of the "early bird" registration before the deadline of September 30 pay \$200, as opposed to \$250 from October 1 through January 4, or \$300 as an on-site registrant. Non-members who register with the "early bird" group pay \$325 before September 30, \$375 from October 1 through January 4, or \$425 at the on-site registration desk.

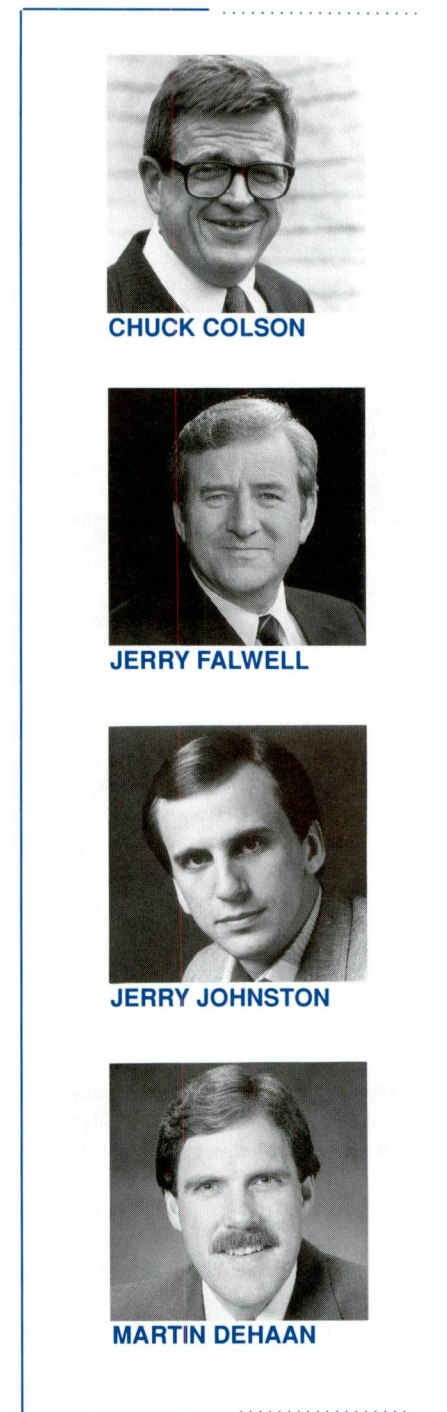
In addition, the first 500 "early bird" registrants will secure reserved seating for NRB 91 meal functions. This preferred seating will be assigned on a first-come, first-served basis. Please remember, due to pre-convention preparations, no registrations will be accepted at the NRB headquarters office after January 4.

Workshops

NRB 91 workshops promise a greater emphasis on the "hands on" approach and practical considerations to the broadcaster. NRB executive director Brandt Gustavson says he believes the 1991 convention workshops will be "the most informative series we've ever presented." Other sessions include a new series of workshops for women and a series dealing with pressing social issues.

Media Expo

The media exposition hall will open at 1 p.m. on Sunday, January 27, and present the latest in technology, publishing, computer services, programming ideas, telecommunications ministries, recorded



CHUCK COLSON

JERRY FALWELL

JERRY JOHNSTON

MARTIN DEHAAN

music, and more. According to media expo director Mike Glenn, 45 percent of the exhibit space has already been sold.

"For the first time, exhibitors will be able to start setting up their displays on Friday, January 25," noted Glenn. "This will save money on union rates that charge time-and-a-half for weekend set-up." The media expo will be open until 6 p.m. on Sunday, from 10 a.m. to 6 p.m. on Monday, January 28, and from 10 a.m. until 4 p.m. on Tuesday the 29th.

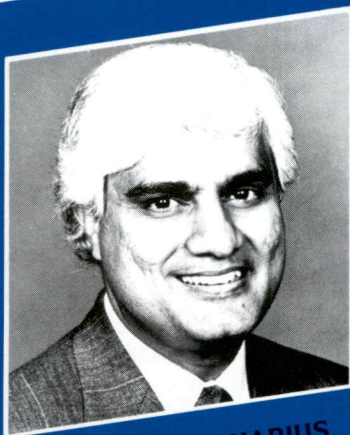
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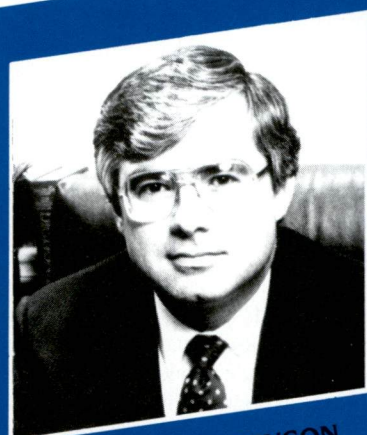
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• NATIONAL •

NAB Cites Interference As A Threat To FM Radio

WASHINGTON, D.C. (NRB) — The National Association of Broadcasters (NAB) recently told the Federal Communications Commission (FCC) that growing interference on the FM band, aggravated by directional antennas, threatens FM radio service nationwide.

In a joint filing with four other groups, NAB said the use of FM directional antennas is "technically unsound" under today's FCC rules. It urged the FCC to reassess its 1988 decision allowing their use. NAB asserts the antennas do an inadequate job of preventing interference among FM stations closely positioned on the FM band.

NAB, which opposed the FCC guidelines in December 1988 that allowed the widespread use of FM directional antennas, urged the Commission to:

1. Thoroughly re-examine all technical data that led to the adoption of current federal rules on contour protection and their adequacy to accurately predict interference;
2. Return to distance separation standards for allocation and assignment of FM stations;
3. Reinstate the case-by-case consideration of special waivers for distance separation requirements, consistent with past and present policy;
4. Revise immediately the Commission's FM antenna installation, filing, and maintenance requirements;
5. And suspend the application and use of contour protection rules adopted by the FCC in December 1988.

KHVN Provides Network For Flood Relief In South Dallas

DALLAS, Texas (NRB) — Radio station KHVN-AM responded to recent floods in South Dallas with "The Heaven 97 Flood Relief Broadcast" on Friday, May 11.

Operations manager Warren Brooks said the station went on the air live from a local church parking lot and asked for listeners to respond with donations of food, furniture, clothing, and money.

"The success of the program was 100 percent in the hands of our listeners," Brooks said.

"We had no idea what to expect," said Drew Dawson, KHVN afternoon air personality. "We put one of those big rental trucks in the parking lot of the church and prayed that people would appreciate how great the need is, and fill it up. . . ."

During the 13-hour broadcast, the truck was filled twice, and additional pick-up trucks were needed to handle the overflow. In all, over two tons of canned food were donated, along with an assortment of clothes and furniture, and over \$4200 in cash.

Distribution of the donated items was coordinated by Operation Sunshine Center, a Christian outreach social service ministry serving the South Dallas community.

Revivaltime To Host First Winter Bible Conference

SPRINGFIELD, Mo. (NRB) — The first *Revivaltime* winter Bible conference will be held February 3-10, 1991, at First Assembly of God in Fort Myers, Fla., according to *Revivaltime* speaker and pastor Dan Betzer. The program is the international radio broadcast of the Assemblies of God (A/G).

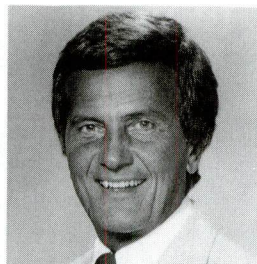
"With a half-million tourists and 'snowbirds' coming to the area each season," said Betzer, "the Florida Suncoast provides an ideal and beautiful setting for this winter Bible camp."

Speakers for the conference will include U.S. Decade of Harvest director Charles Crabtree, Life Publishers president Bob Hoskins, Tennessee A/G district superintendent Gene Jackson, evangelist David Lewis, NRB 89 speaker David Roeber, and Betzer.

Two live *Revivaltime* broadcasts originating from the convention site will be open to attendees, and special music will be provided by "Big" John Hall. No registration fee will be charged.

Enesco Corporation Joins Pat Boone Show As Sponsor

WOODLAND HILLS, Calif. (NRB) — Edward Lubin Productions, producer of *The Pat Boone Show*, has announced that Enesco Corporation has signed a one-year contract to advertise on



PAT BOONE



DAN BETZER

the eight-year-old program. Enesco designs the Precious Moments collection of figurines which will be featured on the weekly radio broadcasts heard worldwide.

Eugene Freedman, president and CEO of Enesco, said, "We are thrilled to have the opportunity to work with Pat in spreading the Precious Moments messages of love, caring, and sharing to his vast audience. . . . We cannot imagine a finer spokesperson for this very important collectible than Pat."

Enesco introduced the collection of porcelain bisque children in 1978. The collection is based on the artwork of artist Sam Butcher, who first introduced the line on inspirational greeting cards and posters in the early 1970s.

The Pat Boone Show is currently sponsored by Dayspring Greeting Cards and several spot advertisers, including Bee Alive, Compassion International, Rapha, and the Thompson Chain Reference Bible.

• INTERNATIONAL •

HCJB Helps Unite Churches In The Rebuilding Of Panama

OPA LOCKA, Fla. (NRB) — According to a report by HCJB World Radio, Protestant churches in Panama have joined forces in an "unprecedented

display of unity" to help rebuild their country following years of dictatorship and the U.S. invasion last December.

More than 200 persons representing 47 denominations in Panama met at a Baptist camp in Santa Clara two hours northwest of Panama City to determine how they can best help Panamanians with limited resources. HCJB said this was the first interdenominational meeting in that country in 28 years.

The event was co-sponsored by HCJB with World Vision, Latin America Mission, and Logoi. Spanish radio programmer Lenin DeJanon traveled from Quito, Ecuador, to represent HCJB at the "Encounter 90" conference. He said the most important help the churches can give at this time is emotional and spiritual.

"The people seem to be in a daze," DeJanon said, adding, "They're in limbo. Many of them don't know what really happened. People are wondering when the aid will arrive that the United States promised. The church has to face this critical situation and minister to people's emotional and spiritual needs."

The HCJB report stated that Panamanians now seem more open to evangelical programming on radio station HOXO, a cooperating ministry of HCJB. Station manager Alci Lopez reported that the transmission site has been vandalized in recent months. Some of the attacks have temporarily put the station off the air, but the station continues to broadcast the gospel in English and Spanish.

HCJB is involved in Spanish television program production as well, and has offices in 20 countries with local radio ministries in Texas, Panama, England, Italy, Argentina, and Ecuador.

Group Will Translate Bible Stories For Russian Youth

HENDERSONVILLE, N.C. (NRB) — Egermeier Project, Inc., a nonprofit society, was recently formed for the purpose of producing the *Egermeier's Bible Story Book* in the Russian language for distribution in the Soviet Union.

The organization is working in conjunction with the Slavic Gospel Associa-

tion of Wheaton, Ill., and Russia For Christ, Inc., of Santa Barbara, Calif. Warner Press of Anderson, Ind., owns the book and will publish the Russian edition.

Although several Christian groups and agencies are responding to the many requests from Soviet Christians for materials, very little material has been prepared for children, according to Rev. Lewis Staton, chairman of the Egermeier Project.

"There are 70 million children in the Soviet Union under the age of 15," Staton said, "which is one-fourth of the total population . . . Now that there is more freedom between our countries, we are pleased to produce this popular book for the youngsters of the Soviet Union to enjoy."

Staton is also heading a national fundraising campaign to help raise \$200,000 for the first 25,000 books. *Egermeier's Bible Story Book* was written by Dr. Elsie Egermeier and published in 1922. It was revised in 1952.

THIS IS **MEDIA MONITOR** WITH REED IRVINE AND CLIFF KINCAID

EGG ON KATHARINE GRAHAM'S FACE

Katharine Graham, chairman of The Washington Post Company, has egg smeared all over her face as a result of her paper's "trivialization" of a massive pro-life demonstration in Washington on April 28. But she can't figure out why—even when her own editors admit that elitism and an "inside the Beltway" mentality caused what the Post's ombudsman called "shabby" coverage of the rally.

The National Park Police estimated the crowd at 200,000. They heard Vice President Quayle live and President Bush by phone. Cardinal O'Connor of N.Y. criticized the media for unfair coverage of the pro-life movement.

As if to prove his point, the Washington Post covered this powerful show of pro-life vitality with a 16 inch story in the local news section. The story stressed the hot weather, the dispute over crowd size and the picnic atmosphere, but barely mentioned

the speakers. The New York Times, by contrast, put the story on the front page and noted that Bush and Quayle had promised their support to the pro-life movement. Other papers and the networks treated the rally like a major news event.

So what went wrong at the Post? Dick Harwood, the paper's in-house critic, wrote a scathing column contrasting the pro-life coverage with that of a pro-abortion rally a year earlier. The abortion advocates drew a far smaller crowd—but the Post ran more than a dozen stories, including the front page lead, covering some 15 columns. Earth Day, also with a smaller crowd, got 77 columns of buildup and coverage.

Harwood said the scanty coverage was "to many of the participants, the ultimate and undeniable proof of the paper's bias on the abortion issue." He wrote, "There can be no serious debate about the existence of 'biases' in American news-

rooms. Journalists are pigeonholed fairly by the social scientists as 'liberal Democrats.'" Managing editor Len Downie said reporters saw the pro-life movement as "one of those 'fundamentalist,' 'fringe' things somewhere out there in Middle America or Dixie."

Mrs. Graham admitted Harwood's criticisms were valid and that her editors goofed, but she would not admit this embarrassing blunder reflected a liberal newsroom bias. She insisted her staff is "very centrist, very professional." Why, then, all that egg on Kay Graham's face?

(Circle 145 on the Reader Service Card)

SENTRY HAS NEW DIGITAL CD/STEREO HEADPHONE

The Digital 880 is the newest CD-Stereo Headphone from Sentry Industries, Inc. According to the manufacturer, the new Digital 880 incorporates many key features found in more costly competitive products, yet is made to sell for \$49.95.

The unit incorporates 40 mm Samarium Cobalt speakers, has a frequency response rating of 20 to 20,000Hz, and a sensitivity rating of 105dB. Complete with phono jacks and a single cord design,

source. For information call Sennheiser Electronic Corp. at (203) 434-9190. The FAX number is (203) 434-1759.

AGFA OFFERS NEW STUDIO REFERENCE AUDIO CASSETTE

Agfa Corporation has announced the introduction of an advanced new audio cassette, AFGA SR-XS, that has been designed for professional recording studio reference applications. Available in C-60 and C-90 configurations, this advanced Type II chrome formulation, uses highly-

with a free hardware kit including four 10-32 panel screws for every 8 3/4 inches of front slope panel space, plus joining hardware for multi-bay configurations.

For more information, contact: Mike Gober, Cabtron Systems, Inc., 200 Anets Drive, Northbrook, IL 6006, or call (708) 498-6090. The FAX number is (708) 272-1095.

MAXI-LITE APRON SHIELDS WORKER FROM RADIATION

The Maxi-Lite video display safety apron is designed to provide protection from radiation emitted by computer display terminals, radio display screens, and any type of video display screens. The lightweight apron provides chest and abdominal protection with a .33 millimeter layer of lead material.

Retailing for \$99.95 plus seven dollars shipping and handling, the Maxi-Lite apron comes with a lifetime warranty on materials to ensure long-term protection from radiation for people who work at video display screens all day. Contact Maxi-Lite (a division of A.D. Carroll, Inc.) at (215) 929-3708 from 9 a.m. to 5 p.m. (EDT) for ordering information.

JVC PRODUCES TIME BASE CORRECTOR/NOISE REDUCER

JVC Professional Products Company has begun shipment of the SA-T411U, a time base corrector/noise reducer that utilizes component signal processing circuits and a noise reduction system to enhance video performance. The SA-T411U is part of JVC's newest line of S-VHS production and post-production equipment.

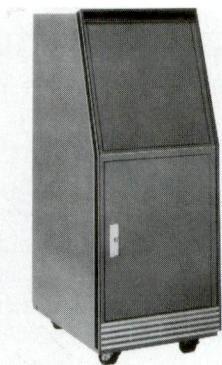
To assure accurate picture processing, the SA-T411U converts input analog signals to 4:1:1 format digital video component signals. Digital luminance and color components are time base corrected separately before proceeding to individual noise reduction circuits. These noise reduction circuits maintain noise free picture quality over repeated dubs — beyond the fifth generation.

The SA-T411U includes features such as a frame memory for correcting time base errors over two fields, drop-out compensation, a Y-signal digital delay line to adjust Y/C delay in 74-ns steps, switchable AGC, and a black-stretch circuit. The SA-T411U has a manufacturer's suggested list price of \$6950. For more information concerning the SA-T411U, call (800) JVC-5825.

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this headphone is warranted for one year against defects in workmanship or materials. For more information contact Sentry at 152-C Lake Ave., Yonkers, NY 10701, or call (914) 968-0180. The FAX number is (914) 968-5002.

SENNHEISER INTRODUCES MKH60P48 SHORT SHOTGUN

The MKH60 is the newest member of the transformerless MKS family of microphones. It has a symmetrical push-pull transducer incorporating optimum resistive loading and its transducer is part of a tuned circuit in a radio frequency system.

The impedance of the tuned circuit is low enough to drive a low-noise, Class A output amplifier that delivers a high output (1.3v) and balanced audio signal without the need for an output transformer. The MKH60 handles high sound pressure levels (135dB).

There are additional frequency tailoring switches to roll off low frequencies which eliminates rumble and wind noise or boost high frequencies for accurate sound pickup at a distance from the sound

coercive magnetic particles.

The new two-component laminated cassette shell allows the SR-XS to maintain exact phase relationship. The SR-XS is suitable for capturing both soft and loud music passages. For more information, contact Agfa at (201) 440-2662. The FAX number is (201) 342-4742.

"FLAT-TOP" CONSOLE MADE FOR CONTROL ROOM SETTING

The Cabtron Systems, Inc., "Flat-top" console is engineered especially for the communications center and control room environment. The enclosure has a sturdy, 14-gauge steel frame reinforced with four 11-gauge corner gusset and seam-welded components for maximum rigidity. A 19-degree front vertical slope permits the maximum possible depth for slope-mounted equipment.

The Flat-top offers three panel widths, four frame depths, and three slope openings. Front slope mounting angles features 10-32 tapped holes on EIA pattern, while front and rear adjustable mounting angles have .281 diameter holes on EIA pattern. Consoles are supplied



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WYLL-FM/Des Plaines, Ill., will be the newest Salem Communications station when negotiations and approvals are completed. The 50 kw facility, with a purchase price of \$8 million, will serve the Chicago market with a format of Christian teaching programs and inspirational music.

KMJC-AM/El Cajon, Calif., began its sacred music format April 1. Recently acquired by Family Stations, Inc. (*Religious Broadcasting*, April 1990, pg. 27), the new call letters are KECR to match the group's FM station serving the San Diego area since 1963. The two stations will simulcast The Sound of The New Life network programs to a coverage area of 3 million people. For more information, call (415) 568-6200.

John R. Corts has been named executive vice president of the Billy Graham Evangelistic Association (BGEA) upon the recommendation of Billy Graham and confirmed by the BGEA executive committee. Corts also continues as chief operating officer, a responsibility he assumed in 1987 when he was appointed vice president of operations. For more information, call (214) 661-1122 or (612) 338-0500.

Back to the Bible has announced the appointment of **Woodrow M. Kroll** as general director and Bible teacher succeeding Warren Wiersbe. Kroll has served as the president of Practical Bible Training School in Bible School Park, N.Y., since 1980. During that time he also conducted a daily 15-minute radio program, *The Practical Bible Hour*. In 1988 he began taping a weekly 30-minute television program, *Down Memory Lane*. Kroll is expected to move to Lincoln, Neb., in September and be heard daily on *Back to the Bible* in late fall. For more information, call (402) 474-4567.

Jack Johnson is the new president of the Southern Baptist Radio and Television Commission effective July 1. Johnson resigned his post as executive director/treasurer of the Arizona Southern Baptist Convention

in May to head the agency that includes the ACTS network and radio programming on 1200 stations.

The *Pentecostal Evangel*, the official weekly publication of the Assemblies of God, has named **John Maempa** managing editor. Maempa has served the last 13 years in the denomination's Church School Literature Department. For more information, call (417) 862-2781.

KNIS-FM/Carson City, Nev., has appointed **Julie Urback** as production manager and afternoon announcer. Urback will also host the Saturday morning KNIS *Kid's Korner*. A graduate of Wheaton College, Urback grew up in Panama before moving to the U.S. to attend school. For more information, call (702) 883-KNIS.

Greg Buick was promoted to operations manager for East Towne Marketing of Zondervan in Grand Rapids, Mich. **Amy Wilson** has joined The Benson Company as coordinator of Maranatha! Music Promotions. For more information, call (615) 742-6800.

A good year for gospel music continues to look even better with the scheduled mid-June release of *With All My Heart* by **Babbie Mason**. Already known for her appearances at Billy Graham crusades, Praise Gatherings, and The Crystal Cathedral, Mason brings enthusiasm and strong vocals which are both expertly captured by producer Cheryl Rogers for this second Word records project. Inspirational stations will particularly enjoy this "new" artist. For more information, call (615) 255-1675.

The Word team has picked the lazy days of summer to give the nod to rookie **Eric Champion**. The 19-year-old's first start in the majors is an amazing display of a multidimensional performer with Champion taking positions as writer, arranger, and producer on his self-titled first effort. Coach Chris Christian is the only other name on the roster as executive producer. *Forever Love* and *We Are Young* are included on Myrrh Radio Collection



JOHN CORTS



WOODROW KROLL



BABBIE MASON

CD Vol. 4. For more information, call (213) 850-5757.

The 6th annual International Christian Video Association symposium will be held in Denver, Colo., July 20-21. The main speaker is George Barna of the Barna Research Group. The program also includes research on video in the 90s and an opportunity for producers and distributors to share product information. For more information, call (800) 876-2127.

Sonshine '90 will take place July 6-7 in Willmar, Minn. Featured on the program are Josh McDowell, Michael W. Smith, Mylon LeFevre & *Broken Heart*, Steve Camp, and *Newsong*. For

more information, call (612) 235-0119.

The 16th annual Christian Artists' Music Seminar in the Rockies returns to Estes Park, Colo., July 29-August 4. Boasting events for the entire family, industry clinicians include Billy Ray Hearn from Sparrow Records, Word Music's Kurt Kaiser, Bob Helvering of The Helvering Agency, Rolund Lundy from Word, Inc., and World Vision's Michael Motley. Artists participating include Cynthia Clawson, the *Gaither Trio*, *Old Time Gospel Trio*, and Sheila Walsh. For more information, call (800) 827-0099 or (805) 499-4306.

North American Congress on the Holy Spirit and World Evangelization convenes Indianapolis 1990 from August 15-19. A number of the main denominations will each have a complete program with some of the major speakers being Dan Betzer, Jack Hayford, Samuel L. Green Jr., and Carl Richardson. For more information, call (800) JESUS-90 or (219) 234-6021.

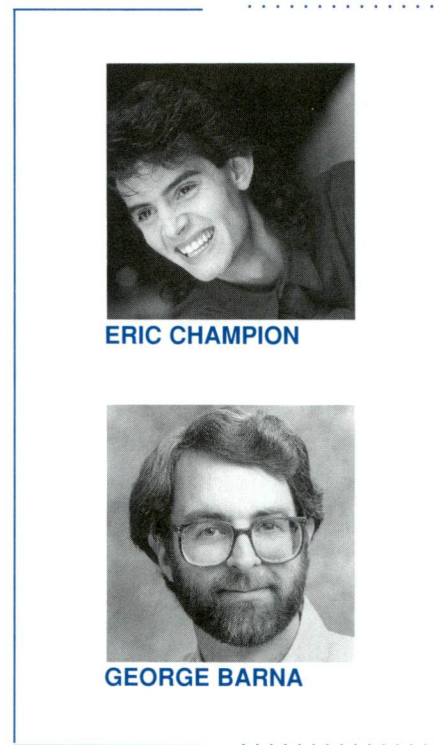
Kingdom Bound '90 will offer three days of fun and ministry August 23-25. Held in upstate New York, participants will include Josh McDowell, Frank Peretti, Larnelle Harris, Twila Paris, Babbie Mason, and Margaret Becker. For more information, call (716) 633-1117.

KSBJ-FM/Humble, Texas, joined in the effort to help the United Bible Societies raise money to send 30 million Bibles to Eastern and Central Europe and the Soviet Union. For its part the station collected \$41,000 through a "Bibles for Russia" on-air promotion. The three-week program consisted of running a half-dozen 60-second spots every day asking listeners to respond with their support.

Managers from several Christian radio stations in northern Pennsylvania and southern New York State and their spouses gathered recently for dinner and an evening of fellowship at the home of Patti and Larry Souder. Those attending the function included Lori and Scott Korb, WSCR-AM/Scranton,

Pa., and WBCR-AM/Wilkes-Barre, Pa.; Ann and John Hogg, WJSA-AM-FM/Jersey Shore-Williamsport, Pa.; Janet and Larry Weidman, WGRC-FM/Lewisburg, Pa.; Shirley and Burl Updyke, WRGN-FM/Sweet Valley, Pa.; Jackie and Dick Snavelly, WCIK-FM, Family Life Network, Bath, N.Y.; Sherri and Rick Snavelly, WCIK-FM/Bath, N.Y.; Margaret and George Vacca, WPGM-AM-FM/Danville, Pa.; and the Souders, WPEL-AM-FM/Montrose, Pa. The group hopes to meet again in the fall. For more information, call (717) 278-1442.

According to *Broadcasting* magazine, The Inspirational Network in Charlotte, N.C., has been approved for purchase by Worldwide Evangelism Inc. for \$7 million. The approval was granted by the Federal Bankruptcy Court judge. The San Diego-based Worldwide Evangelism is headed by evangelist Morris Cerullo, who has also offered \$45 million for the remaining Heritage USA assets. The Inspirational Network, first



known as the PTL Satellite Network, has been on the air since early 1978.

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To be presented at the 48th Annual National Religious Broadcasters (NRB) Convention & Exposition in Washington, D.C., January 25-29, 1991.

The purpose of the National Religious Broadcasters "Golden Mike" Awards is to recognize outstanding service and merit in religious broadcasting. Through the Golden Mike Awards, it is the desire of NRB to provide a standard of excellence for the industry.

Through the years, it has been traditional for religious broadcasters to nominate their colleagues who have advanced the quality of programs and stations, utilizing new developments in technology to communicate the gospel. For the 1991 Golden Mike Awards, tradition will be taken one step further.

Not only will *Religious Broadcasting* readers offer nominations for each award winner, but they will also vote on who should receive a Golden Mike. Given below is the procedure for the nomination and voting processes:

1. A nomination form for the NRB Golden Mike Awards will appear in the June and July/August editions of *Religious Broadcasting* magazine. Any *Religious Broadcasting* reader is eligible to submit nominations. The nominator, however, must give his name, organization (if applicable), and address.

2. Nominations will be submitted to the NRB Awards Committee on August 1. The committee will screen the nominations and select three finalists for each category by **August 15.**

3. The official NRB Golden Mike Award voting ballot will appear in the October edition of *Religious Broadcasting* magazine. The finalists for each category will be listed on the ballot.

4. Voting will end December 15. Votes will only be tabulated from the actual ballot printed in the October edition of *Religious Broadcasting* magazine. Any reader of *Religious Broadcasting* will be eligible to vote.

The criteria for nomination are listed in each category. Please read through the application on the opposite page, decide whom to nominate, and mail that page only by July 31 to:

**Golden Mike Award Nominations
c/o National Religious Broadcasters
299 Webro Road
Parsippany, NJ 07054**

NRB and its Awards Committee thanks, in advance, everyone who will take the energy and time to be a part of the Golden Mike Awards nomination and voting process. Remember, NRB uses the annual Golden Mike Awards to encourage its members, to recognize their desire for excellence in serving the Lord, and to provoke good works without sacrificing integrity. May the Lord bless each one who participates.

**THE 1991 NRB
"GOLDEN MIKE"
AWARDS
NOMINATION FORM**

**RELIGIOUS BROADCASTING
HALL OF FAME**

(Presented to a Christian broadcaster who has achieved wide recognition in a religious media communication with the highest standards)

NRB MILESTONE AWARD

(Presented to an individual or organization for 50 years of continuous service in religious broadcasting)

**WILLIAM WARD AYER
DISTINGUISHED SERVICE AWARD**

(Presented to an individual or organization for outstanding contributions to the field of broadcasting)*

RADIO STATION OF THE YEAR

(Presented to the most deserving religious radio station in the U.S.)

TELEVISION STATION OF THE YEAR

(Presented to the most deserving religious TV station in the U.S.)

**RADIO PROGRAM PRODUCER
OF THE YEAR**

(Presented to the most deserving U.S. religious radio program producer)

**TELEVISION PROGRAM PRODUCER
OF THE YEAR**

(Presented to the most deserving U.S. religious TV program producer)

**TECHNICAL ACHIEVEMENT
IN BROADCASTING**

(Presented to the organization which has developed and marketed the most significant technical advancement helping to facilitate religious broadcasting)*

BOARD OF DIRECTORS' AWARD

(Presented to a distinguished individual who, while an avowed Christian, may not necessarily be in the field of electronic communications)*

PRESIDENT'S AWARD

(Presented to the individual, organization, agency, music or publishing company, etc., that has made a deserving contribution to religious broadcasting)*

INTERNATIONAL AWARD

(Presented to the most deserving religious broadcaster [individual, station, program producer, etc.] from outside the U.S.)

*** Award may be presented to a non-broadcaster**

PLEASE NOTE: Nominees do not have to be confined to just one award category.

Name of nominator

Organization (if applicable)

Address

City/State/Zip

***Please mail nominations by July 31 to:
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c/o National Religious Broadcasters
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Parsippany, NJ 07054***

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- 1985 Mark Fowler, FCC Chairman
Neal Doty & Sherman Williams, Redwood
Chapel, Clay Evans, What A Fellowship Hour
Orva Koenigsburg, Domain Communications
- 1986 Patrick Buchanan, Paul Bearfield
Bishop Samuel L. Green, Jr.
- 1987 Steve Allen, Joseph Barbera, Ted Engstrom
Paul Freed, John D Jess, Ralph Montanus, Sr.
Stephen Olford, Luis Palau
- 1989 Oswald C. J. Hoffmann, The Lutheran Hour
- 1990 Thomas Zimmerman, Robert E. Cook
E. Brandt Gustavson

RELIGIOUS BROADCASTING HALL OF FAME

- 1985 Jerry Falwell, The Old Time Gospel Hour
- 1986 Theodore H. Epp, Back to the Bible
(posthumously), M. G. (Pat) Robertson,
Christian Broadcasting Network
- 1987 Thos. F. Zimmerman
- 1988 Charles Stanley, In Touch Ministries
- 1989 J. Vernon Mcgee, Thru the Bible

MILESTONE AWARD

- 1985 Nation's Family Prayer Period
- 1986 William and Annie Schafer, The Lifeline Hour
Celia Webb, Norman Vincent Peale
- 1987 The Biola Hour, The Calvary Hour,
Samule Kelsey, Ernest C. Manning, Noah Ed-
ward McCoy, Sunday School of the Air,
Wealthy Street Baptist Church
- 1988 Park Street Church
- 1989 Back to the Bible Broadcast, Chapel of the Air
Haven of Rest, Radio Bible Class, KDRY/San
Antonio, TX, Berean Bible Society
- 1990 The Bible Study Hour, Jack Wyrzten
Chaplain Ray Hoekstra, Voice of Calgary, Back
to the Bible, The Frazier Gospel Hour,
John D Jess, Mel Johnson

RADIO STATION OF THE YEAR

- 1988 KJNP, KFIA
1989 KURL, KKLA
1990 WIHS, Middletown, CT

TELEVISION STATION OF THE YEAR

- 1988 WCFC-TV
1989 WPCB-TV
1990 WACX-TV, Orlando, FL

RADIO PROGRAM PRODUCER

- 1988 Focus on the Family, International
Media Services
- 1989 Hope for the Heart
- 1990 Money Matters

TELEVISION PROGRAM PRODUCER

- 1988 There's Hope
1989 Love Worth Finding
1990 Billy Graham Evangelistic Association

BOARD OF DIRECTORS AWARD

- 1988 Richard E. Wiley
1989 Sen. Bill Armstrong

TECHNICAL ACHIEVEMENT

- 1988 United Video
1989 Joseph Flaherty (CBS)
1990 Adventures in Odyssey

PRESIDENT'S AWARD

- 1989 Charles Colson
1989 Billy Graham

The emergence of Contemporary Hit Radio (CHR) in the realm of Christian radio is relatively new and is still very much evolving. Though it is difficult to be specific, today there are probably 20 outlets that would consider themselves to be CHR-oriented.

Of course, further examination reveals that there is still a wide diversity of opinion as to the definition of a CHR station, since the format, at least in the Christian perspective, is still in its infancy.

Female intensive CHR stations comprise the bulk of this small but growing group, while some facilities are becoming more male and teen focused, at least in certain dayparts. Dayparting is more prevalent in this format and we will brief-

(AOR) stations. We have discovered that those 30 to 45-year-olds who have been Christians for less than five years tend to accept the harder edged CHR than those who grew up in a conservative Christian home.

There is still so much to be learned in this fairly new approach to Christian radio. At WAYJ we are in the process of developing various research projects to better understand who the real potential audience is for Christian CHR outlets.

The methodology of WAYJ-FM's music rotation, intensity control, artist selection, and dayparting structure is undergoing some fine tuning even as I write this feature. The most noticeable change has been a tightening of our overall artist roster and song selections. Two years ago artists like Wayne Watson, *Glad*, and Scott Wesley Brown would have been included in our mid-day rotation.

We have now narrowed our A/C currents to a more rock ballad mode like those from *Liaison*, David Mullen, *Idle Cure*, and Margaret Becker. It is not that we have abandoned A/C hits, we have just become more selective so when we slow down in the clock, we still maintain a sound consistent with our overall young image.

The present design of our format clocks is music intensive oriented. We are working with nine clocks broken into the following dayparts: 6-9 a.m., 9 a.m.-noon, noon-2 p.m., 2-4 p.m., 4-6 p.m., 6-8 p.m., 8-10 p.m., 10 p.m.-2 a.m., and 2-6 a.m. Currents and re-currents are divided into three categories: A/C Hits, Pop/Dance, and Rock.

Within the latter two groups there are sub-categories that must be carefully maintained to achieve balance during any given week. Within our Pop/Dance group you would find currents representing the Urban element such as the *Winans'* "It's Time" and the *Witness* tune "Old Landmark."

Also within this category we include mainstream CHR and Light Rock cuts like David Mullen's "Heavens to Betsy," Dana Key's "Up From the Dead," and Margaret Becker's "This Is My Passion." Lately we are incorporating a greater percentage of dance tunes and Rap, including currents by *Arcade*, *ETW*, *Nu Colors*, and Deniece Williams.

Among our rock currents and re-currents there will be found mainstream songs like *Petra's* "I Love the Lord," Michael

Gleason's "Children of Choices," and *Mastedon's* "Love That Will Survive," all of which would be unrestricted cuts. WAYJ's music and program directors are responsible for these determinations.

Our drive time slots are heavily saturated with currents and re-currents (about 70 percent) with the general intensity of a secular CHR station during daytime programming. Daypart structure becomes more critical with CHR than A/C or Inspirational, with middays (9 a.m.-2 p.m.) a little softer, as less talk segments are aimed at offices or business establishments.

A comprehensive overview on rotation structure would easily require an entire separate article for most CHR outlets. For lack of space and time, "WAY-FM" rotates three categories of currents divided by intensity and style as outlined earlier. Sixteen currents are in each grouping with each cut airing every 5 to 6 1/2 hours. A small grouping of eight power currents airs more frequently (3 1/2 to 4 hours).

Song life in the current category can range from six to ten weeks before moving into re-current lighter rotations. Golds are also stylistically grouped for better daypart control with power gold selected cuts receiving more airplay. A total of 450 to 500 titles comprises our gold library at a given time with 25 titles rested and replaced monthly.

I wholeheartedly agree with Joel Denver's remarks in Christian Research Report (CRR) alluding to the importance of personality (especially in the morning), and enthusiasm on CHR stations. WAYJ has placed a great deal of emphasis on quality air talent and exciting image promos and contents.

Mark Rider, director of operations, also hosts and produces our Christian version of a morning zoo along with co-host Steve Dees. Hiring talent of Rider's caliber, as I see it, is the single greatest need in Christian radio today, especially at the A/C and CHR level.

Unfortunately, many at the ownership helm have not yet caught the vision for high bred professionalism which can only be achieved by hiring the right people.

Bob Augsburg is president and general manager of WAYJ-FM in Fort Myers, Fla. He also heads Programming Plus, a company providing promo packages, sharathon fundraising assistance, and reel-to-reel formats.

CHR Format On Christian Stations: Momentum Builds

by Bob Augsburg

ly deal with that aspect below.

A typical Christian CHR outlet defines its target cell group as females 18-34, adults 18-30, or even 12-34. However, you cannot define a CHR potential audience without first exploring the psychographic complexion of this young growing audience.

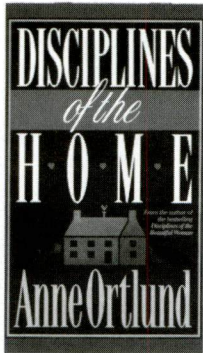
To my knowledge, no comprehensive research has been conducted on this matter relating to Christian CHR. Since I have been personally involved in formulating WAYJ, a more male/teen CHR facility, I have learned a few characteristics of our adult core which is psychographic in nature.

It becomes more apparent to me everyday that there are more 30-45-year-old "rockers" in the church than I first suspected. We have found that this group is largely comprised of believers who have recently come to Christ or who have returned to Christianity after a number of years apart from church involvement.

There are also more rock-loving adults who cannot identify with traditional Christian radio, having previously listened to secular Adult-Contemporary (A/C), CHR, or Album-Oriented Rock

Disciplines of the Home

by Anne Ortlund
Word Publishing



When a family is going in 17 different and simultaneous directions, it may be time to check the spiritual barometer. Is the home still a center for restoring, nourishing, comforting, and inspiring family members? Or are life's pressures cutting

into the spiritual fabric of the family unit?

Best-selling author Anne Ortlund warns that today's typical family is so busy that it's in danger of being caught up in society's inevitable slide away from God. Reversing this trend, says Ortlund, requires a change in priorities.

In *Disciplines of the Home*, Ortlund tells families how to re-establish themselves on solid ground by living life with more simplicity and greater elegance. She suggests two "drastic don'ts" and ten "drastic do's," showing how families can not only survive but also thrive on less money, more time, and more exposure to each other.

Anne Ortlund and her husband, Ray, are founders of Renewal Ministries. Ray is also the president of Haven of Rest Ministries based in Los Angeles, Calif.

101 Questions Your Pastor Hopes You Never Ask

by Don Paulk and Earl Paulk
Kingdom Publishers

Bishop Earl Paulk and Don Paulk, brothers and fellow pastors of the Chapel Hill Harvester Church in Decatur, Ga., have developed *101 Questions Your Pastor Hopes You Never Ask* from among those that have been raised by members of their 10,000-member congregation.

The Paulks conduct a question and answer session every Wednesday evening at Chapel Hill Harvester Church. It is from those meetings that their new release has been developed.

"He has seen and heard every situation you can imagine," says Don of his older brother Earl, adding, "He has had to deal with more than a theoretical

question. He has had to find answers for the real problems. There are people who want to know more than where did Cain get his wife. They need to know how to deal with a spouse who sexually abuses his kids."

Divided into nine chapters, the book contains Earl Paulk's answers to the most asked and most difficult questions encountered in his more than 45 years of ministry. Subjects deal with Christian growth and ministry, relationships, race relations, parenting, addictive habits, finances, health, government, science, and others.

The Moral Catastrophe: The Future Survival of the American Family

by David Hocking
Harvest House

Author and radio Bible teacher Dr. David Hocking addresses the declining moral fiber of America and the resulting consequences that we face in *The Moral Catastrophe: The Future Survival of the American Family*.

Hocking addresses such questions as: How can we restore strength to the family unit? What hope is there for the addict, alcoholic, or homosexual? Do religion and politics mix? and How can we raise our children to be morally responsible?

Resisting sugar-coated answers for moral revival, Hocking wrestles with the reality of America in the 1990s. He simplifies the confusion to a key issue: How as individuals will we turn our hearts toward God and His design for the family and morality?

That could be the only course for individual survival in a culture that may not get any better. Dr. Hocking is heard on the radio broadcast, *The Biola Hour*, and is senior pastor of Calvary Church in Santa Ana, Calif.

Get A Grip on Your Money

by Larry Burkett
Gospel Light Publications

Believing that it's never too soon for young people to know how to handle money, financial expert Larry Burkett, in cooperation with Focus on the Family, has put together the 13-week teen study in Christian financial management, *Get*

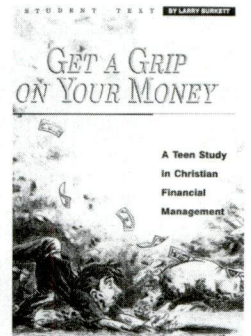
A Grip on Your Money.

"In my work, I've realized that children are not taught how to properly handle money anymore," says Burkett, who has also developed a Bible study course for middle schoolers entitled *Surviving the Money Jungle*.

"Many young adults develop bad financial habits that stay with them for life, contributing to lots of stress and shaky marriages."

The program in *Get A Grip on Your Money* takes the student all the way from finding a job to buying a first home and selecting life insurance. It prepares students to make day-to-day financial decisions.

Get A Grip on Your Money utilizes both a student workbook and a teacher's guide. A public school version of the course was scheduled for a spring release as well. Both *Surviving the Money Jungle* and *Get A Grip on Your Money* are available from Gospel Light Publications.



Merchandising The Anointing Developing Discernment For These Last Days

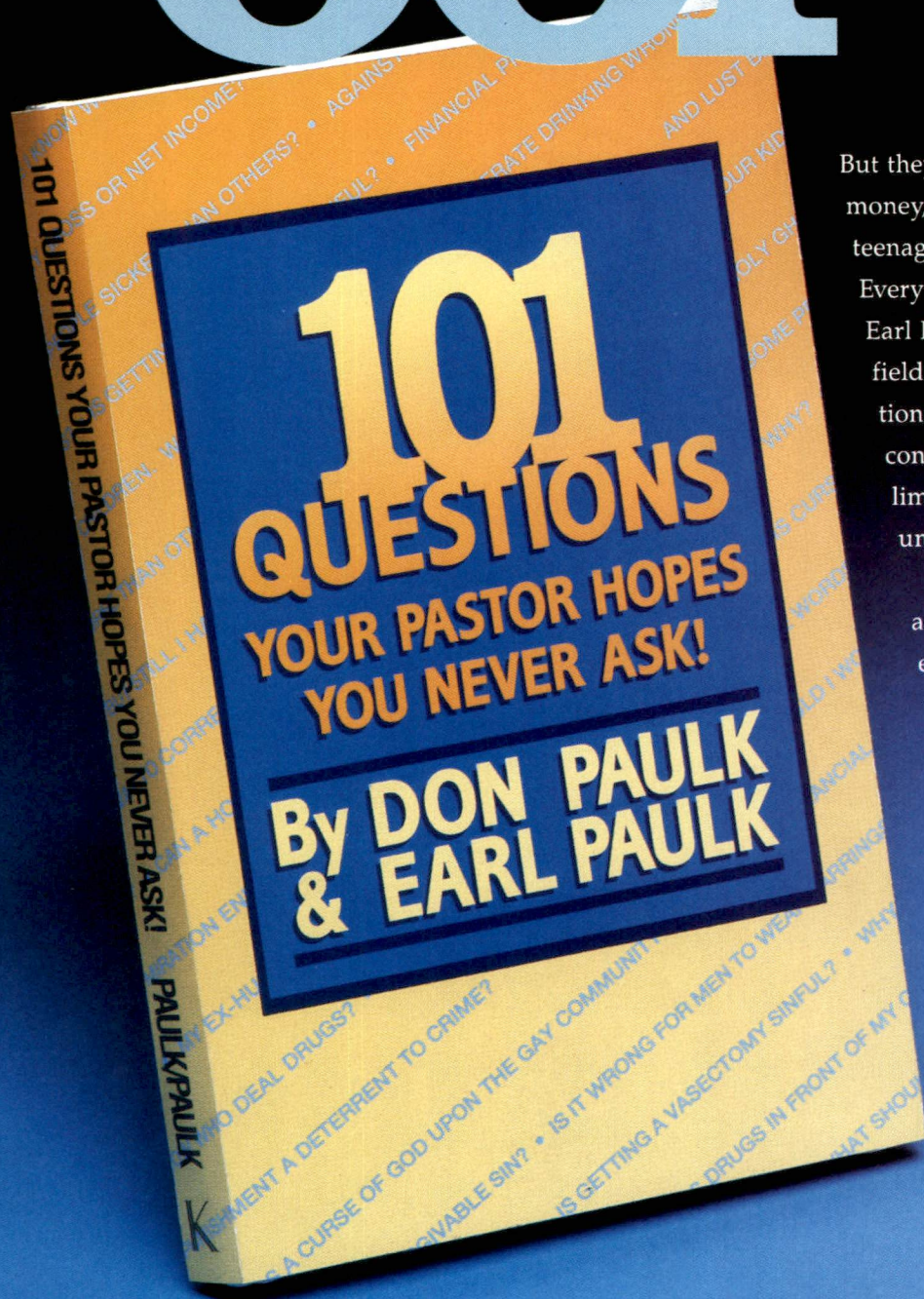
by Rick Renner
Rick Renner Ministries

In his book *Merchandising The Anointing*, Rick Renner takes a fresh look at what the Scriptures teach regarding false prophets and teachers.

Renner tackles hard issues — for example, do you tell the Body of Christ at large when a false prophet or teacher is in the camp? Or do you deal with it privately, so as to protect those who are in the ministry and have been associated with the false teacher? What if a prophet or teacher refuses to submit to a local pastor?

The up-front approach taken by Renner to a difficult subject offers readers sound Biblical advice on how to handle these situations. Renner is the president of Rick Renner Ministries based in Tulsa, Okla.

OOOPS!



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ASSISTANT PROGRAM DIRECTOR and morning man at small market combo for two years seeks new challenge in Christian setting. Large market on-air experience in four formats, including Christian . . . contemporary production values. Contact Bob Mohr, 110 Pennsylvania Ave., Apt. 3, Cumberland, MD 21502 or call (301) 777-5400 after 10 a.m. weekdays.

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ideas — proven results. Fast turnaround via FAX. One-two ads \$25; three ads \$30. Currently p.m. drive/production at major market CCR. Contact Terry Clevenger at (816) 444-5017 (FAX) or (913) 649-7665.

CHRISTIAN WITH 17 YEARS of professional experience in media. Currently government-employed as a television photographer. Shoot and edit tape, have produced ENG spots for in-house news program. Do studio productions also; lighting, camera, production assistant. Previous work in corporate video and community cable. Formerly in film post-production in seventies; held a position as editor at WPGH-TV. Recently CMX 3600 trained. Seek position as cameraman and/or editor, associate producer, or production assistant. Am quite capable, creative, and have a willing attitude to serve. Ephesians 2:8-10. Contact Greg Gans at (215) 886-1035 or call NRB for resume.

PRODUCTION SPECIALIST, with professional, upbeat, sincere on-air approach, seeks full-time position with commercially supported adult contemporary or contemporary Christian radio station. I have six years of experience in broadcasting and am looking to make a career move. For tape and resume, call Robert at (607) 776-2876.

COMING IN FROM THE COLD: Successful radio GM, working as broadcast consultant for past three years, wants GM or GSM position with progressive

owner who rewards results. Proven track record in medium and major markets. Leader, motivator, trainer, risk taker — *knows good radio*. Will relocate for quality opportunity. Past president SW chapter NRB. Call Jack at (817) 483-4630.

TELEVISION DIRECTOR/EDITOR with 17 years experience, seeks employment with a Christian organization. Would like to make training and personal growth-type video productions depicting dramatic slice of life Christian situations. Resume and tapes upon request. Call or write Jules Hobbie, 112 Burlington Ct., Dothan, AL 36301, (205) 793-3910.

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ALTA PYXIS DUAL TBC with Digital Effects Video/Audio Switcher. Like new except for small chip in paint. Original packaging and instruction manual, \$3300. Also 2 RCA TA-19 Video Processing Amplifiers with service manuals. \$100 for pair. Grapevine Productions, 1105 N. Front St., Niles, MI 49120, (616) 684-8433.

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Gifted Writer Makes Amazing Offer for Wife

Calif. Man with Global Vision Looking for Proverbs 31 Woman

by James Rutz

COSTA MESA, Calif. — Do you know an outstanding Christian woman who is not yet married?

If so, you'll enjoy reading this, and so will she.

As you've surmised, I'm a limited edition guy in search of a rare edition gal, a woman after God's own heart. Of course, it would help if she's a blend of Mother Teresa, Madame Curie, Mary Lou Retton, and Jessica Rabbit. (Well, it never hurts to ask.)

Time Out

As a busy freelancer, I'm usually booked up months in advance. But now I've overhauled my schedule to make time for an energetic friend with partner potential, someone who:

... is extra bright and loves God's Word.

... has a servant's heart and is sought out for help and advice.

... is in love with excellence and not afflicted with the Picket Fence Syndrome.

... is interested in world evangelization.

... is fun to be with!

Somewhere in this fascinating world there must be such a woman — still a happy bachelorette (at age 27-40 or so), a Priscilla looking for her Aquila, a one-man woman looking for a man with . . .

A Heart for the Whole World

I live for the day when:

- the suffering church from Berlin to Beijing gets plugged into the rich and sophisticated western church, thus but-tressing *them* and revitalizing *us!*

- worship services are opened up to full participation by everyone and the church is transformed from an audience to an army.

- America is rebuilt as several million young Christians pour into positions of influence and service rather than seeking jobs for the usual hedonistic reasons.



Do You Know This Woman?

- restricted-access nations are opened up to Christ by hundreds of thousands of tentmakers from 40 countries.

- TV commercials convert more people to Jesus than to Jordache.

- print evangelism becomes scientific — and successful!

These are some of the dreams I'd like to share with your friend. **I'm now devoting half my time to projects I've launched to reach all these goals.**

Now you see one reason I need lots of help from a woman who knows how to draw on the power of God! If you have a friend like that, tell her to write me. Sit on her! Twist her foot!

Disa & Data

She'll want to know a few details about me, so . . .

I'm 6'1", 175 pounds . . . sky blue eyes, golden retriever brown hair . . . M.A. in communications . . . theology: evangelical . . . politics: rabid right . . . strong family background, but never married (still in the original box) . . . open on kids . . . available w/ or w/out beard, but one size only, no re-funds or exchanges.

I've been a writer and consultant to both secular firms and Christian ministries, such as World Vision, Wycliffe, Youth for Christ, etc.

Some adjectives supplied by friends: "witty, generous, good listener, helpful, honest, loyal." I'm also a night owl and compulsive reader.

Special loves: global trends, music, language, and sports (golf for fun, racquetball for exercise, chess for blood).

I also like mountains, collies, warm rains, old Bogart movies, and candle-light dinners (eating, not cooking).

Drum Roll, Please

And now, here's the "amazing offer": send me your best friend, and I'll send you around the world!

You'll have a reserved seat at the wedding, and as a token of my deep appreciation, I'll present to you at the reception two round-the-world tickets (or some comparable gift if you prefer).

So tear out this ad and show it to your friend today. Because this offer is so brief, your chances of success are high if you heed my only three firm requirements: she must be fit and trim, not divorced, and under 6'1" (or have lousy posture).

Tell your friend to have some fun and write me a few lines about herself — and *please* enclose a photo (returnable), a must. The address is: Jim Rutz, 1300 Adams #8K, Costa Mesa, CA 92626. I promise to reply.

P.S. If you are the lovely lady this ad is about, don't be shy. Just as this ad is a step of faith for me, make your response a step of faith for you. Cut out the middleman and reply now, before your friends see this. We could spend their ticket money on a honeymoon in Bora-Bora, Paris, Wheaton — you name it. Write to me!



COOKING WITH COOK



There's No Place Like "Home" For God's Children

by Robert Cook

I awoke one morning in 1948 to the comfortable feel of a down-filled quilt and the smell of freshly baked bread. I was in Switzerland, where every blade of grass looks as though it has been manicured, and where, they say, you can leave your wallet on a railroad station bench and come back three hours later and find it still there, untouched. (I never tried it, however.)

Two days before, I had been in Calcutta, my very soul wrenched with the ap-

palling misery shared by millions of people in a land of enchanting beauty, incredible riches, and iron-clad societal barriers. Indians are a beautiful people. When an Indian smiles, the whole world lights up.

But my heart broke for the needs that I saw all around me, with that greatest of all needs predominant, the need for Christ. Beside all that, I had been miserably ill for a week or more. I could barely get on the plane, and was glad to leave.

Now I was in Switzerland. You can be sure that Merrill Dunlop and I enjoyed that breakfast of freshly baked rolls, crusty on the outside, tender on the inside, with the usual accessories: thick strawberry jam, sweet butter, and hot, strong coffee. I remember saying to Merrill, "This must be what it's like to wake up in heaven!"

Strangely, however, there was something missing. You guessed it: We weren't home yet. The real satisfaction would come when the plane touched down in Chicago, and we were in the arms of our loved ones. That moment would provide more heaven-like joy than Basel or Geneva ever could.

Which brings me to the point of this

reverie. You are never really satisfied until your soul is held in the everlasting arms. Too many of us are marked by the uneasy feeling that we are missing something. We are chronically unsatisfied while frantically seeking success.

Only the loving touch of the Heavenly Father will quiet your spirit and satisfy the God-hunger built into your heart. All of which takes time — time spent in His presence, until you are one with The Almighty and with His purposes for you.

Take a page or two from the lives of others: Daniel waited on God for three full weeks until he heard from heaven. John the Apostle was "in the spirit on the Lord's day," waiting on God. Jesus, our Blessed Lord, spent all night in prayer to God, and on several occasions was found praying "a great while before day."

Your human spirit — and the efforts you put forth from day to day — will be blessed in direct proportion to your awareness of the presence of God. You are never really "home" until you are held in the everlasting arms of your Heavenly Father.

Dr. Robert Cook is Chancellor of The King's College, the speaker on *The King's Hour* broadcast, and a member of NRB's Executive Committee. He lives in Tannersville, Pa.

LOOKING AHEAD

CHRISTIAN BOOKSELLERS' ASSOCIATION (CBA) CONVENTION

July 14-19, Denver, Colorado

NRB SOUTHWEST REGIONAL CONVENTION

July 18-20, Dallas, Texas

27TH ANNUAL CONFERENCE ON CHRISTIAN STEWARDSHIP

September 9-12, Kansas City, Missouri

NRB WESTERN REGIONAL CONVENTION

September 13-15, Los Angeles, California

NRB SOUTHEAST REGIONAL CONVENTION

September 20-22, Atlanta, Georgia

NRB SOUTHCENTRAL REGIONAL CONVENTION

October 5-6, Nashville, Tennessee

NRB MIDWEST REGIONAL CONVENTION

October 10-12, Chicago, Illinois

NRB EASTERN REGIONAL CONVENTION

October 18-20, Sandy Cove, Maryland

NRB CARIBBEAN REGIONAL CONVENTION

November 12-13, San Juan, Puerto Rico

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VA - Radio Stations



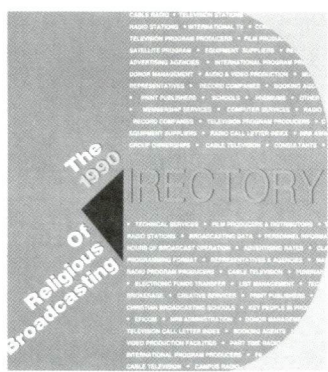
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TRANS WORLD RADIO ADDS THREE LANGUAGES TO SCHEDULE, FOUR MORE COMING

As part of an ongoing effort to reach the world with the Gospel message by the year 2000, Trans World Radio (TWR) has announced its intention to add four new languages to its broadcast schedule before the end of the year. Among those added in recent months are the Soviet Asian language of Uzbek and the Indian languages of Garhwali and Bhojpuri. There are 15 million in the USSR whose language is Uzbek, over 1.2 million in India who speak Garhwali, and 41 million Bhojpuri speakers in India and Nepal. "We are excited about reaching these people groups because they have little or no chance of hearing the Gospel by any other means," said Mark Christensen, director of broadcaster relations for TWR. "We especially appreciate the teamwork of our cooperating broadcasters who have assisted with program material and sponsorship for these broadcasts." A total of 86 languages has been targeted for programs by the four international broadcasting organizations — TWR, HCJB, FEBC, and ELWA (SIM International) — in a cooperative effort begun during 1985 to reach the world with the Gospel by the year 2000.

FOCUS ON THE FAMILY WELCOMES NRB'S EXECUTIVE DIRECTOR, FELLOW MINISTRIES



Focus on the Family recently hosted, at its Pomona, Calif., headquarters, NRB executive director E. Brandt Gustavson and several other Southern California-based NRB member organizations. Among those visiting with Focus on the Family president James Dobson and his staff were, from left in photo: Ray Ortlund from *Haven of Rest*, Ambassador Advertising's Jon Campbell, Jerry Frey and Chaplain Richard Davenport of Armed Forces Radio-TV Services, Chuck Southcutt from *Let God Love You*, Cynthia Swindoll of *Insight for Living*, Focus on the Family's Mike Trout, Carrie Hayner, and Chuck Bolte, Dr. Gustavson, Ed Atsinger of Salem Communications, Focus on the Family's Joy Blowers and Rolf Zettersten, Dick Marsh of Marsh Broadcasting, Jim McAnlis from *Thru the Bible*, KKLA Radio's Dennis Worden, and Al Sanders of Ambassador Advertising.

FIFTH ANNUAL ACTS AWARDS GO TO 14 DIFFERENT CATEGORY WINNERS

Medallions were presented to affiliate winners in 14 categories at the American Christian Television System's (ACTS) Fifth Annual Awards Ceremony. The event was telecast live nationwide from Travis Avenue Baptist Church in Fort Worth, Texas. Medallions were presented to the ACTS board of Laurel, Miss., for Affiliate of the Year; Channel 39, Phoenix, Ariz., for Program of the Year; Little Rock, Ark., ACTS for Spot of the Year; and Texarkana, Ark., ACTS for public relations. In addition to honoring affiliates, ACTS recognized *Day of Discovery*, a Radio Bible Class presentation produced in Grand Rapids, Mich., as the best network program by an associate producer. ACTS offers religious and family-oriented programming accessible to seven million cable television households and 2.2 million households via full and low-power television stations.

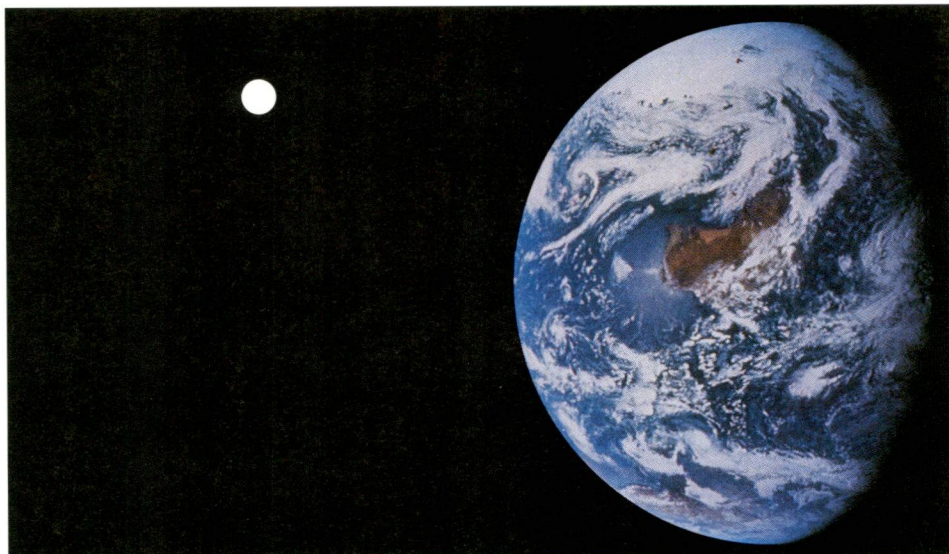
SIM MISSIONARIES MAINTAIN SERVICES DURING LIBERIAN CIVIL WAR

While negotiations continue between armed insurgents and the Liberian government, SIM (formerly Sudan Interior Mission) missionaries continue to broadcast at the mission's radio station ELWA in the capital city of Monrovia. Although foreign embassies have advised their personnel to leave Liberia, according to SIM deputy general director W. Harold Fuller, 18 SIM missionaries remain at the radio station and the ministry's hospital to continue basic services. Adults and children involved in ELWA's grade school and other ancillary ministries have been temporarily evacuated. Inland, another 20 SIMers continue their work in communities not affected by the conflict. "We're praying there won't be further bloodshed in the country," stated Fuller. "As to our presence in the country, both the government and the insurgents appreciate the service which SIM provides by radio and medicine. ELWA is the only source for many of them to hear news as well as the gospel in their own languages," he added. Radio ELWA was Africa's first Christian station, begun in 1954, and now broadcasts in over 40 languages.

JOHN G. MITCHELL, MULTNOMAH FOUNDER & RADIO SPEAKER, DEAD AT 97

John G. Mitchell, a founder and chairman of the board of Multnomah School of the Bible in Portland, Ore., died May 17 at the age of 97. Dr. Mitchell was also known through his daily radio broadcast *Know Your Bible Hour* and the much-repeated phrase, "Don't you people ever read your Bibles?" He was born in South Shields, England.

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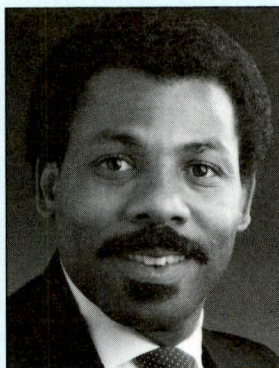
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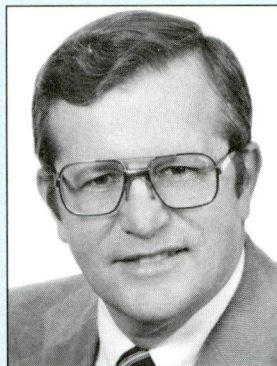
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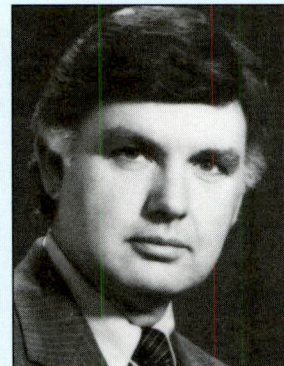
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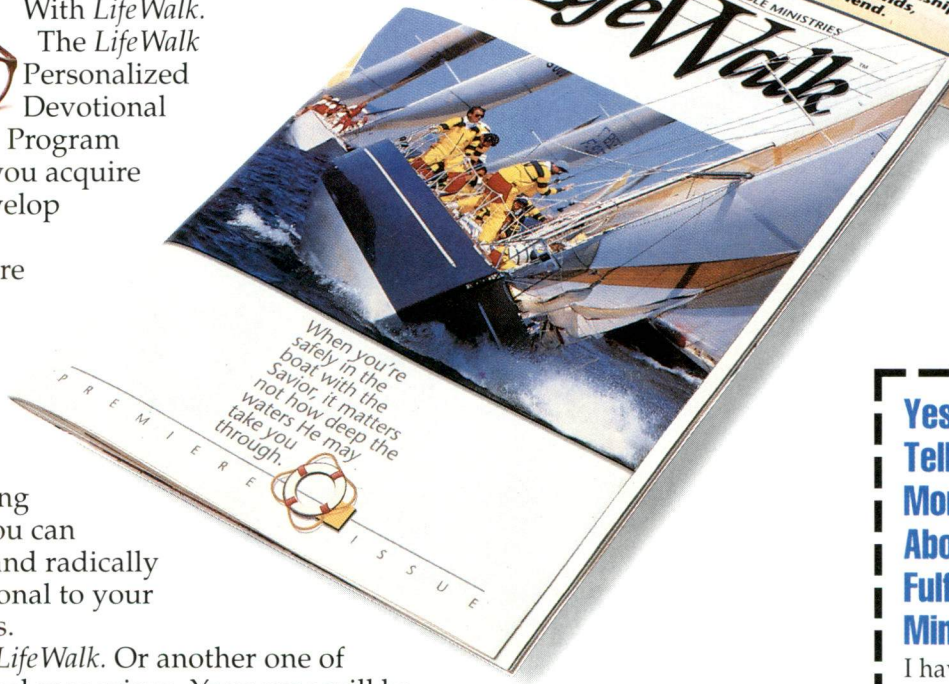


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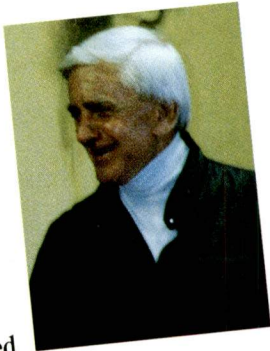
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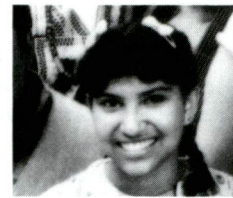
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PAGE 10



PAGE 24



PAGE 28

FEATURES

8

How Accountable Should Religious Broadcasters Be?

by E. Brandt Gustavson/Changing times mean a new openness is vital to the future of one's ministry.

10

On-Air Fundraising: What Are We "Asking" For?

by Jim Killion and Tom McCabe/How much time should be spent on fundraising? The authors suggest that perhaps the wrong question is being asked.

10

Sending The Right Signal

A topical excerpt from Charles Stanley's address during the 47th Annual Anniversary Banquet at NRB 90.

14

Ministry vs. Fundraising: Where Are Our Priorities?

by Calvin Edwards/The broadcaster's first concern should be ministry to those from whom he seeks donations.

18

The High Calling Of The Fundraiser

by Rod Robison/There's more to fundraising than simply receiving from donors, as this author points out.

20

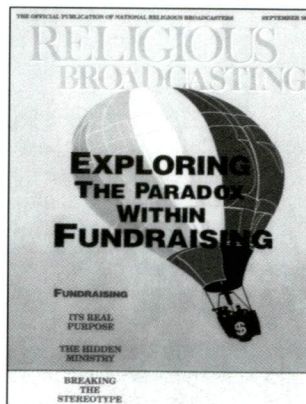
**The Fundraising Practices of Television's Religious Broadcasters
— What The Secular Media Won't Report**

by Stephen Winzenburg/An analysis of various television ministries' approach to fundraising.

DEPARTMENTS

SIGNING ON	4	PROGRAMMING ISSUES	30
READERS' FORUM	5	THE BOOK SHELF	32
WASHINGTON WATCH	6	COOKING WITH COOK	33
INSIDE NRB	22	LOOKING AHEAD	33
MEDIA FOCUS	24	CLASSIFIEDS	34
TRADE TALK	28	LATE NEWS	35

ABOUT
THE
COVER



EXPLORING THE PARADOX
WITHIN FUNDRAISING

Within fundraising there is an opportunity for extensive, genuine ministry by religious broadcasters. That may seem like a paradox to those who consider fundraising simply an act of "ask and ye shall receive." Beginning on page 8, Religious Broadcasting explores this paradox within fundraising.

When the prayer line phone rang at the TV station it was nearly 11 p.m. My first impression was to let it ring. It had been a long day and I still had an hour ride on the commuter train. But the inclination to answer overruled, so I put down my brief case, picked up the phone and began a conversation that helped define more clearly my reasons for being in Christian media.

"Thank God you're there" the voice on the line said. "Thank God you're there." It was a woman's voice and she was weeping hysterically. After she gained her composure enough to talk coherently she told me her depressing story.

"My husband has left home," she said. "He took our young daughter with him, and I have no idea where they are." While that was bad enough she had barely started. Her two boys, 13 and 10, had been experiencing stomach problems and when she took them to the doctor his diagnosis was simply stress. And then the clincher. She didn't have a job and couldn't make the house payment and that afternoon she had received notice of a pending foreclosure.

With her voice shaking she said, "I've only been a Christian for two years and just before I became a Christian I attempted suicide." Then just before she slipped back into hysterics she said, "I don't think I can make it through the night. Please help me."

For a moment I stood there absolutely speechless with the phone to my ear. What could I possibly say to the woman?

"I will take your boys on a visit to the zoo,

help you find a job, or pay your house payment for a couple of months, or perhaps hire a private detective to find your husband and your daughter." While all those things might have helped solve a temporary problem somehow I felt that there was another answer that would be more appropriate for the moment. The thought came to me that I should share Scripture with her. So I opened my Bible and began to share promise after promise with her.

Soon the words of the promises began to take effect and her sobbing ceased. Finally we had prayer, I got her phone number, and concluded the call. The train ride home gave me time to mull over what had happened. Had I really done any good? Were the promises and the prayer enough? What else should I have done?

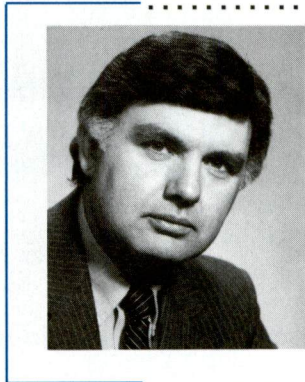
When I awoke the next morning the conversation with Joann was on the front shelf of my mind. I quickly dialed her number and was relieved when she answered. "How are you doing?" I asked.

"Great," she responded. "Let me tell you what happened when you hung up last night. I knelt down beside my bed and just poured it all out to Jesus." She continued with a peace unknown the night before, "And during that prayer I realized that God loved me and was concerned about my needs and was going to help me solve them one by one. I still have my problems, but I can face them now."

I hung up the phone gratified for what God was doing in her life. Two weeks later I called her back to see how things were going. Her voice was bright as she told me about her new job and the apartment she had found. "And, by the way, the boys are doing much better," she said as an aside.

Two months later she called to tell me the good news. She had gotten a great job in Alabama near relatives. She was making good money, they had found just the right apartment, the boys were overjoyed about the move and, in general, things were going

CONTINUED ON PAGE 5



First & Foremost In Our Ministries

by Jerry Rose

help you find a job, or pay your house payment for a couple of months, or perhaps hire a private detective to find your husband and your daughter." While all those things might have helped solve a temporary problem somehow I felt that there was another answer that would be more appropriate for the moment. The thought came to me that I should share Scripture with her. So I opened my Bible and began to share promise after promise with her.

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READERS' FORUM

Getting Back To Basics

Dear Editor:

I write this letter out of grieving in my spirit over a trend I see happening right now in Christian radio, and perhaps in Christian television. We are bold enough in Christian broadcasting to admit we have the only answer to every problem — that is, hope, healing, and eternal life in Christ Jesus, yet we operate our ministries like worldly businesses, which like everything else in the earth, eventually fails.

What I'm seeing in Christian radio is too much "What are you doing for me?" rather than "What can I do for you, Lord?" For example, if a station brings in little in the way of revenue each month, that station will get a call from the ministry or its rep if they're paying for their airtime. Usually you hear, "We're not getting any results!"

My response is, "Did God tell you to be on this station?" (If you ask, God will direct you on where to air your program.) If God tells you to do something, DO IT — forget about visual response because we don't know those results till we're in Heaven.

My point is we're selecting programs to air, stations to place buys on, and program sound from what we want or think . . . rather than what God wants or thinks. Forget about stats, numbers, etc. Do what the Lord directs and operate in faith.

Let me comment on "program response." If the Apostle Paul gauged his message from his overall response, he probably would have quit early. He was beaten, whipped, stoned, and jailed — but did that stop him? He knew that he was to announce the Gospel of Jesus Christ.

Success in the eyes of God is people set free through His Word — not size of donor lists. I maintain that most people don't respond because of embarrassment, pride, "What will my heathen family say if they knew I listened to Christian radio?," the barrage of appeal letters you get from ministries when you do write, etc.

Ah, wait a minute radio station folks, we're guilty too. How many times have we failed to seek God on programs we should put on the air? I'm guilty (and I repent, Lord) for putting programs on the air just for the money.

That's why all of us in and around Christian media have to get back to the basics of our faith — believe in Him and

prayer. We radio managers must seek God's direction for our stations. Media reps must seek God's direction in prayer for placement decisions. Radio and TV ministers must seek God on what to put on their program and how big a ministry it is to be.

We radio and TV people have more responsibility in God's eyes than most pastors because of what we're airing to the number of people who are listening. Our congregation, if rounded up, couldn't fit into the largest church in our city. If we're airing critical ministries, or outrageous preachers just for the money, we'll have to answer for it.

We'll all be blessed, the finances will be taken care of and, most of all, the listeners will be blessed by our obedience. Look around us; God is moving — don't be left behind and miss God's blessing by doing it "our way."

John Hull
KKCM-AM
Minneapolis, Minn.

Toccoa Falls Gives Thanks

Dear Editor:

Just a note of appreciation for the write-ups *Religious Broadcasting* has given the Intercollegiate Religious Broadcasters chapter of Toccoa Falls College. We are very grateful for the support you have given. Please continue to be in prayer for our ministry and for upcoming avenues of ministry that are ahead. Again thank you for the support you have shown.

Michael B. Shelley
Toccoa Falls College
Toccoa Falls, Ga.

Another Word Of Thanks

Dear Editor:

I am a 32-year-old former disc jockey and have been struggling for several years to establish a radio station in the Tallahassee, Fla. area, as this has been a burden on my heart for a long time.

On June 18, 1990, I was able to purchase WKJO-AM, a 35-watt carrier current station from Anthony J. Krasowski and K-Jo Broadcast Associates, and am currently re-wiring and moving the station to my home in Tallahassee.

When the station is returned to the air this fall, I hope to provide Christian music and programs, Southern gospel music, and

a mix of "clean country" as well. The station will also have a new call sign, a condition of the sale.

I really just wanted to thank all of the program producers, ministries, station managers, and engineers who have patiently answered my questions and inquiries and to let you know "Radio 11" will become a reality very shortly. I am grateful to all of you for your help, your support, and your prayers. Most of all, I thank God for making this vision come true.

Alan McCall
Radio 11
Tallahassee, Fla.

SIGNING ON

CONTINUED FROM PAGE 4

very well. "I still don't have my husband and daughter back, but I know God is working that out too. Thanks for everything," she said, concluding the conversation.

I haven't talked to Joann since, but that ministry opportunity left a lasting impact on me. It was then I realized the importance of my work. I prayed for her and I shared God's promises with her, and it released the faith she needed to face what seemed to be insurmountable circumstances in her life with faith and courage.

And at that moment that was the most important need she had. More important than the marriage problem or the lack of a job or the money needed for a house payment. The most important thing was to make it through the night, and prayer and the Word did that for her.

As a Christian I believe strongly in seeking to meet social needs in the communities we serve as broadcasters. It is a responsibility that we should not take casually. However, we should never lose sight of the fact that the greatest need of mankind is spiritual, and we must not make that need subordinate to any other.

To know Jesus Christ, to have the assurance of eternal life, and to have His power working through and for us is the ultimate answer for all of us. And that is first and foremost. That good news is what we are called to share with the technology God has placed at our disposal. Let's keep that goal at the forefront of our ministries.

Jerry Rose is the president of NRB and WCFC/TV 38 in Chicago, Ill.

The Federal Communications Commission (FCC), continuing its stepped-up enforcement of character policies relating to broadcasting, has moved to revoke the license of a South Carolina radio station whose principal was convicted of a drug-related felony. Additionally, the Commission has proposed amending its rules to deny licenses and permits to applicants who have been convicted for distribution or possession of drugs.

The FCC's actions are a direct response to new anti-drug legislation by Congress as well as a clear signal that the agency sees compliance with the law as fitting hand-in-hand with broadcasters' public interest obligations.

Williamsburg County Broadcasting ("WCB"), licensee of WKSP (AM), Kingstree, S.C., has been ordered to show cause why its license should not be revoked because of the felony drug conviction of its principal, Gregory Knop,

concerning the felony charges, and whether it had violated the Commission's rules by failing to report Knop's conviction promptly.

WCB argued that bringing a revocation proceeding because of Knop's drug offense would contravene the FCC's Character Policy Statement. Specifically, WCB claimed that convictions for "non-FCC" offenses not involving fraud are irrelevant to license proceedings unless the agency first finds a substantial connection between the crime and WCB's proclivity to be truthful or comply with FCC rules and policies.

In rejecting WCB's argument, the Commission stated that the Policy Statement provided that the agency "might consider information that a person has engaged in nonbroadcast misconduct as *prima facie* evidence that he lacks the requisite traits of reliability and/or truthfulness even prior to adjudication by another body if the misconduct is 'so egregious as to shock the conscience and evoke almost universal disapprobation.'"

According to the FCC, Knop's case raised precisely such an issue. As the agency noted, "felonious drug trafficking, which involves systematic devotion to criminal enterprise, has produced . . . the gravest domestic threat facing our nation today. . . ."

The agency continued, "We think it is within the category of 'egregious' non-FCC offenses entailing such callous disregard for the welfare of fellow citizens as to place at issue the perpetrator's qualifications to be or remain a broadcaster. A doubt certainly exists as to whether someone recently found guilty of such an egregious crime against society would faithfully serve the public in exercise of the vast and important discretion that this agency entrusts to licensed broadcasters."

In a related action, the Commission has proposed the adoption of rules that will require applicants for all licenses and permits, including broadcast licenses, to certify that they have not been convicted of distribution or possession of controlled substances. The FCC's action is related to the enactment by Congress of the Anti-Drug Abuse Act of 1988, which authorizes federal benefits to be denied to individuals convicted of such crimes.

If the proposed rules are adopted, applicants will be required to certify that

neither they nor any parties to the application are subject to the denial of federal benefits under the Anti-Drug Abuse Act. Applications without such a certification will be dismissed. In addition, licensees will be required to inform the agency if they or any of their principals are convicted of distribution or possession of controlled substances during the license term.

Included in those whose activities

[The FCC's action is related to the enactment by Congress of the Anti-Drug Abuse Act of 1988, which authorizes federal benefits to be denied to individuals convicted of such crimes.](#)

must be reported under the proposed rules are officers, directors, non-limited partners, holders of five percent or more of the applicant's voting stock, and non-voting stockholders or limited partners with a five-percent interest. Only amateur radio operators would be exempt from the requirement under the proposal.

The Anti-Drug Abuse Act contemplates both the denial of benefits and the termination of existing benefits. Because the definition of "benefits" includes FCC authorizations, the agency is proposing to revoke the license of any individual convicted of the crimes prohibited in the Act.

This column has devoted considerable attention in the last several months to the agency's continuing "get-tough" approach to character policies affecting broadcasting. The Commission, under the leadership of Chairman Alfred C. Sikes, has voted vigorously to increase the certainty that broadcasters will fulfill their public interest responsibilities. This trend is likely to continue in the future.

Richard E. Wiley, a partner in the Washington, D.C., law firm of Wiley, Rein and Fielding, is a former chairman of the Federal Communications Commission and is general counsel for NRB. He was assisted in the preparation of this article by John C. Hollar, an associate in the firm.

Sanctions Get Tougher For Drug-Convicted Broadcasters

by Richard E. Wiley

and for failing to provide full disclosure of the conviction. The inquiry has been consolidated with a pending comparative proceeding involving WCB's station in Kingstree.

Knop, the controlling principal of WCB, pled guilty to charges of possessing cocaine with intent to distribute and conspiracy to possess cocaine in November 1987. He was sentenced to five years in prison.

While WCB reported in its FM application that a felony charge was pending against Knop, it did not reveal details of Knop's criminal activities, including his conviction and sentence, until January 1989, when it amended its FM application in response to a specific request when the license was designated for hearing.

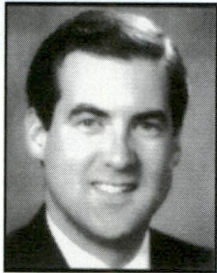
The administrative law judge in the FM proceeding designated issues against WCB as to whether WCB had concealed or misrepresented facts in its application

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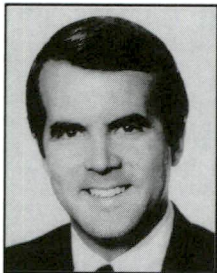
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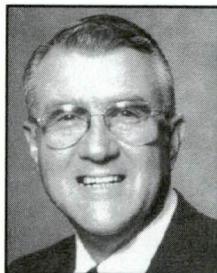
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FUNDRAISING



**THE NEW
OPENNESS**

by E. Brandt Gustavson

Does it ever irritate you that the once private financial matters of your non-profit organization need to be open to "whomever" in the 90s? Do you wonder why such things as board membership, executive salaries, frequency of board meetings, and fundraising practices are scrutinized as never before?

Changing times? Yes. And, too, change for the better.

Paul McKaughan of the Evangelical Foreign Missions Association pointed out recently that baby boomers are now nearing the once feared 50-year barrier. It was Jim Engel who from his research on this segment of the population highlighted the fact that its members are by nature *volunteers*. They contribute to the organizations with which they have become engaged.

They quite readily request access to the financial and management information of the enterprises to which they are giving their effort and support.

The renowned management guru Peter Drucker points out that the non-profit sector is by far America's largest employer. A total of 80



**People who
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Also, people
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TV ministries
they support.**

How Accountable Should Religious Broadcasters Be?

million people work as volunteers, giving an average of five hours per week. Incidentally, if volunteers were paid even minimum wage, the sum of their contribution would be \$150 billion.

That is big business!

But back to my premise: People who volunteer their time want accountability from the ministries that they represent and sweat for. Also, people today want openness from the radio and TV ministries they *support*. Since we must all give account to the Lord for our stewardship, we must be careful where we put God's money.

Warren W. Wiersbe clearly states in his book, *The Integrity Crisis* (Oliver Nelson Publishers), that "Biblical stewardship means

that we give a worthy gift in a worthy manner to a worthy organization or person who will use it for a worthy ministry." Further, Dr. Wiersbe says, "The Apostle Paul in 2 Corinthians 8:21 didn't want to give anybody any room for questioning the handling of the money, so it was put in the hands of others."

Sound fiscal policy demands regular reports to the board as well as an annual audit to the public. Dr. Wiersbe also writes, "I would be cautious about giving to any ministry that wasn't a member of a dependable watchdog ministry. By dependable, I mean an agency that has high standards and isn't afraid to discipline its members."

There is a definite connection between fiscal accountability and faithfulness in ministry. People who can't be trusted with God's wealth can't be trusted with God's truth. Our Lord said, "He who is faithful in what is least (money) is faithful also in much; and he who is unjust in what is least is unjust also in much. Therefore, if you have not been faithful in the unrighteous mammon, who will commit to your trust the true riches?" (Luke 16:10-11)

We ought to keep our standards high, comparable to any other charities, and remember that we answer to the living God as well as to our Christian public. I'm pleased that so many of National Religious Broadcasters' (NRB) nonprofit organization members are joining the Ethics and Financial Integrity Commission (EFICOM) and that so many are already members of the Evangelical Council for Financial Accountability (ECFA).

Not only does this reflect financial responsibility openly and willingly acknowledged, but personal and spiritual maturity as well.

Today's world is not that of 50 years ago. It is permeated with far more doubt, more ingrained distrust than ever. A handshake doesn't necessarily do it anymore. Sad, but all too often true.

As Christians, we are blessed with knowing the strength of God's truth, honesty, and principles of stewardship. As Christian broadcasters, we have the opportunity to bring this before the world. So take pride in belonging to EFICOM and/or ECFA. We must not hide our light beneath the bushel basket, but rather let it shine forth as an example to others. What more positive step can we take?

E. Brandt Gustavson is the executive editor of Religious Broadcasting magazine.

A Close Look At EFICOM

The Ethics and Financial Integrity Commission (EFICOM) was begun for the purpose of establishing appropriate broadcast fundraising standards for NRB's nonprofit members.

Since its inception during December 1986, EFICOM has acquired or approved more than 200 NRB members. Of these members, about half already belonged to the Evangelical Council for Financial Accountability (ECFA) and were thus considered to have fulfilled the criteria for EFICOM. As of January 1990, 113 NRB members had been accepted into EFICOM with 97 others coming in under ECFA.

Three basic criteria are used to evaluate for accreditation purposes: stewardship, accounting and financial reporting, and fundraising. Member applications are sent to the offices of ECFA and evaluated under the direction of program administrator Arthur C. Borden.

Full certification in EFICOM, now a part of the NRB Code of Ethics, is mandatory for all NRB 501(c)(3) nonprofit organizations that have over \$500,000 in donated income per year. In the \$150,000-500,000 income range, only certain items are

required; under \$150,000, no filing is necessary.

EFICOM chairman Thomas F. Zimmerman, however, encourages every NRB-member 501(c)(3) organization, whether or not it is already a member of ECFA, to submit an application to demonstrate its commitment to financial integrity and accountability. Several broadcasters have both accreditations.

Three basic criteria are used to evaluate for accreditation purposes: stewardship, accounting and financial reporting, and fundraising.

The commissioners of EFICOM under Dr. Zimmerman's leadership are: Marvin Beckman, Moody Bible Institute; David Clark, CBN; Sam Hart, Grand Old Gospel Fellowship; Howard Jones, Hour of Freedom; John Mendler, Lambrides, Samson Mendler & Co.; Sam Moore, Thomas Nelson Publishers; Jose Reyes, speaker on *La Voz de Salvacion*; and Carl Richardson, Carl Richardson Ministries.



FUNDRAISING



THE REAL
PURPOSE

.....

Sending The Right Signal

by Charles Stanley

Charles Stanley, the pastor of First Baptist Church in Atlanta, Ga., and speaker on the In Touch radio and television broadcast, delivered the featured address during the 47th Annual Anniversary Banquet at this year's National Religious Broadcasters (NRB) Convention.

During his message, Dr. Stanley told the 1400 religious broadcasters in attendance that some were "sending a confusing message to a confused world"

On-Air Fundraising:

How much air time should a ministry spend asking for financial support?

It is a given that broadcast ministries must have financial support. One denomination launched a national cable network a few years ago with the policy of never asking its viewers for support. That network is no longer on the air.

Public television stations do well with entire days, sometimes a week, of continuing programming with one focus: raising funds. No one questions their motive.

Is there a "good" amount of air time or a "bad" amount of air time that should be used to seek financial support? Is less better than more? Should we ask for funds at all during what is otherwise a ministry program?

As fundraising and communications counsel to many ministries, our experience suggests — after a serious study of the Scriptures and tens of millions of dollars raised for worldwide ministries — that the question of time spent raising funds may be the wrong question entirely.

Rather, the most important question centers around the purpose and impact of your broadcast ministry. J. Vernon McGee had for many years a sober reminder mounted on his pulpit where only he could see it. "Sir, we would see Jesus," the little sign said. That reminded Dr. McGee why the people in those pews were there.

Charles Stanley, in his address to this year's NRB Convention Anniversary Banquet (please see the accompanying, "Sending The Right Signal"), focused on the same point: *What is the priority of your life — and of your business?*

"There is a whole world of hurting people

What Are We "Asking" For?

by Jim Killion
and
Tom McCabe

about two things in particular — salvation through Jesus Christ and the nature of God, especially when it comes to finances.

With this issue dedicated to the topic of Fundraising, an edited excerpt of Dr. Stanley's remarks has been reproduced here for the benefit and enlightenment of Religious Broadcasting's readers.

As I think about where we are today, it takes more than technology, more than skilled people, and more than financial resources to fulfill what God has called us to do. After all, the Apostle Paul wrote to the Colossians, "Devote yourselves to prayer, keeping alert with an attitude of thanksgiving; praying at the same time for us as well, . . ."

it there," he declared, "and our priority as oadcasters must be to fulfill the Great Commission — not just to know it and do it, but to make it our priority. It is the responsibility of every single child of God — the cameraman, the production manager, the person in front of the microphone — to get the Word out."

The Proper Focus

Regardless of the medium your ministry uses, what a hurting humanity needs to see is Jesus Christ. And that has everything to do with fundraising. If your fundraising — whether for 30 seconds or 10 minutes on the air — is not properly focused on *what God is doing* through your ministry, and well-supported with other communications pieces, it will most likely be ineffectual.

But if you focus on the results of what God is doing through your ministry — mending broken marriages, taking the Gospel to a remote area, bringing lost souls to Christ — support will follow. If your programming truly ministers to people and shows them the way to Jesus, whatever time is spent asking for dollars will be more effective.

Therefore, the real questions we should be asking ourselves are *not* questions about time, but questions about truly fulfilling ministry purpose, and communicating effectively to donors and friends through a variety of media. Newsletters, direct mail, magazines, or the telephone, regardless of your primary medium, should be considered.

Another concern that some in ministry express is whether or not it is even proper to make financial needs known. There should be no question about this. Those to whom you have ministered spiritually have a biblical responsibility (see 1 Corinthians 8:7-14) — and a desire born of gratitude — to support you materially.

In fact, they will *want* to know how they can be a part of a ministry that has touched their own lives. Clearly sharing your needs gives them an opportunity to be further blessed by God.

Is it okay to be direct in asking for financial support? Yes. Paul was very direct in telling the wealthy to "Command [the rich] to be . . .

▼

If your programming truly ministers to people and shows them the way to Jesus, whatever time is spent asking for dollars will be more effective.



generous and willing to share" (1 Timothy 6:18). This, and other scriptures (especially Philippians 4) make it clear that Christians need to be given ample opportunity to give to God's work. Neither Paul nor Jesus hesitated to command believers to use their material resources to minister to others.

Perhaps the most difficult task of all is not determining how much time should be spent asking for funds, but being honest in assessing the needs — and validity — of your ministry.

One indication of a ministry's worth is whether it is bearing fruit. And at least one measure of that fruit is whether God's people are supporting it with their prayers and gifts.

Difficult times come to every ministry. And it is fine to clearly present the difficulty and its consequences. But it must be clear that the resolution is in God's hands, and that His people — through their prayers and gifts — are the instruments of His will to meet the need.

In his address, Dr. Stanley warned that too many broadcast ministries are sending a mixed message about God: "We tell people they must believe God, and trust God, and He will supply their needs. Then before the hour is over, we make the statement that unless they do thus and so, our ministry will end.

"The man or woman listening out there is thinking, 'Wait a minute. If your God will save me, and prosper me, why won't He take care of your ministry?' Let's make it clear that God *will* meet our needs."

The question, then, is not "How much time should be used seeking support?" It is, rather, "What is God calling me to do through this ministry . . . and am I being faithful to that call?" Part of that faithfulness includes sharing financial needs with those who benefit from your ministry.

Clearly the answers to questions about seeking support and fulfilling your purpose will be found, not in the measure of a second hand on the studio clock, but in a prayerful, honest examination of your ministry before God.

Jim Killion and Tom McCabe are founders of Killion McCabe & Associates (KMA), a fundraising consulting agency serving many ministries across America. KMA is headquartered in Dallas, Texas.

I want to challenge you, as a member of NRB, to make your priority the fulfillment of the great commission. But there's a second thing Paul said to the Colossians that I think is interesting, "that God may open to us a door for the word, . . ."

And the second thing I want to say to you as a challenge is this: It is not only necessary that you and I place a priority

on fulfilling the great commission, but I believe you and I need to clarify the message of the gospel.

Now I want to say this as lovingly as I know how. I watch the television and I listen. I don't listen with a critical ear. The only person I listen to real critically is myself. But I'm going to tell you something that grieves my spirit: We're send-

ing a confusing message to a confused world.

I believe we're sending a message that's confusing from two perspectives. First of all, we've confused the gospel. What is the gospel of Jesus Christ? I love what Paul said when he wrote, "Pray for me, in order that I might make it clear in

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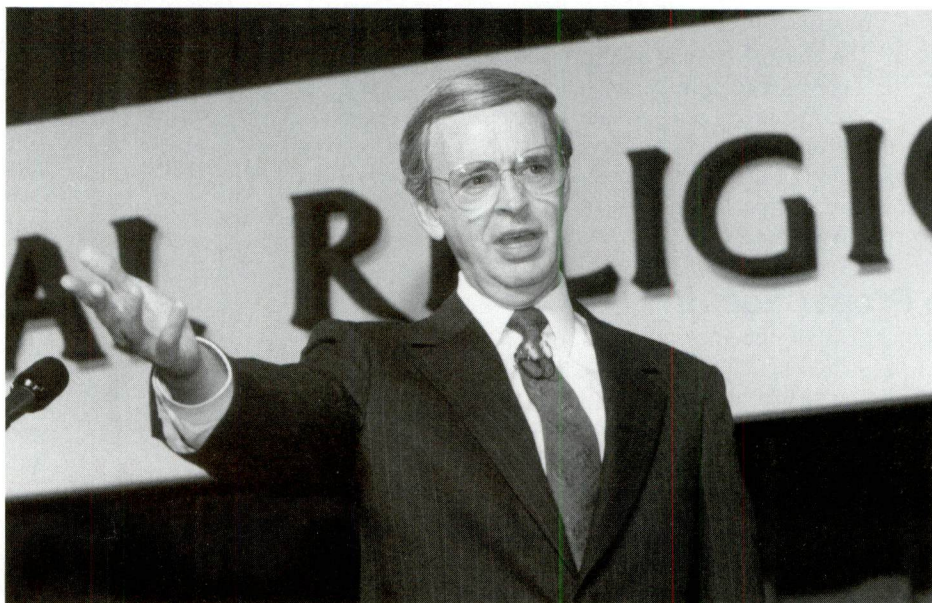
SENDING THE RIGHT . . .
CONTINUED FROM PAGE 11

the way that I ought to speak."

Now I say this lovingly, but I say it because my heart is grieved, and because my heart is heavy. There are often times when I watch and when I listen, and then sit and think, "Now Lord, if I wanted to be saved, what would I need to do? Would I need to buy something? Would I need to give something? Or would I need to believe something? Or would I need to attend something? How would I be saved?"

My friend, it's interesting to me. I don't hear a lot about the blood of Jesus. I don't hear much about repentance. I don't hear much about obedience to God, and I don't hear a whole lot about the cross of Jesus Christ and suffering, and sacrifice, and the substitutionary death of the Lord Jesus.

My friend, we need to make the gospel message clear: that Jesus Christ, the Son of God, died a substitutionary, all-sufficient, sacrificial, atoning death at Calvary for my sin. He bore the sin debt



Charles Stanley addresses the 1400 broadcasters attending the NRB 90 Anniversary Banquet.

of the whole world upon Himself. God placed upon Him the sin debt of the world, and an expression of faith in Jesus Christ and faith alone makes me a child of God.

We're sending a mixed message. The first point of confusion is how to be saved. We're then sending a mixed message about the nature of God when one of us says, "You need to believe God, and trust God, and God will supply your needs, He will answer your prayers, He will meet your requests."

Then, before the hour's over, this statement is made, "If you don't do thus-and-so, this ministry's going to end, and that's the end of it." The man or woman sitting out there listening is thinking, "Wait a minute! You just told me to trust God, and now you tell me, if I don't do this, your God, whom I'm to trust, is going to blow your ministry."

I don't mean to be critical. But I want you to see we're sending a mixed message. The poor guy who's sitting out there is asking the question, "If your God will save me, and your God will prosper me, why doesn't He take care of your ministry?"

Friend, there are enough cults, there's enough humanism, and the whole New Age movement is so confusing to people. What I want us to see is this: When we share the gospel of Jesus Christ let's tell

the whole story.

All of us who are responsible for sharing the message, may God help us, should follow the Apostle Paul when he said, "Pray for me, that I may speak it in the way I ought to speak it."

Listen further to what Paul said:

The world looked at religious broadcasting in the eighties as a decade of superstars, and our halos were not too bright. It is my prayer that the world will look at the ministry of religious broadcasters in the nineties and not see superstars, but servants of God.

"Conduct yourselves with wisdom toward outsiders." Why? "Making the most of the opportunity." It's one thing to have an open door of opportunity, but he says be sure that we conduct ourselves with wisdom toward outsiders, making the most of our opportunities.

Paul also wrote, "Let your speech always be with grace, seasoned as it were with salt, so that you may know how you should respond to each person."

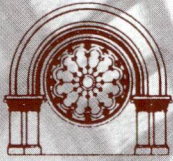
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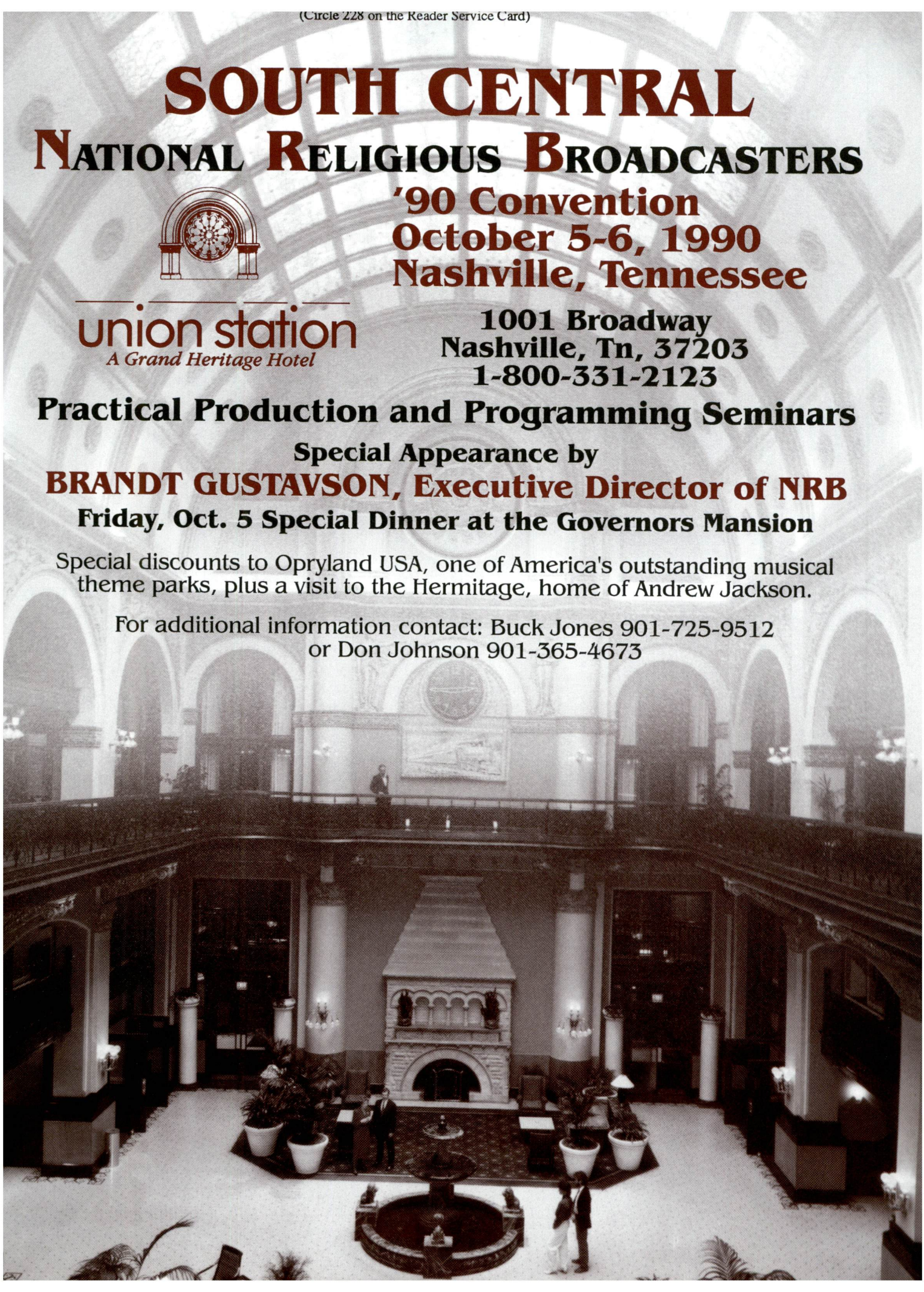
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FUNDRAISING



THE REASON
TO GIVE

Ministry

VS.

Fundraising:

Where
Are
Our
Priorities?

by Calvin W. Edwards

Americans, perhaps more than any other people, love the language of rights. We speak of the right to privacy, to choose, to life, to freedom, to equal opportunity, and so on. In politics, business, law, medicine, education, environment — indeed, in almost every arena one can think of — Americans are sensitive to the rights of individuals and groups.

So the question must arise for those of us involved in fundraising, "What are the rights of our current or potential donors?" This is a matter that every ministry engaged in fundraising should discuss at length and determine for itself. I would suggest, however, that there is one right that is non-negotiable, to which every donor is entitled, no matter what the ministry.

Ministry Precedes Fundraising

Every donor should be given a compelling reason to give, and the most compelling reason is the response of a grateful heart for ministry that has truly touched the donor's life. Thankfulness is the human response of those who are served. Generosity is the Christian response of those who understand God's unspeakable gift. Christians who understand the profound implica-

tions of the self-giving of God in Jesus Christ will respond with enthusiasm when they are ministered to in a meaningful way.

Consequently, we must ask ourselves, "Are we first ministering to those from whom we solicit donations?" I recognize that for some this may be controversial, but I would propose that the first article in the donor's bill of rights should be that an organization only has the right to solicit from one to whom it has first ministered in a very significant way.

The Apostle Paul's Model

This is dramatically illustrated in what is probably the first Christian fundraising letter, penned by the apostle Paul. You can read it in 2 Corinthians 8 and 9. Here the apostle is trying to raise support in the church at Corinth for the impoverished saints in Jerusalem. On at least three occasions Paul indicates the logic of giving: the experience of God's grace evokes "overflowing joy" and "rich generosity" (8:2, see also 9:2; NIV used throughout) that expresses itself in cheerful giving (9:7).

This is clear in Paul's illustration of how the Macedonian churches responded to his appeal to

help the needy. They had first experienced the ministry of Paul through the preaching of the gospel; when given the opportunity to contribute to their brothers in need, Paul says, "entirely on their own, they urgently pleaded with us for the privilege of sharing in this service to the saints!" (8:4) This is truly remarkable.

These early Christians in Macedonia evidently begged to be involved in the fundraising program that had started in Corinth for their fellow Christians in Jerusalem. And this response is attributed to "the grace that God has given" (8:1).

Later when addressing the Corinthians directly, Paul uses a reminder of the ministry they had received as the key to his motivation, "for you know the grace of our Lord Jesus Christ, that though he was rich, yet for your sakes he became poor . . ." (8:9). And again later in the letter, Paul instructs every man to give as "he has decided in his heart . . . not reluctantly or under compulsion" (9:7), and ties this request to God's grace that they have received. This grace is to be the source of their abounding "in every good work" (9:8). Giving is clearly the "good work" in view here.

Thus it is evident that when Paul is raising funds, his method is to go to those to whom he has ministered in the past, and to remind them of the blessings they have received in Christ through his ministry, and then to appeal to them to respond to God's grace by contributing to the needs of others. This is to be done just as God in Christ has sacrificially given himself for them.

The primary reference point in this fundraising appeal is not the need of the suffering believers in Jerusalem, but the abounding goodness of God of which they have partaken. This is why giving modeled on this passage is sometimes called "grace giving" (see for example, Gary Friesen, *Decision Making and the Will of God*, pp. 367-375).

If we were to follow the apostle's example in this matter, our appeals would not conclude with a P.S. that says, "We can only broadcast two more weeks unless we raise the \$1 million we owe at this time." Rather, we would close with a P.S. more like the one Paul used, "Thanks be to God for his indescribable gift!" (9:15). Christian giving is motivated by a conscience enlightened by the cross.

Rationale Of Ministry First

Let me suggest four reasons why an organization should earn the right to solicit funds through ministry provided to the donor prior to any solicitation.

1. A ministry should first minister to its donors because this is the biblical model. This logic is implicit in the very gospel itself; God comes to humankind in our need and freely bestows His blessings of salvation upon us, and then invites us to respond by living a life worthy of the

gospel which has brought us into fellowship with Him (Phil 1:27). Above, I've pointed out that this is the same argument that Paul uses with the church at Corinth. This divine logic should not be violated in our fundraising appeals.

2. A ministry should first minister to its donors because common sense suggests that we give before we ask. No one likes to be "put upon." To solicit funds without first establishing one's credentials is to make a somewhat arrogant assumption about one's importance in the mind of the donor.

Sometimes it would be beneficial to humbly recognize that God's calling of us into ministry may not be as obvious to others as it is to us. And God may not have placed on the heart of the potential donor the desire to contribute to your ministry in the way that He has placed that desire in your heart. So common sense dictates that we first provide for the needs of those whom we intend to ask for support.

3. A ministry should first minister to its donors because by doing so it will build in the donor a sense of commitment to the organization. Commitment occurs when people share a common purpose and vision. It has been said that dedication adds delight to duty. By ministering to your supporters you provide them insight and service which are the keys to gaining their dedication and commitment. None of us makes meaningful, lasting commitments to strangers.

4. A ministry should first minister to its donors because this provides the right reason to give. It is the task of every organization involved in fundraising to communicate in unequivocal terms the reasons why potential donors should contribute funds to their particular ministry. It is unreasonable to expect readers, listeners, or viewers to decode for themselves the driving principles of the ministry that solicits their support. Donors have a right to know. And the primary reason to give is the day-to-day ministry they perform. To withhold ministry is to withhold the basic rationale a donor should use to give.

This type of fundraising strategy was indicated in the November 1989 issue of *Religious Broadcasting* when the editor stated in the "Tuning In" column: "The Kingdom of God is built upon souls, not dollar bills. . . . When it comes to fundraising, appeals must be genuine and from the heart. The emphasis ought to be on ministry, not simply making money."

The Difference It Makes

If we all were to do this I believe there would be some very encouraging changes seen on the fundraising landscape.

Donor loyalty would be substantially enhanced. People will show commitment to those



A ministry should first minister to its donors because common sense suggests that we give before we ask. No one likes to be "put upon." To solicit funds without first establishing one's credentials is to make a somewhat arrogant assumption about one's importance in the mind of the donor.



MINISTRY VS. . . . CONTINUED FROM PAGE 15

who minister meaningfully to them. The cost of new donor acquisition is too high for us to afford to lose donors. An acceptable "return on investment" in acquiring a new name is dependent upon the loyalty the new name demonstrates to the organization. Loyalty, based on meaningful ministry in the life of the donor, is a tremendously valuable asset, though it shows on no one's balance sheet.

People would be motivated by the right reasons, and unmotivated by the wrong reasons. We would train intelligent, discriminating donors. Fabricated crisis appeals would stand out as abhorrent aberrations. Those accustomed to "grace giving" find such worldly practices antithetical to the logic of the cross.

All appeals would be inoffensive, patently honest, laden with integrity, spiritually refreshing, and rooted in the ministry that the organization provides. This type of appeal is a lot more difficult to write, and tends to defy the rules of the "experts," but is, I believe, what we are called upon to do.

Here I run the risk of losing some friends, but I think it should be said that a high view of ministry to donors in relation to fundraising would probably result in discontinuing the "fundraising services" of non-Christian companies. I don't believe that they can possibly understand the mission or motivation of your organization in the way a Christian company can.

The type of reasoning we have employed in this article is gobbly-gook to the secular fundraiser. If you do not have the resources to do your own fundraising, then locate a Christian firm whose philosophy of fundraising is compatible with yours. There are plenty of excellent ones around.

A final change would be a transformation in the economics of fundraising. It will cost more up front to minister to your people on a regular basis. But it will pay dividends in the long run as donors are retained and upgraded due to the loyalty that ministry brings. Donor fatigue will be conquered for those who are willing to make the initial investment.

All of this can be summarized in the idea of a "transactional relationship" that every ministry should establish with its donors. The ministry gives to the donor; the donor gives to the ministry. There is a two-way, giving relationship. This equa-

tion must be in balance but, generally speaking, for years it has been out of balance in many areas.

Another mathematical way of viewing this is to speak of the "ministry quotient." This is the amount of ministry provided in relation to the amount of fundraising done. Though difficult to quantify, donors definitely have a sense of how this ratio is for a given organization. A survey of your people could tell a lot in this regard.

What You Can Do

Here are a few practical ideas to help you implement some of these principles. What I am proposing here may for many readers constitute a total overhaul in operating philosophy; for others it may not. Ministering first to donors is a *ministrystyle*. Like a lifestyle, it is not a thing you do every so often.

When you acquire new names, always minister to them extensively for several months before soliciting a dona-



When you do ask for funds, make the appeal itself minister to the reader. Let it educate, challenge, inspire, feed spiritually — not just inform. Don't create a dichotomy between your ministry and your fundraising.

tion. How you do this will vary greatly depending on the type of ministry in which you are involved.

When you do ask for funds, make the appeal itself minister to the reader. Let it educate, challenge, inspire, feed spiritually — not just inform. Don't create a dichotomy between your ministry and your fundraising. Minister as you raise funds. Raise funds as you minister.

Offer free tracts, booklets, or cassettes — without any strings attached, without a minimum donation — to those who have not been substantially involved in your ministry to date. Send Christmas or Easter gifts of ministry materials to those you want to win as donors. The economics of these ideas must be considered carefully as the dividends they

pay may be delayed.

Virtually all Christian publishers offer very attractive discounts to non-profit ministries to help them provide ministry to their people. This benefit to organizations is often provided at some cost to the publisher, and frequently its staff members are well trained to help you locate the right materials for your ministry.

A further service available at times is the personalization of a product for a ministry. This involves placing the ministry name and perhaps a personal message on the product so the recipient makes no mistake about the origin of the ministry tool. The organization with which I serve, Walk Thru the Bible Ministries (WTB), has been a leader in this type of concept for more than ten years.

WTB's Personalized Devotional Program allows ministries to provide their people a low-cost, monthly ministry tool that has the advantage of being designed for use every day. This type of tool that provides daily ministry and a personal message about your organization is an ideal way to increase the ministry quotient you provide would-be donors.

Your receipt letter is another opportunity to minister to existing donors. Preach, teach, exhort, encourage — don't just thank.

Broadcast ministries, perhaps more than others, have options of sponsoring local ministry "events," — radio rallies with guests from your programs, Christian music concerts, teen outreach programs, and the like.

Of course there are many other areas that you can explore to comprehensively implement the principle of ministering first to your donors. These are just a few examples to set your creative juices flowing. A two-hour brain-storming session with your staff could transform your ministry in this regard.

A Final Appeal

If we are to respect the "rights" of donors, if we are to follow the biblical model, if we are to build a solid transactional relationship, indeed if we are to overcome donor fatigue that threatens to be endemic in the 90s, we must maximize our ministry quotient. God's indescribable gift would have it no other way.

Calvin W. Edwards is senior vice president for WTB Publishing at Walk Thru the Bible Ministries in Atlanta, Ga.

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ital Services Corp, 3622 NE 4th St, Gainesville, FL 32609, 904-377-8013; John T Davis, s; Ann L Merideth, vp/mktg; James M Scipp, c vp; Digital effects systems, combined teacher and digital effects system

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WLF-TV Channel 22 ★, 6922 142nd Ave N, Largo FL 34641, 813-535-5622, FAX 813-531-717; MARKET: Tampa/St. Petersburg; OWNER: Christian TV Corp; PRES: Robert J. Andrea; VP: James MacAllister; THESE: Kurt Stowers; GEN MGR: Robert J. Andrea; SA MGR: Robert J. Andrea; SA DIR: Cardin Hesselton; SA DIR: Arhelene Rippey; NEWS DIR: Robert Kennedy; SALES MGR: Cardin Hesselton; OFFICE MGR: Ginny Oliver; CHIEF ENG: Bryan; PROD DIR: Jack Jarvis; CLASS: Commercial 500 kw-vis, paid prgrms; NETWORK: CTN; HRS of OPER: 24; COMM FES: 60 min sta; \$57.5; F.F.M.T: religious hrs

WA - Radio Stations

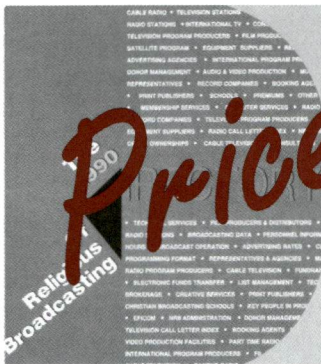
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QC 1580 AM ★, 2535 Tech Dr, Suite 303, ttendorf IA 52722, 319-332-7579; MARKET: 10 cities; OWNER: KBQC/Larry L Lewis; S: Larry L Lewis; GEN MGR: Larry L Lewis; PROG DIR: George Marshall; MUSIC : George Marshall; SALES MGR: Carol J ne; OFFICE MGR: Aleta Lewis; CHIEF : Chris Downs; CLASS: Commercial 500 paid/sustaining prgrms; NETWORK: CBN; DIENCE PROFILE: 25-54; HRS of OPER: 6 8:45 pm; FORMAT: religious fulltime, gospel

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Directory of Religious Broadcasting



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SECTIONS:

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entire
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FUNDRAISING



THE HIDDEN
MINISTRY

We are literally giving away our hearts when we give to the Lord's work.

by Rod Robison

Let's face it. The novice fundraiser has a formidable image problem to overcome.

Unpleasant memories of knocking on doors of total strangers' homes, seed packets in hand, ready to have 99 percent of those doors slammed in their faces, still linger from childhood.

Asking for money is, unfortunately, seen by many as a necessary evil of non-profit ministry. The development department is often viewed by others within an organization as the mercenary division of an otherwise purely motivated ministry.

Add to that noxious distinction the fear of rejection that strikes at the heart of many a fledgling fundraiser, and you have the recipe for fast and furious failure.

Is there a higher calling for fundraisers? Fortunately, for those of us who have answered the call to development work, the answer is a resounding "yes!"

My family loves to hike. One of our favorite places in the country to enjoy God's handiwork is a little spot nestled in the Great Smoky Mountains called Cade's Cove. At the half-way point on this 11-mile trek is a hundred-year-old still-operating grist mill.

Leading up to the mill is an old wooden flume which transports the water from the

nearby creek. The power generated by the water rushing through that flume is more than enough to operate the huge wooden wheel.

But at one end of the flume is a small wooden board which, when raised or

lowered, controls the flow of water. When raised, the water flows to the mill and allows it to operate. When lowered, the water is diverted away from the mill.

Our function as fundraisers is to control the flow of finances from the reservoir of potential donations to the mill of our ministry. We are the gateway through which God pours His provision allowing our organizations to meet the needs of hurting people.

That's a high calling. But there are three

The High Calling Of The Fundraiser

other reasons why being involved in development is a rare privilege.

The oft-quoted chestnut, perhaps more often cited by development people than John 3:16, is that more space is dedicated to money in Scripture than to Heaven and Hell combined.

That fact alone should place financial stewardship very close to the top of everyone's list of priorities. God must have had a pretty good reason for making such a big deal about it. But why?

The heart of the answer is found in a verse we've heard so many times that perhaps we've ceased to really hear its message: "For where your treasure is, there your heart will be also." Matthew 6:21.

We tend to see that verse in the negative. In other words, if money is our major focus in life, our hearts will be focused on money instead of God. And that certainly is true.

But let's look at that verse from a little different angle.

If, in fact, my heart and my treasure are always in the same place, as this verse states, then it would stand to reason that when my heart is dedicated to God, my treasure will be also.

With this fact in mind, the verse takes on a very positive outlook toward money and its stewardship. My treasure is very close to God's heart because it is very close to the heart of His child.

No wonder giving in Scripture is seen as an act of worship. We are literally giving away our hearts when we give to the Lord's work.

As an act of worship the people of Israel joined Moses in the great capital campaign to fund the tabernacle.

As an act of worship David gave of his own treasure toward his fundraising campaign for the Temple Project.

As an act of worship the Wise Men laid expensive gifts at the feet of the baby Jesus.

As an act of worship the widow gave her two mites.

As an act of worship Mary poured the costly perfume on Jesus' feet.

When we encourage our constituency to give we are leading them in one of scripture's most important acts of worship.

That's quite a responsibility for you as a fundraiser.

Not only is giving an act of worship, it is also commanded of God's children. Following



**God's Word
clearly teaches
that: What you
do only for
yourself dies
with you. What
you do for
others lives on.
With few excep-
tions, people
don't give out
of coercion.
They give in
order to make
a difference in
their world.**



are only a few of the scriptures that emphasize the centrality of giving to Christ's teachings: Matthew 5:42, 10:42, and 19:21; Mark 10:21; Luke 6:30, 6:38, 11:41, and 12:33.

By encouraging our constituency to give we are leading them in obedience.

Another reason why being a fundraiser is a privilege is that we are fulfilling one of man's most basic needs . . . the need to give.

The pastor of a Washington, D.C., church was approached by one of his deacons with the giving record of a poor widow in the congregation. Although her meager income was barely enough to keep body and soul together, each week she faithfully placed four dollars in the offering plate.

The deacon suggested that the pastor ask the woman to keep the four dollars and spend it on food for herself. The pastor followed the advice of the deacon, but when he made the suggestion to the poor widow, it greatly saddened her.

She explained to the pastor that her weekly offering was one of the few things in life that gave her meaning. Those four dollar bills were her outreach to the world.

God's Word clearly teaches that: What you do only for yourself dies with you. What you do for others lives on.

With few exceptions, people don't give out of coercion. They give in order to make a difference in their world. And your organization can offer a marvelous "donor benefit" — changed lives.

When you encourage your people to give to your ministry you are fulfilling a basic need in the donors' lives.

There are four reasons why those of us in development work are a privileged few:

1. We are the gateway through which God pours the finances into our ministries which, in turn, meet the needs of the people we serve.

2. We are leading our donors in an act of worship.

3. We are encouraging our donors toward an act of obedience.

4. We are fulfilling a basic personal need in the lives of our donors . . . the need to give.

So, the next time you're tempted to think of yourself as a hired gun, remember instead your higher calling.

Rod Robison, the director of development for Family Life Radio Network in Tucson, Ariz., is also a free-lance writer and author of *The Successful TV and Radio-thon Guidebook*.



FUNDRAISING



**BREAKING
THE
STEREOTYPE**

by Stephen Winzenburg

Religious broadcasters continue to feel a sense of frustration over current media interest in the political and fundraising tactics of television ministries. Though more than three years have passed since Jim Bakker stepped down from PTL, the national news media continue to stereotype most who use TV to spread the gospel as being money-hungry, right-wing hypocrites.

Certainly there have been, and always will be, those in any profession who get side-tracked by power and material rewards. But most TV ministers use the bulk of their broadcasts to spiritually inspire the audience.

Since 1981, I have conducted four studies that analyze the content of the major television ministries. In each study, six to eight random episodes of each religious broadcaster are categorized according to how much time is spent on the air in fundraising, promotion, political commentary, preaching, music, spiritual discussion, and prayer.

The methodology for the studies was developed at the University of Minnesota. A faculty committee, made up of one Jewish atheist, one non-believer who was raised in the Reformed Church, and one former Southern Baptist minister, analyzed and helped refine the structure of what has become the only continuing objective measurement of what television ministers do on the air.

The 1990 study involved 17 different television ministries and the results show that

Most TV ministers use the bulk of their broadcasts to spiritually inspire the audience.

The Fundraising Practices Of Television's Religious Broadcasters —

TV preachers rarely match the stereotypical picture seen in the secular press.

The latest study confirms earlier findings that the average religious broadcaster uses less air time for fundraising than a commercial TV program uses to air advertisements. Only 11 percent of the average religious program studied was devoted to asking for money, whereas 18 percent of the typical secular broadcast is taken up by commercials.

The numbers vary according to the ministries. Some, such as *Day of Discovery*, *In Touch*, Billy Graham, or Mother Angelica, use almost no air time for fundraising. In these cases



**WHAT THE
SECULAR MEDIA
WON'T
REPORT**

the short statements that are made on the air are no more forceful than saying, "It's your faithful gifts that keep this ministry on the air."

The majority of the programs studied, such as those of Robert Schuller, D. James Kennedy, and Jimmy Swaggart, also devote a very low percentage of their air time to fundraising.

Others, such as Jerry Falwell, come very close to the average. However, three of the programs in the study are clear exceptions to the average, spending relatively large amounts of air time asking for financial help.

One popular daily broadcast devotes four weeks each year to fundraising telethons; another ministry is involved in mission work that requires it to spend much of the weekly broadcast appealing for money; and the third broadcast, a daily program that has been criticized by both secular and Christian media, uses almost half of the program to guarantee financial return to those who make a major investment.

Most ministries also devote another small portion of their programs to promotion, which could range from a one-minute plug for an affiliated college to a short segment that offers a free copy of the preacher's latest book or tape. When combining fundraising and promotion, the average still makes up only 25 percent of the typical broadcast.

in 1987: "It seems like TV preachers spend 75 percent of their time asking for money."

What may bring about this common criticism is the method a few preachers use to fundraise. The now-famous Jim and Tammy Bakker style of looking into the camera with tears streaming down their cheeks and voices quivering as they ask for funds is perceived to be the way most TV ministers ask for money.

Yet those who regularly watch religious television know that few ministries use fundraising segments as opportunities to emotionally manipulate viewers. Most TV preachers use calm, rational approaches to explain the need for support and often voice disdain over having to mention the subject at all.

Another common criticism from the secular press is that TV ministers use their programs for conservative political commentary. Only two of the programs I researched aired a significant amount of political discussion. Most ministers avoid getting involved in politics. Again, the stereotype is not accurate.

What one does see when monitoring religious broadcasts is that most shows use the bulk of their programs for ministry. Some may emphasize music, others may use a talk show format or a traditional church service. But most have not swayed from their primary calling despite the economic hardships of the

television. Robert Schuller is not the same as Jimmy Swaggart, despite such a claim made by the author of a recent controversial book. Jerry Falwell does not utilize the medium in the same way as Oral Roberts. Each TV ministry is unique and should not be grouped with other "televangelists" by reporters.

This is not to say that all TV ministries are perfect. There are some that unintentionally feed the critics by airing material that is less than professional or making statements that haven't been adequately thought through. TV preachers must keep in mind that the world is watching.

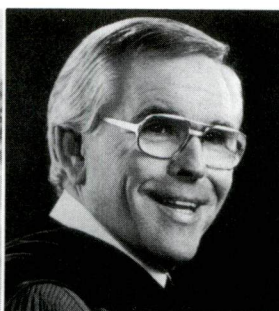
The "pearls" that ministers share over the airwaves are being "cast" before a diverse audience that often includes skeptical "swine." More thought needs to be given to unnecessary opinions that may turn potential believers away from hearing the gospel.

Television ministers could also work harder to be accountable to viewers. When I wrote the 17 ministries requesting an audited financial statement, only six responded with the information: Billy Graham, Oral Roberts, Jerry Falwell, Robert Schuller, D. James Kennedy, and Mother Angelica. Another seven merely put me on their mailing list for fundraising appeals.

Overall, most broadcast ministries have done a good job standing up to un-



Jimmy Swaggart



Robert Schuller



Mother Angelica



James Kennedy



Billy Graham

Since commercial TV uses three percent of its air time in promotional announcements, resulting in a 21 percent average for advertising and promotion on commercial television, religious broadcasting's numbers are similar to those of commercial broadcasting.

This perspective is rarely presented in the popular press. Secular reporters do not complain that it seems three-fourths of the typical prime time TV show is devoted to commercials, yet they often make comments such as Larry King made

past three years.

What the secular media must learn is that not all TV ministries can be grouped under the title "televangelism." A number of TV preachers have objected to that word because it now carries a negative connotation and emphasizes show business more than ministry.

A Diverse Group

Syndicated religious television is as diverse in programming as is commercial

fair criticisms. TV preachers continue to use only small amounts of air time in fundraising, promotion, and politics, while devoting the majority of the broadcasts to spiritual material.

They should be encouraged to patiently tolerate the media stereotypes and prove critics wrong by pressing on toward the higher calling in a manner that is above reproach.

Stephen Winzenburg is assistant professor of communication at Grand View College in Des Moines, Iowa.

NRB 91 Work Continues As "Early Bird" Deadline Nears

PARSIPPANY, N.J. (NRB) — Work on the 48th Annual National Religious Broadcasters Convention and Exposition (NRB 91), scheduled for January 25-29 in Washington, D.C., is progressing as the confirmation of additional speakers and delegate registrations have continued during the summer.

According to convention registrar Faye Woodward, registrations are coming in at a good pace. Members who register by September 30 pay only \$200, as opposed to \$250 from October 1 through January 4, or \$300 on-site.

No registrations will be accepted at the NRB headquarters office after January 4. Please remember, the first 500 "early bird" delegates registering through the NRB office will be assured a reserved seat at NRB 91 meal functions.

Among the speakers recently confirmed are Moody Bible Institute president Joseph M. Stowell III, who will address the opening plenary on January 25, and Kay James, assistant secretary of Health and Human Services, who is scheduled for the Saturday evening plenary session.

Music for the Saturday plenary will be provided by the African Children's Choir. The International Luncheon on Monday, January 28, will feature Peter Kuzmic, principal of the Evangelical Theological College in Usijek, Yugoslavia.

NRB Headquarters Staff Is Ready To Assist Members

PARSIPPANY, N.J. (NRB) — Under the leadership of executive director E. Brandt Gustavson, National Religious Broadcasters (NRB) is renewing its efforts to offer the organization's members the best service possible. Members who call NRB at (201) 428-5400 may find the following information helpful in reaching the person who can best handle their need:

Calls for Dr. Gustavson should be directed to administrative assistant Anne Dunlap. Questions regarding the headquarters facility are handled by office manager Elaine Sutherland. In addition, Sutherland is serving as convention coordinator for NRB 91.

Faye Woodward is convention registrar for NRB 91 and oversees all computer services (i.e., mailing lists, etc.).

Questions regarding convention press and public relations are handled by publications director Ron Kopczick, who also serves as editor of *Religious Broadcasting*.

Calls dealing with advertising in any of NRB's publications can be placed to ad director Dick Reynolds at (704) 393-0602 or to department assistant Edda Stefanic via the regular NRB telephone number listed above. Lorraine Nevers is NRB's art director.

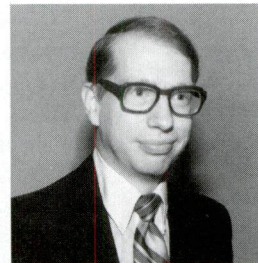
NRB financial manager Esther Di-Giovanni is responsible for all receivables as well as billing. Her assistant Bob Bowen is financial analyst for NRB and also serves as membership director. All questions regarding membership dues, status in NRB, etc., should be directed to Bowen or membership secretary Janet Beavers.

Mike Glenn is NRB's director of sales and heads the annual Media Exposition. His assistant Gayle Virkler is available to handle calls and questions from both exhibitors and attendees to the annual exposition hall.

The *Directory of Religious Broadcasting* is edited by Marj Stevens with assistance from Susan Kubick. Questions regarding information or data contained within the Directory can be addressed to those two ladies. Inquiries into the purchase of a Directory should be directed to Elaine Sutherland.

NRB Convention Facilities Coordinator Passes Away

PARSIPPANY, N.J. (NRB) — Mark Bainer, 41, a familiar face to National



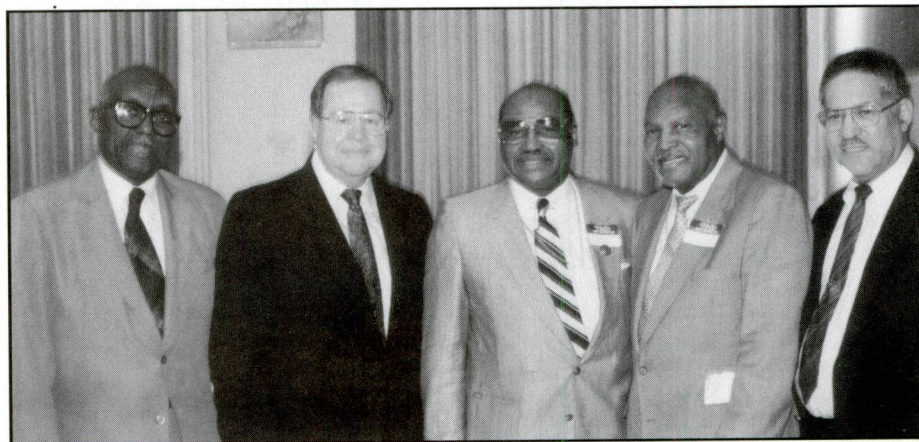
MARK A. BAINER

Religious Broadcasters (NRB) members and convention attendees for many years, passed away July 3 following a brief illness. The cause of death was Hemophagocytic Syndrome complicated by multiple organ failure.

A memorial service and funeral was held July 7 at the Tallmadge (Ohio) Alliance Church. Retired NRB executive director Ben Armstrong presented a tribute and prayer during the memorial service.

Bainer, who maintained a cheerful countenance despite severe rheumatoid arthritis, served as either an employee or an associate of NRB during the past 14 years. For the last several NRB conventions he served as facilities coordinator. Bainer was NRB's first media exposition manager.

A graduate of Nyack College, Bainer founded and managed the school's radio station, WNYK-FM. He most recently lived in Lewiston, Maine, where he was employed at Twin City Printery. He is survived by his parents, Rev. Claude and June Bainer, and three sisters.



NRB executive director E. Brandt Gustavson joined members of the Black National Religious Broadcasters (BNRB) for their spring meeting, held May 10-11 in Philadelphia, Pa. From left to right are Rev. Ernie Wilson, Dr. Gustavson, Bishop Samuel Green, Rev. Benjamin Smith, and Rev. B. Sam Hart.

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October 18-20

Convention theme: A Decade of Decisions

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Dr. Harry
Kilbride



E. Brandt
Gustavson



Amos Dodge

SPEAKERS

- **Dr. Harry Kilbride**, Pastor, Brandywine Valley Baptist Church
- **E. Brandt Gustavson**, Executive Director, NRB
- **Amos Dodge**, Pastor, Capitol Church, Falls Church, VA

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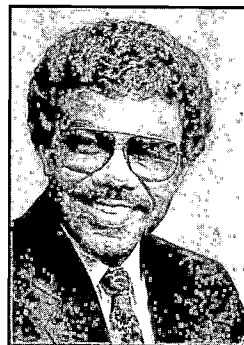
double occupancy – \$200 members; \$235 non-members
single occupancy – \$215 members; \$250 non-members
spouse – \$130

- Price includes registration, 2 nights lodging and all convention meals (including Banquet).
- No credit cards are accepted at convention site.
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Sue Dodge

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• NATIONAL •

The Baptist Hour Celebrates 50th Birthday Next January

FORT WORTH, Texas (NRB) — Preparations have begun for a nationwide 50th birthday celebration in 1991 of the Southern Baptist Radio and Television Commission's (RTVC) first radio program, *The Baptist Hour*.

A series of anniversary events begins January 6 with a satellite broadcast from the First Baptist Church in Shreveport, La., where *The Baptist Hour* began. The celebration will culminate at the annual Southern Baptist Convention during June in Atlanta, Ga. The denomination's Radio Commission, predecessor of the RTVC, was located in Atlanta.

The first *Baptist Hour* was broadcast live from Shreveport's First Baptist Church on January 5, 1941, and was carried live via commercial telephone lines on 17 radio stations in 11 southern states. The church's pastor, M.E. Dodd, preached the program's sermon.

Today, heard on over 500 stations in the United States and some foreign countries, *The Baptist Hour* is one of six weekly radio programs the RTVC produces and distributes. It's the only one that uses a preaching format.

Now a half hour in length in contrast to its original one hour, *The Baptist Hour* includes a 12-minute sermonette, a blend of contemporary and traditional Christian music, Bible reading, and prayer. Joel C. Gregory, pastor of Travis Avenue Baptist Church in Fort Worth, is the current speaker on the program.



The Baptist Hour Choir in the late 1940s. The program's music was provided live by special choirs for many years. Today *The Baptist Hour* uses compact discs featuring contemporary and traditional Christian music.

Denver's Christian Radio Stations Unite For Prayer

DENVER, Colo. (NRB) — All five of Denver's Christian radio stations cooperated extensively in promoting and presenting a recent "Concert of Prayer" in that city. Every Concert of Prayer is aimed at personal revival among Christians and world evangelization.

David Bryant, president of Concerts of Prayer International, conducted the prayer gathering at a Denver church. Approximately 1500 people attended the event and presumably thousands more listened by radio.

Stations KPOF-AM, KWBI-FM, KRKS-AM, KLTT-AM, and KQXI-AM worked together to promote and simulcast the event. Joint promotion was hand-

led through two means. Station managers recorded and aired a round table discussion on the benefits of concerted prayer.

In addition, each manager produced custom spots for his station. During each spot, the manager would explain his outlet's uniting with other Denver stations to promote the Concert of Prayer and invite his listeners to attend the prayer meeting. Listener response to the attitude the announcements portrayed was reported to be very favorable.

General managers Jack Pellon of KRKS and Robert B. Dallenbach of KPOF anchored the event, with John Gregory of KLTT reporting from the floor with comments, interviews, and prayers from small groups. Plans are being made for another co-sponsored event.

According to Rich Morthland, director of public relations and promotion at KPOF, "The cooperation of these five stations in putting ministry first has been a tremendous symbol of unity in the body of Christ."

Wisconsin Station Sends "Love Packages" Abroad

MADISON, Wis. (NRB) — Listeners to Madison's WNWC-FM recently donated 14 tons of used Christian literature and recordings to Christian believers in foreign countries as a result of the radio station's work with a ministry called Love Packages.

Donations consisted of Bibles or Bible selections, Christian books, mass appeal Christian magazines, devotionals,



General managers Jack Pellon (left) of KRKS-AM and Robert Dallenbach of KPOF-AM serve as anchors during the recent "Concert of Prayer" in Denver, Colo.

Sunday school materials such as flannelgraphs, Christian recordings, and videos.

Ministry founder Steven Schmidt said that while religious literature in the native tongue of believers is important, English-language literature is also eagerly accepted overseas. Last year the Hillsboro, Ill., ministry sent 100 tons of material overseas. In this its 15th year, the ministry expects to send 250 tons abroad.

Much of the material is now going into Eastern European countries, where it was banned as recently as a year ago. Five Madison churches assisted WNBC in the project by serving as drop-off points for the packages.

Networks Increase Amount Of Offensive Programming

TUPELO, Miss. (NRB) — Christian Leaders for Responsible Television (CLear-TV) report that the networks increased the amount of sex, violence, and profanity by 30 percent this spring as compared to last fall. Billy A. Melvin, chairman of CLear-TV, said that incidents of offensive programming went

from 24.52 per programming hour last fall to 31.87 this past spring.

This followed an approximate 30 percent decrease last fall. "The decrease which we saw last fall led us to believe that the networks and advertisers were beginning to focus on more family oriented material," Dr. Melvin said, adding, "However, it is apparent they were not."

Dr. Melvin said CLear-TV will announce a one-year boycott of one or more of the leading sponsors of sex, violence, and profanity in the near future. The group discontinued the boycott of Clorox Corporation that was begun last year, after the company implemented stronger enforcement of their guidelines and drastically reduced the amount of offensive material they helped sponsor.

FCC Report Concludes Ban On Indecency Constitutional

WASHINGTON, D.C. (NRB) — The Federal Communications Commission (FCC) has adopted a report concluding that the statutory prohibition of indecent broadcasts on a 24-hour-a-day

basis is constitutional as it would be enforced by the Commission.

The FCC bans all broadcasts of obscenity, but was considering a proposal to allow broadcast material which is indecent but not legally obscene. Such broadcasts would have been permitted only during late night hours, on the theory that children are less likely to be exposed to harmful indecency during such times.

The 24-hour-a-day ban on indecent material was called for by NRB in a brief filed April 19. According to NRB executive director E. Brandt Gustavson, the brief argued that broadcasting indecent material "debases human beings, particularly women, thereby undermining a child's respect for humanity, ability to form healthy relationships, and sense of self-esteem."

Citing Arbitron statistics, the NRB brief showed that large numbers of children are in the broadcast audience at all times of the day or night, including the after-midnight "graveyard hours." In July, the FCC concluded that the prohibition of indecent broadcasts comports with

CONTINUED ON PAGE 27

THIS IS **MEDIA MONITOR** WITH REED IRVINE AND CLIFF KINCAID

MEDIA CENSOR OBSCENITY DEBATE

Miami lawyer Jack Thompson began the proceedings that got the 2Live Crew album, *As Nasty as They Want to Be*, declared obscene. Some media ridiculed the obscenity charge, but refused to say what's on the album, that has already sold 1.7 million copies. Jack Thompson says that talk show hosts such as Phil Donahue "proclaim the art of these clowns and then censor it out themselves. They aren't willing to live by their own code, which is that there is no such thing as obscenity and anybody ought to be able to do anything."

When Thompson was a guest on a recent Phil Donahue Show, along with Bob DeMoss of Focus on the Family, Donahue refused to air or show the obscene lyrics that were under discussion in the legal case. The show took a dramatic turn when Bob DeMoss read aloud the titles of some of the songs from the 2Live Crew album. He read aloud the F— word. The trouble was that

New York and Boston were among the cities that carried the show live.

Donahue was shocked. He complained that DeMoss had uttered the words on "family television." After a commercial break, Donahue returned to say that the switchboards in those cities had lit up. Donahue asked DeMoss if he wanted to apologize. DeMoss did but reiterated that he was only reading the titles of the songs, and "the point is, when we can sell to an eight year-old, but we can't talk about it among adults, something is wrong."

Tom Minnery, a vice president of Focus on the Family, defended DeMoss, noting that he simply read the titles of some of the songs. He added, "As a matter of fact, many news media have been calling, wanting those lyrics, so they can report the issue more accurately."

Lawyer Jack Thompson says that when the Jimmy Carter-appointed federal judge

handed down his obscenity charge, he distributed copies of his 62 page opinion to members of the media and told them, in effect, "you're not getting out of my courtroom until you read it, because I have had to put up with the misreporting by you people as to what is obscenity, what is protected by the First Amendment, and the facts of the case."

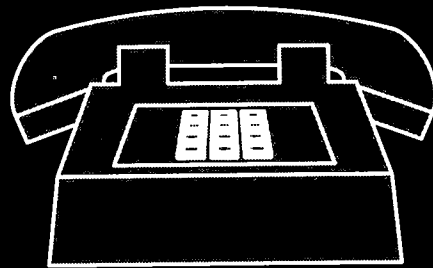
The opinion said the album was obscene and that distribution of it was a crime. It's clear the judges will examine the lyrics. The American people may be denied that opportunity by the media.

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NRB Telecommunications

Network

MEDIA FOCUS

CONTINUED FROM PAGE 25

the First Amendment as analyzed using the Supreme Court's "compelling interest/narrowly tailored" test.

The report will be conveyed to the U.S. Court of Appeals for the D.C. Circuit, which is expected to schedule further proceedings in the case at issue, *Action for Children's Television v. FCC*, D.C. Cir. No. 88-1916.

INTERNATIONAL

Trans World Radio Opens New Facility In The USSR

CHATHAM, N.J. (NRB) — Trans World Radio (TWR) officially opened the first government-sanctioned inter-denominational radio production studio ever established in the Soviet Union with the June 15 dedication of its new facility in Leningrad.

Paul Freed, president of TWR, said the organization's new studio "shows that it is indeed a new day of openness and restructuring in the Soviet Union." TWR was granted permission to set up the radio production facility in October 1989, after 18 months of discussions with evangelical leaders in the Soviet Union.

Plans are being made for at least four other TWR studios in the USSR. The facilities are planned for Moscow, Kiev, Minsk, and Brest.

U.S. Firm Establishes Joint Ventures With Eastern Block

NAPLES, Fla. (NRB) — Christian programming is poised to reach across the Baltic States as a result of several new commercial ventures initiated by Mark Wodlinger, president of the Naples-based Wodlinger Broadcasting Company (WBC).

Wodlinger, who owns WIXI-FM of Naples/Fort Myers and LPTV-5 in Houston, Texas, has permission from the governments of Estonia, Latvia, Lithuania, and the Ukraine to begin broadcasting Christian programming on various stations in those Soviet Republics.

"They will provide the people, the facilities, meaning the transmitters and the studios, and we will provide the programming and the sales effort," Wodlinger said. "We are going to start programming in each one of these

countries on their networks about 18 hours a day of contemporary Christian music . . . [and] commercial religious programs."

WBC, which has begun airing television programming in Latvia, plans to lease the republic's Riga radio transmitter on a full-time basis. In Estonia, WBC has contracted with the Committee of Estonian Radio for the formation of a new commercial radio network which will feature Christian music, news, and other religious programs.

Wodlinger said he also signed an agreement with the ministers of the Ukraine for the operation of Channel Seven in Kiev. In Lithuania, officials of a Vilnius radio station have agreed to expand their broadcast hours to include news and Christian programming provided by WBC.

Romanian Crusade Receives Unprecedented Response

TIMISOARA, Romania (NRB) — The response to evangelist Luis Palau's proclamation of the Gospel in Romania earned instant credibility for evangelicals in a nation strongly influenced by Orthodox Church tradition.

Palau's nine-day campaign in Oradea, Bucharest, and Timisoara, May 22-30, resulted in more than 46,000 decisions for Christ — the largest response ever during Palau's 23 years of crusade evangelism. The meetings drew more than 215,000 people.

Romania's national television station in Bucharest sent three cameramen and a production crew to videotape a Friday evening meeting. The following Sunday morning, TV Romania aired a historic documentary of the campaign, including a significant portion of Palau's evangelistic message.

The meetings were also broadcast throughout Europe over Trans World Radio. Palau was invited by Romania's newly formed Evangelical Alliance immediately following the country's May 20 national elections.

"Never before were people in Romania allowed to see something like that on television," said Daniel Cocar, pastor of Third Baptist Church in Timisoara. "For the first time in 40 years, Romanians saw something besides the president, his political campaigns, and his plans. We saw God's servants calling the people and the nation to the Lord."

TRANSFORM

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"Successful telethons are the most challenging part of fund raising because the 'how to' part is so difficult to come by. Rod Robison, for many years, has successfully created ideas because he knows what works."

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TRADE TALK

Televangelists seem to suffer the same audience decreases in the spring as television in general with seasonal lifestyle changes translating into lower household viewership. The May sweeps reveal seven of the top 20 syndicated religious programs reporting increased viewership with the remaining 13 posting an average decline of 9.3 percent.

WMCF-TV/Montgomery, Ala., was sold by Word of God Fellowship Inc. to Sonlight Broadcasting System Inc. for \$1.1 million. The buyer, headed by Paul F. Crouch Jr., will pay \$100,000 escrow deposit, \$250,000 cash at closing, and \$750,000 promissory note payable over three months and a non-compete covenant.

Edward Atsinger III, a part-owner in Salem Communications Corp., has purchased part interest in **KEZL-FM/Fowler, Calif.** The 50 percent interest cost \$653,175.

WIAM-AM/Williamston, N.C., is now wholly owned by Johnny C. Bryant, president and minority stockholder in Lifeline Ministries. The 51 percent interest was sold by the ministry for \$70,500.

Religious radio stations now number 1058, or 9.8 percent of stations across America, according to the M Street Database. The Alexandria, Va.-

based research and publishing concern reports the religion format accounts for 7.8 percent of all commercial stations with 11.4 percent of the AM stations and 3.7 percent of the FM stations. Nationwide, 751 stations use a religious program format, 173 are gospel/black gospel and 134 are contemporary. For more information, call (703) 684-3622.

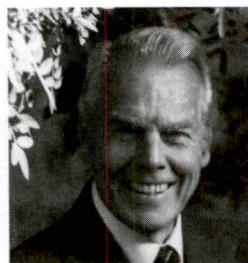
"Our board's decision to pursue relocation was made with a long-term perspective," said James Dobson in announcing the proposed move of **Focus on the Family** from Pomona, Calif., to Colorado Springs, Colo. "Our ministry was founded in Southern California 13 years ago and we have enjoyed being here. However, economic factors have forced us to consider alternatives. We desire to build a suitable campus on a large piece of land that can accommodate the needs of our growing ministry well into the next century. Colorado Springs is a beautiful city that will enhance the quality of life for our staff and reduce significantly the overall costs of the organization." The El Pomar Foundation of Colorado Springs has presented the ministry with a grant for \$4 million which will be used to purchase land for the new headquarters. The move is to be completed within two years of the sale of the Pomona facility which employs 750 people. For more information, call (714) 620-8500.



MILLIE DIENERT



STEVE CAMP



RAYMOND ORTLUND



The ABC Television Network's **Brewster Place** includes in its cast Oprah Winfrey and gospel recording artist DeLeon Richards (front, third from left). The Word recording artist plays the role of 14-year old Margaret, an extremely gifted singer aspiring to an opera career.

The Urban Alternative's first newsletter readers' poll reveals the biggest problem facing urban America is broken families. Of those responding, 39 percent said that broken families are the cause of other problems, including gangs, drugs, and sex. Moral decay was listed by 28 percent and 17 percent thought drugs were the biggest problem. The results were released just weeks before the ministry's second annual pastors' conference September 26-28 in Dallas. The conference, titled "Renewing the Church to IMPACT the Community," is designed to help leaders with "practical ways to reclaim their communities for Christ." For more information, call (214) 943-3868.

Religious Heritage of America has

announced its 1990 award recipients, three of whom have strong ties to NRB. Churchwoman of the Year is **Millie Dienert** of Philadelphia, Pa. A well-known speaker, she has participated in several NRB national conventions. **Thomas "Ed" Steele** has been selected for the Faith and Freedom award. President of the Ed Steele Agency, Steele is a member of the NRB board of directors. The architect of the business management for Billy Graham Evangelistic Association, **George M. Wilson**, will be granted the Business and Professional award during the October 29 ceremonies in Hershey, Pa. For more information, call (800) 325-3016.

WEZE-AM/Boston, Mass., celebrated its 13th anniversary with an open house at its new facilities. The event, hosted by Salem Communications Corporation's chairman of the

board **Stuart Epperson** and station general manager **Norm Olsen**, included 350 broadcasters, advertisers, state and community leaders, and invited listeners. For more information, call (617) 328-0880.

Steve Camp's collection album, **Doing My Best**, is not a walk down memory lane but rather a march around Jericho. Every song challenges the church to bring down the walls that separate Christians from each other and God. This Sparrow Records release may cause many program directors to ask whether they can add a previously released product to top rotations. For more information, call (800) 347-4777.

Raymond C. Ortlund was honored recently by family and friends in the arboretum of the Crystal Cathedral in Garden Grove, Calif. Four

hundred people were included in the surprise celebration commemorating 40 years of ministry. Ortlund is president of Renewal Ministries, Newport Beach, Calif., and president/speaker of Haven of Rest Ministries in Hollywood. For more information, call (714) 738-1501.

Money Matters celebrated its 500th live radio broadcast June 29. Christian Financial Concepts founder and director **Larry Burkett** was joined on the broadcast by past guests **James Dobson** of *Focus on the Family* and **Joni Eareckson Tada** of *Joni and Friends*. The call-in program dealing with financial issues facing Christians is heard on over 340 facilities nationwide via Ambassador Inspirational Radio and the Moody Broadcasting Network. For more information, call (404) 534-1000.

Syndicated Religious Television Programs

Program	Households/Markets		% Change
	May 1990	February 1990	
1. <i>Hour of Power</i>	1,251,000/152	1,430,000/152	-12.5
2. <i>World Tomorrow</i>	1,025,000/ 97	1,248,000/139	-17.8
3. Oral Roberts	542,000/120	496,000/122	+9.2
4. Kenneth Copeland (weekly)	502,000/128	565,000/130	-11.1
5. D. James Kennedy	488,000/122	539,000/124	-9.4
6. <i>In Touch</i>	409,000/ 64	385,000/ 59	+6.2
7. <i>Larry Jones Presents</i>	392,000/ 92	400,000/ 93	-2.0
8. Jimmy Swaggart (weekly)	359,000/ 85	429,000/ 99	-16.3
9. Frederick K. Price	322,000/ 33	340,000/ 28	- 5.2
10. <i>Day of Discovery</i>	307,000/112	309,000/111	-.6
11. Jerry Falwell	303,000/122	312,000/121	- 2.8
12. <i>It Is Written</i>	253,000/ 41	227,000/ 41	+11.4
13. <i>Insight</i>	242,000/ 23	306,000/ 22	-20.9
14. <i>700 Club</i>	217,000/106	232,000/105	6.4
15. <i>This Is The Life</i>	196,000/ 43	167,000/ 43	+17.3
16. James Robison	138,000/ 54	135,000/ 52	+2.2
17. <i>Success-N-Life</i>	128,000/ 83	124,000/ 79	+3.2
18. <i>Christian Lifestyle Magazine</i>	123,000/ 22	108,000/ 23	+13.8
19. Garner Ted Armstrong	91,000/ 32	94,000/ 37	-3.1
20. <i>Christopher Closeup</i>	81,000/ 27	94,000/ 24	-13.8

Total Survey Area/Aggregate Cume TV Households
© The Arbitron Company

Cable and network viewership not included

Since this month's theme in *Religious Broadcasting* focuses on fundraising, I have decided to conduct a second, more in-depth interview with sharathon specialist Todd Isberner. His firm, Share Media, is active in assisting Christian radio stations nationwide in areas relating to fundraising. Most of Share Media's clients are non-commercial stations with annual budgets ranging from \$30,000 to \$1 million.

AUGSBURG: *With so many ministries and organizations appealing for donations, what motivates listeners to respond during Christian radio sharathons?*

ISBERNER: Let me start by answering what does not motivate people to give, and that is guilt, pity, obligation, and manipulation. Those are the things we

audience needs to hear a confident host who remains enthusiastic no matter what is going on behind the scenes.

There needs to be plenty of spontaneity, unexpected surprises, a variety of voices on the air, special guests, and telephone central updates. Listeners need to be held in suspense so that they will not want to miss one second of the sharathon. The on-air presentation must maintain an image of excitement, fun, variety, and, of course, ministry.

AUGSBURG: *What about themes or special events at sharathon time?*

ISBERNER: There are some great theme days that are being used to involve the listeners and break up the "sameness" of sharathon days. We have devoted one entire day to the local church, calling it "Church Appreciation Day," honoring the pastors, associates, Sunday school teachers, and workers in the church. Listeners call in giving a pledge in honor of their church or pastor. Other successful theme days can revolve around the family, Christian businesses, or the community.

AUGSBURG: *Christian radio is known for its continuous around-the-clock ministry. During sharathons, when there is such a great emphasis on phone response, pledge reading, and reporting, how can a station maintain a level of ministry through all of this activity?*

ISBERNER: Ministry has got to be at the heart of every sharathon. Mel Johnson, who was instrumental in the early development of the sharathon concept as we know it today, has always said, "You need to bless the listeners, keep blessing them, and bless them some more."

That principle should undergird all the comments being made and each pledge report being read, and off the air we can do things to enhance the ministry of the sharathon. Many stations designate a prayer room where volunteers are there praying not only for the sharathon but for listeners' needs as they are called in.

The staff should also be aware that some of the on-air guests representing city government or civic organizations may not be believers. We need to see their visits as opportunities to be a positive witness. Also to enhance the overall ministry emphasis of sharathons we suggest taking time out when various plateaus are reached to thank God for His blessing. A special praise song

is aired along with a devotional to give credit to the Lord for His provision.

AUGSBURG: *How important is the tracking of demographic data when receiving pledge calls?*

ISBERNER: Sharathons are ideal times to gather information about our listening audience, and yet I am amazed at how many stations fail to take advantage of this rare opportunity when listeners are calling the station in great numbers. On the other hand, I am excited about a new computer software program we have recently made available. It assembles all sorts of valuable data and instantly makes it available on the video monitor for the on-air talent.

AUGSBURG: *A year ago we discussed the strategy for sharathon pre-planning. What about after the sharathon? What needs to take place after the smoke has cleared?*

ISBERNER: In spite of the typical fatigue and often what I call the "post-sharathon blues," it is vital to immediately dive into the tasks at hand. First, get the thank you letters out right away acknowledging the faith promise with a return envelope. Review the successes and failures of the sharathon while it is still fresh in everyone's mind and make notes on areas that need improvement for next year.

If the goal was not quite reached but is still attainable, station managers may want to do daily live or pre-recorded updates encouraging additional response from those who did not get involved. Volunteers or office staff can also call last year's partners, who were not heard from this year, to see if they are interested in helping the station reach its goal.

In closing, I hope some of your questions have been answered in this, our second fundraising feature with Todd Isberner. You may want to refer to our last interview which was featured in the September 1989 issue of *Religious Broadcasting*. If you have additional questions regarding on-air fundraising or have developed new ideas you feel would be beneficial for others to hear about, contact either Todd at (612) 496-3354 or me at (813) 936-2353.

Todd Isberner is president of Share Media in Shakopee, Minn. Bob Augsburg is president of Programming Plus in Fort Myers, Fla.

Sharathons, Take Two

by Bob Augsburg

need to avoid. What should be the motivator is the principle, "God loves a cheerful giver," found in II Corinthians 9. So as I look at it, there are three areas where listeners can cheerfully be challenged to respond.

First is simply appreciation for the station and the gratitude for the ministry it has brought to them personally. Second is understanding the need. There needs to be a clear explanation of how the station operates and [its] specific expenses.

Listeners then need to be challenged, not just by hammering continuously on the overall goal but by breaking the budget down into bite-size pieces — like the cost for operating one complete day or underwriting one hour each month. There are a variety of ways to make each of the listeners feel that their gift is significantly important, and that takes some real creativity on the part of the sharathon hosts.

AUGSBURG: *How does a station keep its audience tuned in during several days of intensive fundraising?*

ISBERNER: Talented on-air presentation is the key there. Nothing will cause listeners to tune out more quickly than a couple of hosts continually delivering pleas in a monotone monotony. The

COOKING WITH COOK



Because of God's Touch: "You Are It!"

by Robert Cook

"Thou art come to the kingdom for such a time as this."

Mordecai's terse challenge to Queen Esther still echoes down the corridors of time. "If you keep quiet to save your own skin, then God will grant deliverance to His people from another place," he said, "but think about it: God has placed you where you are for His own purposes at this very time!"

In other words, "You are *it*."

I remember the confusion — not to say panic — I experienced when at about age five, I began to play games with neighborhood boys and girls. Before that, I had largely been by myself surrounded by adults.

Now, in a simple game like "Hide and Seek" I wasn't quite sure of the pro-

cedure, and suddenly another child dashed up to me, poked me with his finger, and said, "You're it!"

Gradually it dawned on me that to be "it" meant that you were responsible for catching someone or reaching the goal as the game progressed; and that you wouldn't be relieved of the responsibility until you were successful.

Yes, my friend, you are *it*. God's finger has touched you and given you a responsibility from which you cannot walk away. Paul says in 1 Corinthians 12:11, "But all these (gifts) worketh that one and the selfsame Spirit, dividing to every man severally as He will."

God has sovereignly assigned you to the place where you are, and has given you the mental, emotional, and spiritual power to do the job. Make no mistake about it: No one else can take your place. You are *it*.

How do you approach this jarring fact? "In faith." You can't do it, but God can! Paul says in Romans 12:6 that we are to exercise our God-given gifts "according to the proportion of faith."

Look at your task . . . realize God has placed you where you are . . . face the job with confidence in Him, as you use the talents He has given you. The rest is up to God, and He will never fail you.

Dr. Robert Cook is chancellor of The King's College, the speaker on *The King's Hour* broadcast, and a member of NRB's Executive Committee. He lives in Tannersville, Pa.

LOOKING AHEAD

27TH ANNUAL CONFERENCE ON CHRISTIAN STEWARDSHIP

September 9-12, Kansas City, Missouri

NRB WESTERN REGIONAL CONVENTION

September 13-15, Los Angeles, California

NRB SOUTHEAST REGIONAL CONVENTION

September 20-22, Atlanta, Georgia

NRB SOUTHCENTRAL REGIONAL CONVENTION

October 5-6, Nashville, Tennessee

NRB MIDWEST REGIONAL CONVENTION

October 10-12, Chicago, Illinois

NRB EASTERN REGIONAL CONVENTION

October 18-20, North East, Maryland

NRB CARIBBEAN REGIONAL CONVENTION

November 12-13, San Juan, Puerto Rico

NRB 48TH ANNUAL CONVENTION & EXPOSITION

January 25-29, 1991, Washington, D.C.

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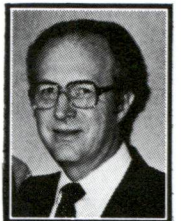
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SITUATIONS WANTED

EXPERIENCED COMMERCIAL CHRISTIAN STATION MANAGER looking for growth-oriented company with godly priorities. Thirty-one years old, energetic, results-oriented. Presently in northeast, would consider relocating under right circumstances. If you want someone who will operate your station as you would operate it yourself, let's talk. Call Scott Korb at (717) 969-4306.

CHRISTIAN WITH 17 YEARS of professional experience in media. Currently government-employed as a television photographer. Shoot and edit tape; have produced ENG spots for in-house news program. Do studio productions also; lighting, camera, production assistant. Previous work in corporate video and community cable. Formerly, in film post-production in seventies; held a position as Editor at WPGH-TV. Recently CMX 3600 trained. Seek position as cameraman and/or editor, associate producer, or production assistant. Am quite capable, creative, and have a willing attitude to serve. Eph. 2:8-10. Call Greg Gans at (215) 886-1035 or contact NRB for resume.

TELEVISION DIRECTOR/EDITOR with 17 years experience seeks employment with a Christian organization. Would like to make training and personal growth type video productions depicting dramatic slice of life Christian situations. Resume and tapes upon re-

quest. Call or write Jules Hobbie, 112 Burlington Ct., Dothan, AL 36301, or call (205) 793-3910.

CHRISTIAN ANNOUNCER looking for a growth opportunity. Eight years experience, including on-air music and talk show formats, production work, and music programming. Currently working at a Christian CHR, doing all of the above. Looking for MD/on-air position, or anything related. For tape/resume, call (504) 286-3600, ask for Hugh Roland.

I WILL SERVE the Lord Jesus Christ no matter what! BA in radio and television production with minor in business administration. Working in field for over 2 years; seeking full-time position in radio and/or television operations with management opportunities. Contact Eric Reinholt, 4234 Wingrove, Arlington, TX 76015, or call (817) 465-0881.

PRODUCER/DIRECTOR of *Adventures In Dry Gulch*, director of *Fire By Nite*. Looking to produce and or direct effective Christian programming. Familiar with 1" editing equipment. Willing to travel — United States, Canada, Europe. Contact Jon Brian Mead, 114 Stuart Road, Suite 177, Cleveland, TN 37312, or call (615) 339-0011.

WANTED: A STATION willing to help me fulfill the calling God has placed on my life. That is, a call-in program where people's needs can be prayed for and ministered to from God's Word. Call me, Dennis Karsten at (218) 246-2290.

SEEKING A CAREER IN CHRISTIAN RADIO: Two years' experience, on-air and marketing. Will relocate. Contact Bill Scorgie, 8155 Richmond Ave. #915, Houston, TX 77063. (713) 785-8511.

FOR SALE

PARK NATIONAL BANK is offering for immediate sale the principal assets of Channel 68 TV of Mansfield, Ohio. Assets include a Harris TVE-60S TV transmitter and associated equipment; 1600' Stainless, Inc. guyed tower; Sentinel 48 single site remote control system; transmitter site located in Mansfield area; backup electrical gener-

ator system; and miscellaneous tapes and equipment. The station serves several major metropolitan areas. For more information contact Robert Sperry or David Schuman at The Park National Bank, 50 North Third St., Newark, OH 43055, or call (614) 349-8451. FAX: (614) 349-3765.

RADIO/TV PSAs, 60 & 30-second spots, low-key, high quality, no direct appeal — please see ad in NRB Directory for CHRISTIAN BLIND MISSION INTERNATIONAL or phone Lor Cunningham at 1-800-YES-CBMI. CBMI, largest private organization worldwide, providing medical care and education for the disabled and poor of the Third World since 1908, working through churches and mission agencies such as MAP, AIM, SIM, HCJB, also working officially with WHO (World Health Organization), member of ECFA.

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LATE NEWS

COLSON RADIO SERIES WILL ADDRESS "THE SECULARIZATION OF AMERICA"

A series of eight weekly radio specials featuring Charles Colson, chairman of the board of Prison Fellowship Ministries, will premier October 16. Hosted by Al Sanders, chairman of the board of Ambassador Advertising Agency, the series is entitled *The Secularization of America: Chuck Colson Speaks to the Church in Exile*. The series is based on Colson's latest book, *The God of Stones and Spiders*. The production package includes eight 38-minute programs as well as 40 daily features called *Breakpoint*. The *Secularization* series is the third team effort by Prison Fellowship and Ambassador. The programs will conclude Saturday, November 24.

NAB ASKS THE FCC TO ABANDON ALLOWANCE OF FM DIRECTIONAL ANTENNAS

The National Association of Broadcasters (NAB), concerned about the growing interference problems on America's FM band, asked the Federal Communications Commission (FCC) to revisit its decision allowing FM radio stations — closely positioned geographically — to use directional antennas and "contour protection" as a means to avoid interference. In written comments to federal regulators, the NAB said that a more prudent course would be for the Commission to abandon all notions of using FM directional antennas and "contour protection" in commercial FM broadcasting.

VISION INTERFAITH SATELLITE NETWORK EXPANDS PROGRAMMING HOURS

The Vision Interfaith Satellite Network (VISN) expanded its telecasts to 24 hours-a-day July 2, up from 18 hours of daily programming. Officials cited widespread requests for round-the-clock programming, according to the *National & International Religion Report*. They said the expansion adds 13 new series to the network's schedule of documentaries, drama, music, worship, and children's programs. VISN, which prohibits on-air solicitation for donations, was started in 1988 by 23 faith groups, including mainstream Protestant, Catholic, and Jewish bodies.

FOCUS ON THE FAMILY'S JAMES DOBSON SUFFERS HEART ATTACK

James C. Dobson, president of Focus on the Family in Pomona, Calif., suffered a "mild to moderate" heart attack while playing basketball with friends on Wednesday morning, August 15. After experiencing throbbing chest pains, he was able to drive himself to a hospital emergency room. Due to Dr. Dobson's excellent physical condition and his regular exercise, tests resulted in a very good prognosis.

William B. Berntsen, chancellor and former president of Northwestern College in Roseville, Minn., died after a long illness at the age of 74 on August 16. Dr. Berntsen, a 44-year resident of the Twin Cities, was known as an outstanding musician and college administrator with vision and courage. He is largely credited with rebuilding Northwestern from a fledgling institution in 1965 to one with a current enrollment of over 1000 students and more than 30 programs leading to a bachelor's degree. Also under Dr. Berntsen's leadership, the Northwestern College Radio Network increased its outreach and power to include stations in the Twin Cities, Duluth, Waterloo, Iowa; Fargo, N.D.; Sioux Falls, S.D.; and Madison, Wis.

RELIGIOUS RADIO/TV PIONEER CLIFTON MOORE PASSES AWAY AT 81

Clifton E. Moore, who started a radio ministry in Los Angeles during 1948, died at the age of 81 in Irvine, Calif., reported the July 18 edition of the *Los Angeles Times*. Moore was a Presbyterian minister and former chairman of radio and TV for the Southern California Council of Churches and for the Los Angeles Church Federation. Moore's longest-running and most-celebrated TV programs included *Give Us This Day*, *Faith of Our Children*, and *Great Churches of the Golden West*.

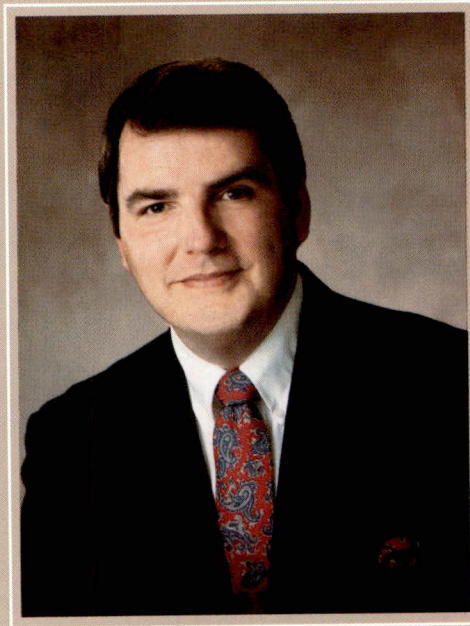
MORRIS CERULLO GIVEN APPROVAL TO PURCHASE PTL NETWORK & PROPERTY

The federal bankruptcy judge in the PTL Television Network case has approved the \$52 million sale of the ministry's assets to evangelist Morris Cerullo. The evangelist had deposited \$7 million in an escrow account to secure purchase of the defunct ministry's satellite TV network. He was given 90 days to obtain the remaining \$45 million to buy the other assets of the 2200-acre spread. Court approval of the purchase was held up by disagreements among secured creditors over division of \$38.7 million of the purchase price, according to the *National & International Religion Report*. Unsecured creditors, mainly PTL's lifetime partners who put an estimated \$160 million into timeshares, could be left with nothing after administrative costs are paid.

(Circle 222 on the Reader Service Card)

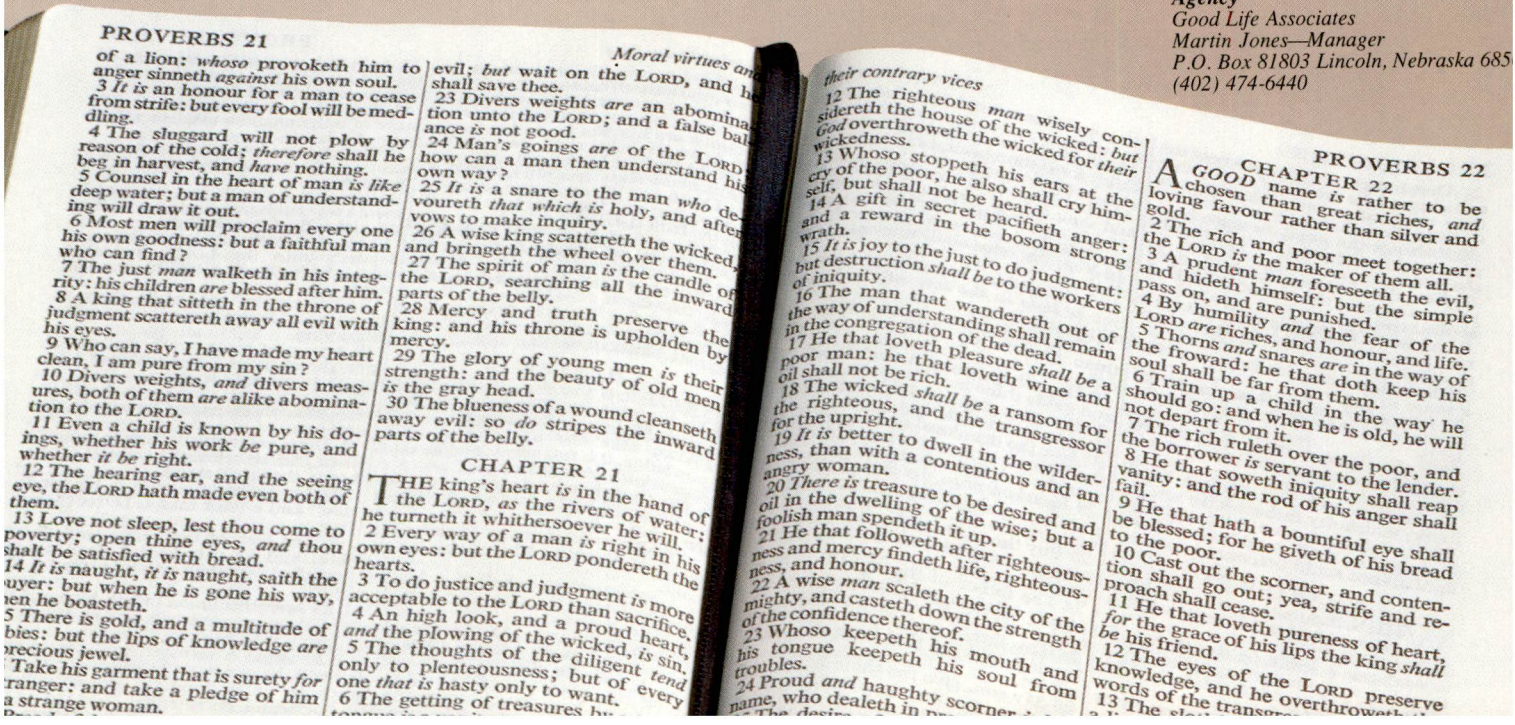
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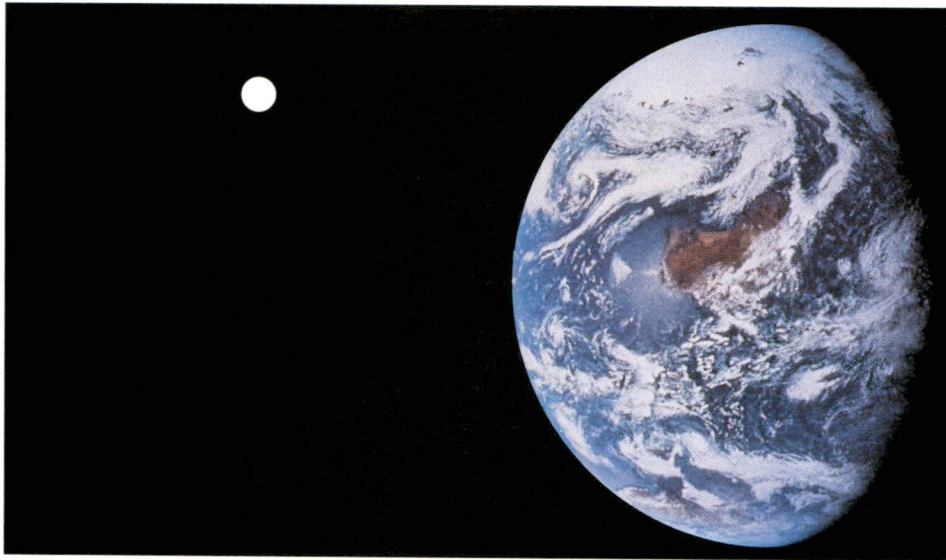


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THE OFFICIAL PUBLICATION OF NATIONAL RELIGIOUS BROADCASTERS

OCTOBER 1990

RELIGIOUS BROADCASTING

A religious figure, possibly a prophet or saint, is depicted in a white, flowing robe with a white sash. The figure is shown from the back, reaching out with their right hand towards a blue, watery surface that appears to be parting. The background is a mix of blue and white, suggesting a dramatic, possibly divine, event. The entire scene is framed by a dark blue border with rounded corners.

**PARTING
THE WATERS
WITH
CREATIVE TV**

TODAY'S FAMILIES ARE BEING TORN APART — ARE WE HELPING?

In today's world, divorce is as normal as marriage.
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What is our responsibility
as broadcasters?

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sexually explicit material
begin to think there is
nothing wrong with it.

It's a dulling of our
sensibilities, a stripping
of our moral fiber. Without
these, we cannot be strong.

Nor will our children go untouched by it.

Television can help enforce positive,
uplifting values, or worse, it can ignore them.

At FamilyNet we're fighting the erosion of the family unit.

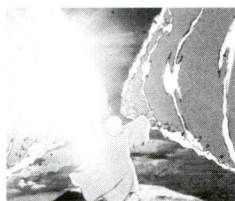
We're trying to put it together, not tear it apart.

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The logo for FamilyNet, featuring a stylized white outline of a house roof above the brand name "FamilyNet" in a bold, sans-serif font. A small trademark symbol (TM) is located at the end of the name.

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PAGE 8



PAGE 14



PAGE 17

FEATURES

8 - Parting Religious TV's Troubled Waters

Following the scandals of the past few years, TV ministry leaders examine their purpose and goals in the 90's.

12 - The Video Future: HDTV

by Richard E. Wiley / Those wanting to deliver HDTV to the American public face many challenges.

14 - Who's Tending The Garden of Children's Television?

In an exclusive interview, Squire Rushnell challenges broadcasters to provide more quality children's programming.

17 - Another Miracle in the Soviet Union

by Donald J. Peterson / A series of animated cartoons is creating waves while introducing a society to the Bible.

18 - In The Country Of The Reformation, Religious TV Shows Are Unpopular

by Horst Marquardt / A unified Germany offers new challenges and opportunities for media ministries, but cooperation is crucial!

21 - Willard Mason and The Ministry of Helps

A profile of a media "servant/leader" by those who know him best in the organization he founded.

23 - LPTV: It's Here to Stay!

by Ray Wilson / Low power television's popularity grows as it offers new opportunities to local areas.

34 - NRB 91: Accepting The Call

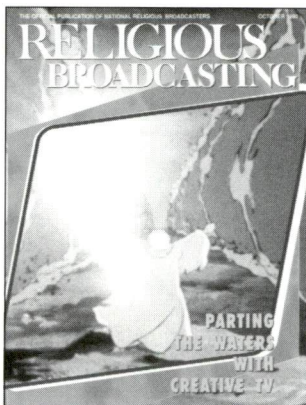
by Bob Bowen / The annual convention is vital to the work of National Religious Broadcasters.

DEPARTMENTS

SIGNING ON	3	TRADE TALK	28
READERS' FORUM	4	TECHNICALLY SPEAKING	30
WASHINGTON WATCH	6	CLASSIFIEDS	32
INSIDE NRB	24	COOKING WITH COOK	33
MEDIA FOCUS	26	LOOKING AHEAD	33

ABOUT
THE
COVER

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PARTING THE WATERS WITH CREATIVE TV
Television ministry leaders are working to part troubled waters through creativity and a renewed mission. See panel discussion on page 8. Other exciting developments concerning religious television follow the panel discussion.

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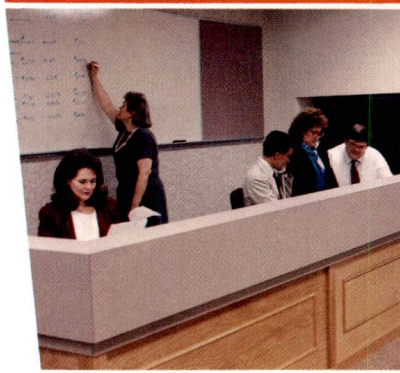
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SIGNING ON

There has never been a time when it has been more important for Christian broadcasters to be willing to stand for strong moral values in America than today. We have known that we have been drifting, but the drift has become more obvious and startling as we see the beginning of a religious renaissance in Eastern Europe and other parts of the world. While those countries are welcoming stronger religious influence, we are moving away from it.

It has not always been that way. Biblically based moral values were part of the thread from which America's cloth was woven. That thread ran through every part of American life. It was evident in our educational system, our courts, our government, our music and our media.

We understood that there were parameters to our freedoms and we found definition to those parameters through our Judeo-Christian heritage. We had a moral basis on which to build. God was not a threat to social development, and the traditional family composed of a husband, a wife, and children occupied a special and integral place in our social structure.

Regarding the family, George Santayana in *The Life of Reason* wrote: "The family is one of nature's masterpieces." But the family exceeds even that exalted description. The family is God's masterpiece. He established it in Genesis 2:24 and intended it to be the basic unit of society.

It's Time To Take A Stand

by Jerry Rose

Thomas Jefferson in his *Writings* offered this insight: "The happiness of the domestic fireside is the first boon to mankind; and it is well so, since it is that which is the lot of the mass of mankind." In America's formative years and until after World War II, these traditional values were, for the most part, an accepted and integral part of our culture.

But since the forties, we have experienced rapid change. We have allowed a humanistic element to chart our course and it is not even close to the course our founding fathers envisioned. We have experienced drastic changes in education, government, media, and the concept of the family. The traditional family is being replaced by a family concept that includes homosexual marriages, group marriages, and other kinds of bizarre experiments.

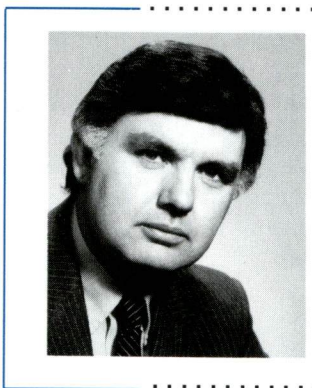
Pornography is not only becoming acceptable, but is considered an appropriate profit source by legitimate businesses. In some cases, gross pornography is being funded by the government in the guise of art. The idea of separation of church and state has been distorted to the point that is bordering on religious repression. Sexual responsibility in the minds of the humanists is a burden; permissiveness is the contemporary buzzword. Millions of babies have been killed in the last two decades in the name of women's rights.

As Christian broadcasters, we should be deeply concerned about such issues as abortion, the bias against evangelical Christianity, and the condition of public education and its expulsion of God from the classroom. We should not allow ourselves to be intimidated by special interest groups such as the homosexual lobby. We should be willing to make our viewers aware of the issues that affect them and urge them to the kind of action that makes for involved citizenship.

And to those who would see an end to the influence of the church in America, G.

CONTINUED ON PAGE 4

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Volume 22, Number 9

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READERS' FORUM

Broadcasting In Canada

Dear Editor:

As a Canadian reader, I find it hard to find the words to describe how exciting it is to read your magazine for the first time. Just to have a window to see what broadcasting can be like in a country that allows Christian stations gives us hope and a goal to work towards here in Canada.

More than that now, I can see that it will give us ammunition for the future when once again we Christians in Canada attempt to have changes made in the regulations which prohibit religious broadcasting stations in Canada.

The July/August issue which I have just read has some valuable research on the growing popularity of Christian music in the U.S. And I don't think we're that different that the same trend couldn't show up in Canada.

I'd love to know what other research has been done which supports our efforts. Maybe some of your readers have some ideas to help us. Could you please publish our mailing address here at the Christian Institute of Broadcasting (CIB, Box 1087, London, ON N6A 5K2)?

The CIB is Canada's first Christian school of broadcasting but, more than that, it's an institute dedicated to promoting Christian broadcasting in Canada where most stations have only a few hours a week in off-time, and the major ones have none. Subsequently we find ourselves now advising those in the industry (like I was), as well as preparing students and material for them.

In the light of certain changes taking place across the country, I see evidence of God moving to open the doors for us within two years . . . which I believe will surprise everyone. "If God could do it in the USSR, he can do it here," I've been telling broadcasters.

One final note — Americans cannot invest in Canadian stations that might program Christian content, but they can donate to Open Word Bible College which we are a part of in order to help develop Canadian-made syndicated programs and Canadian Christian talent that will enter the field of radio.

Is there any interest out there?

W. Patrick Bestall
Christian Institute of Broadcasting
London, Ontario

Thanks For The Mention

Dear Editor:

Thank you very much for including the KPOF news item in the "Late News." We are pleased to have this historic information made available [to] the radio community. Thank you very much. We appreciate your fine magazine.

Robert B. Dallenbach
KPOF-AM
Denver, Colo.

A Traditional Music Note

Dear Editor:

Just a note to let you know I greatly enjoy and profit from your good magazine. However, there is one area of note of which we now need an article on the "other side of the story."

There have been many articles promoting contemporary music in past issues, and now the latest by Joe Battaglia in the July/August issue. All these make it sound as though the whole world is following contemporary music.

Many are, but there are many stations like WRVM who program traditional and easy-listening sacred music to [the] great success and great satisfaction of many listeners young and old.

Let's have an article about the value of traditional hymns and high quality sacred music of an easy-listening nature without the "beat." Thanks for your consideration.

Wendell Baxter
WRVM-FM
Suring, Wis.

Editor's Note:

An article on "Traditional music in religious broadcasting" is scheduled to appear in the April 1991 edition of Religious Broadcasting.

An Even More Worthy Cause

Dear Editor:

Just like every Labor Day, I caught some of the Jerry Lewis MDA telethon. Millions of viewers helped Jerry celebrate 25 years of fighting muscular dystrophy through the LOVE network. A wide scope of entertainers shared his passion for ridding the world of this crippling, fatal disease.

Through their year-long efforts, over

\$44,000,000 in pledges and millions in corporate contributions poured in to help Jerry's kids for another year. The enthusiasm, the passion, the hard work, the professionalism, and the commitment of Jerry and his staff paid off as they focused their attention on this annual telethon.

Christian broadcasting is fighting a far more crippling disease than muscular dystrophy — spiritual dystrophy. We're going against the satanic paralysis that cripples the spiritual life of our audience.

The thought occurred to me: How much more should we as Christian broadcasters be enthusiastic, passionate, steadfast, professional, and committed to raising the funds or selling the commercials needed to fight our daily battle against this "condition?" Should we not then excel in our commitment to this cause?

Warren Bonesteel
Family Life Radio
Tucson, Ariz.

SIGNING ON CONTINUED FROM PAGE 3

K. Chesterton said it well in the *Ballad of The White Horse*: "Though you hunt the Christian man like the hare on the hillside, the hare has still more heart to run than you have heart to ride."

But Jesus said it even better. "Upon this rock I will build my church and the gates of hell will not prevail against it."

Jerry Rose is the president of NRB and WCFC/TV 38 in Chicago, Ill.

ADVERTISER LISTING

Accuracy in Media	27
The ACTS Network	29
Back to the Bible	36
Bott Broadcasting Co.	7
FamilyNet	ifc
InfoCision Management	2
National Right To Life	13
NRB Benefit Plan	19
NRB Directory	16
NRB 91	35
Regent University	25
Robison Associates	20
The Silent Network	5
SkyLight Satellite Network	bc
SpaceCom Systems	ibc
Video Program Network	31

43,000,000

WHO ARE THESE PEOPLE

?



Who are these people? President Bush and Congress recently gave these 43,000,000 Americans their 'Declaration of Independence,' by signing 'Americans With Disabilities Act 1990.'

On that same day a new television network was born: America's Disability Channel. Launched on September 15, 1990, with 14.2 million cable TV subscribers, ADC has become the nation's only TV channel designed to celebrate and inform America about Americans With Disabilities.

ADC features sports, children's shows, musicals, news and a variety of informative programs from outstanding national disability organizations. This major population segment plus their family members is at the forefront of the media these days. People with disabilities are extremely interested in and open to faith programming. Studies reveal that this group is well above average in their buying power and are extremely product loyal.

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Recent developments on Capitol Hill and at the Federal Communications Commission (FCC) will make the remaining months of 1990 particularly hectic for broadcasting interests in Washington. The following are brief updates on the major communications issues that have captured the attention of Congress and the Commission.

Broadcast Indecency

The FCC has adopted a 24-hour ban on the broadcast of indecent programming. In a wide-ranging report on indecency, the agency concluded that an absolute ban is not prohibited under the First Amendment. Rather, the Commission found that prohibiting indecent programming on the airwaves serves a compelling government interest in protecting children from exposure to adult material.

In addition, the Commission found

content-based restrictions on broadcast speech. Opponents of the ban have already sought relief before the U.S. Court of Appeals for the District of Columbia Circuit. The ban will not be instituted until the court reviews the decision.

Digital Audio Broadcasting

The FCC has opened an inquiry into the development and implementation of one of the most talked-about technological breakthroughs in radio: digital audio service. The proceeding is a response to three separate filings at the agency for authorization to provide digital audio both by terrestrial and satellite facilities.

Digital audio has been described as a quantum leap in AM and FM sound. The technology is capable of providing CD-quality audio, enhanced stereo separation, greater dynamic range, and better protection from interference, multipath, and fading problems.

The Commission, however, is concerned about the technology's potential impact on existing investment in analog broadcasting. Most importantly, the agency is seeking comment on the issues raised by satellite-delivered digital audio services that might bypass terrestrial radio stations and possibly dilute service to the local public.

Children's Television

The House and Senate have both passed legislation regulating children's television programming, or "kidvid." Although the bills differ in some respects, they share two key elements.

First, both limit the amount of advertising that can be placed within children's programming. Kidvid advertising would be limited to 10.5 minutes per hour on weekends and 12 minutes per hour on weekdays.

Second, both bills would require the FCC to consider, as part of the license-renewal process, the amount of educational programming that a broadcaster presented during its license term. The bills do not set programming minimums, nor do they provide for specific qualitative evaluations of the kidvid shows that are telecast. Additionally, some non-broadcast "outreach" activities directed at children also could count toward license renewal.

The Senate bill differs substantially from the House version in providing for

the creation of a National Endowment for Children's Television. The endowment would set aside \$10 million for grants to producers of noncommercial children's programming. In an age of deficit control, some in Congress are questioning whether the federal budget can support even the relatively minor set-aside of \$10 million for such an initiative.

Even if the differences in the two bills are resolved, final approval of the legislation is not assured. President Bush has indicated that he may veto any kidvid measure that ties license renewals to the provision of children's programming. The President has said that such a provision would raise serious First Amendment concerns.

Television Satellite Rules

The FCC is seeking further comment on proposed changes to rules governing the authorization of satellite television stations. Currently, the Commission permits stations to operate as satellites of other full-service television stations depending upon the economics of the specific television market, the diversity that the satellite station may provide, the overlap between the parent and the satellite, and the service provided to underserved areas. More stringent standards apply in markets served by existing full-service stations.

The agency is now seeking comments on whether it should depart from a case-by-case approach to the authorization of satellite stations. The alternative would be to identify specific circumstances in which satellite stations would be authorized as presumptively in the public interest.

While the satellite television proceeding is expected to be concluded with relatively little fanfare, the larger issues discussed in this column — particularly broadcast indecency regulation and the emergence of digital radio technology — will be the subject of ongoing debate and inquiry in Washington. This column will continue to report on these important subjects in the coming months.

Richard E. Wiley, a partner in the Washington, D.C. law firm of Wiley, Rein and Fielding, is a former chairman of the Federal Communications Commission and is general counsel for NRB. He was assisted in the preparation of this article by John C. Hollar, an associate in the firm.

Indecency, Kidvid, Audio Broadcasting Occupy Congress, The Commission

by Richard E. Wiley

that a ban is the only effective means of shielding children from objectionable programming. Based on data collected on the viewing habits of children from 12 to 17 years old, the FCC study reported that children are in the audience at all times of day and night.

Thus, the agency concluded that merely limiting the broadcast of adult-oriented material to certain times of day would not be effective. Additionally, no technological means appears to exist to block broadcast signals from receipt by children.

The report adopts a modified enforcement policy. Stations may defend the broadcast of indecent material by demonstrating that children were not present in the market's audience at the time the programming was aired. This appears to be an exceptionally stringent standard.

The Commission's decision raises pointed First Amendment questions about the government's ability to adopt

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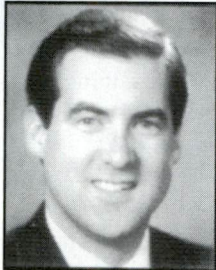
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- A Biblical perspective on the issues that affect the daily lives of our listeners

Bott Radio Network

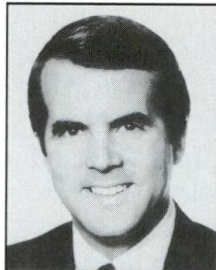
carefully chooses the Bible teaching programs we broadcast. That's how we truly serve the needs of our audience. If your program is on a **Bott** station, you are always assured that your program is associated with other programs that also regard ministry, quality, integrity and Biblical accountability as high priorities.

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Parting Religious TV's Troubled Waters



1. What is the mission of Christian/religious television, and does this role or mission extend beyond the images seen on the screen?

The religious media scandals that rocked the evangelical world in the last few years have had at least one positive outcome: television ministries, in particular, are examining their goals and reaffirming their commitment to the local church and evangelism. *Religious Broadcasting* asked several television ministry leaders some pointed questions about their purpose and goals for the 1990s.

Among those participating were: Claud Bowers, president and chief executive officer of WACX/TV 55 in Orlando, Fla.; Elmer T. Bueno, president of *Buenos Amigos, Inc.* in Calistoga, Calif., and founder of *Buenos Amigos*, a Christian, Spanish-language television program; Bishop Samuel L. Green, president and founder of *Faith for Living Television Ministries* and part owner of WJCB/TV 49 in Newport News, Va.; Thomas E. Roegerberg, executive vice president and chief operating officer of *In Touch Ministries* in Atlanta, Ga.; and Jerry Rose, president of NRB and WCFC/TV 38 in Chicago, Ill.

BUENO: The mission of Christian television, as I see [it], is to support God's purpose for this earth, His revelation to all mankind, that some day every knee shall bow, every eye shall see, and every tongue shall confess that Jesus is Lord (Phil. 2:9-11). In other words, that our message be evangelistic in nature as its prime purpose.

Most Christian television content is directed toward the believer. This makes for very limited viewership and little influence on those who do not yet know the Lord.

ROGERBERG: Should it be any different than the mission all of us have as believers

in the Lord Jesus Christ? What group has ever possessed more tools and greater potential outreach to fulfill the Great Commission than Christian broadcasters in 1990?

While we obviously cannot conduct baptisms via our medium, we can certainly meet the other main responsibilities Jesus left with us in Matthew 28: "Go and make disciples of all nations . . . and teaching them to obey everything I have commanded you." We are obligated by our position in Him and our profession as communicators to *broad(ly)*-cast His directive.

Since television images are totally transitory, all television ministries I can name have also elected to distribute their format, thereby

extending their mission, and their effectiveness.

"Most Christian television content is directed toward the believer. This makes for very limited viewership and little influence on those who do not yet know the Lord."

ROSE: The mission of Christian television, as I see it, is threefold: (1) To minister to the body of Christ and assist the church in equipping the body for the work of evangelism. Since the majority of

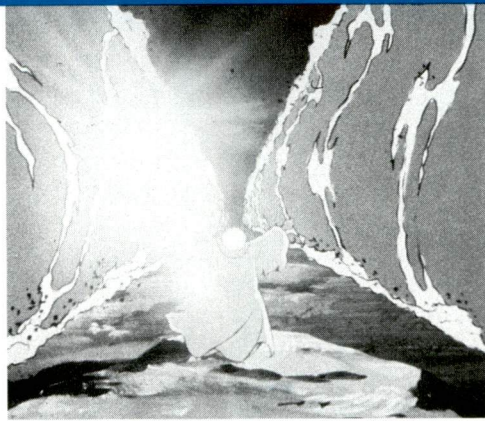
people who watch Christian television have fairly strong religious structures, it seems the logical thing to do. (2) To evangelize. Many who watch Christian television have religious backgrounds but have little or no understanding of what the gospel is really all about or what it means to be born again. This is a wonderful place to evangelize. (3) To speak to the issues that challenge the moral foundation America rests upon. I do not believe America can survive the dismantling of that foundation, and the Church, in whatever form it has at its disposal, must stand against such dismantling.



Bueno



Roegerberg



PROGRAM VARIETY

2. As a Christian broadcaster, what specific kinds of programming have you implemented to enable you to fulfill this mission?

ROSE: We offer a wide variety of programs ranging from teaching series to evangelistic programs. We also offer good outdoors programs, Christian music, drama, documentaries, game shows, [and other programs]. Our desire is to develop a program schedule with enough variety to attract a wide range of viewer interests.

ROGEBERG: *In Touch Ministries* was formed 13 years ago to broaden the reach of the Bible-teaching ministry of Charles F. Stanley — and in response to the Great Commission. As it is for our ministry, the purpose of the *In Touch* program is "to communicate to all people the life-changing message of Jesus Christ to redeem the lost, to edify the believer, and to strengthen the local church."

BUENO: At *Buenos Amigos* our Latin audience is very attracted to drama and music, so many of our 400-plus programs have included

a mini-drama series of real-life stories, and a live band with regular singers participating on a constant basis. [This] creates a family feeling of participant to viewer.

We have also used documentary-type programs with on-location commentary, [for example, an] Easter special produced in Israel; theme-oriented programs based on the most frequently asked questions from viewers; interviews with those who have experienced spiritual change in their lives; [and] the use of well-known personalities from the sports and entertainment world who have expressed their faith in Christ.

TRACKING RESULTS

3. How would you judge your performance in reaching your goals for ministry and outreach?

ROGEBERG: It is gratifying to learn that the *In Touch* program is one of the most widely viewed ministry programs and that researchers have applauded it for carrying the highest percentage of spiritual content (as opposed to fundraising and politics).

Dr. Stanley, week after week, delivers his message

"By its nature, media tends to foster celebrityhood, often without adequate accountability. Media ministers are accepted more on the basis of their ability to communicate than their spiritual depth or character. While that problem is not only prevalent in media, it is more intense in media."

BOWERS: We've selected programming which presents the "five-fold" ministry of the New Testament every broadcast day. In addition, we produce a number of local programs which attract the secular audience. [An example is] *Trade-A-Vision*, a television version of *Swap Shop*, where people can call in with items they wish to buy, sell, or trade. Bell Telephone says we get around 900 phone attempts per program.

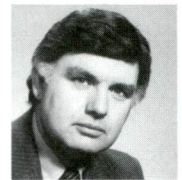
with absolute clarity and conviction. Our production staff regularly offers a program exemplifying the highest standards of production and technical quality.

Yet, the only real means of judging our "performance" is the ongoing and increasing feedback from those whose lives have been transformed through viewing and listening to *In Touch*. In this we are growing. To continue this trend, there must be excel-

lence in teaching, excellence in production quality, excellence in station selection and air times, excellence in publicity, and certainly excellence in our response to viewer inquiries. We must never be complacent here.

BUENO: I am gratified by the fulfillment of our goals as seen with the positive response to our concerts, rallies, conventions, seminars, and stadium meetings. We have had audiences of 25,000 people on a two-day notice.

Our TV ratings have equaled or surpassed our commercial competitors. Our "specials" have been aired free of charge and a number of stations have aired our regular programs on a sustaining basis because of the popularity of the shows. Finally, we have seen thousands find Christ as Savior.

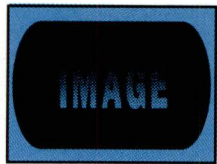


ROSE:
Rose

On a scale of one to 10, we are probably at a six at TV/38. There is still so much more we want to do in terms of community involvement, original programming, coverage, [and] expansion. The fact that our producers have [received] five Emmy [Awards] is ample evidence that there is not a lack of ideas or expertise. There is a lack of financial resources to do as much as needs to be done to make local Christian television relevant.

CONTINUED ON PAGE 10

PARTING . . .
CONTINUED FROM PAGE 9



4. Does Christian television have an "image" problem? If so, what can be done about it?

ROSE: Christian television has an obvious image problem based on these areas of concern: (1) The scandals and the enormous international publicity that followed. No one in Christian television was out of the "path of the storm." (2) By its nature, media tends to foster celebrityhood, often without adequate accountability. Media ministers are accepted more on the basis of their ability to communicate than their spiritual depth or

our message.

We must make sure that our motives are pure, our lives [are] transparent, [and] that we glorify God. We must be sensitive to the needs of "the man on the street" and address our message accordingly in a creative and professional style.

ROGEBERG: Christian television has an enormous image problem. Perhaps it is not as numbing as in 1987 and 1988 when the scandals were repeated in near-daily headlines. Nevertheless, the problem is vast yet today. Quite simply, the problem is Christians seldom watch Christian television, and non-Christians frequently lump all television ministries with those whose scandals still provide fodder for "gossip magazines."

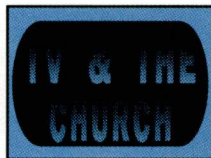
To overcome this truly regrettable situation will take much time and unswerving attention to accountability and integrity for all those

" . . . non-Christians frequently lump all television ministries with those whose scandals still provide fodder for 'gossip magazines.' "

character. While that problem is not only prevalent in media, it is more intense in media. (3) There has been some faulty theology presented on television that is at best shallow and at worst heresy. That kind of presentation certainly does not enhance the image of Christian television.

BUENO: There is no doubt that Christian TV has an image problem. The moral failure of leading TV personalities, the poor production of programming, and the apparent disregard for the non-Christian, have created cynicism and indifference to

ministries which choose and are able to remain.



5. What should religious television's relationship be with the local church, and how would you describe the relationship between your ministry and local congregation(s)?

ROGEBERG: *In Touch* exists, as do many ministries, in large part to strengthen the local church. Mutual support is critical. No television ministry should ever attempt to supplant the local church. The congregation of the First Baptist Church of Atlanta is extremely supportive of *In Touch Ministries*. It is a relationship to be cherished. Prayer needs of *In Touch Ministries* are regularly shared with the congregation, and many members provide invaluable voluntary assistance to our ministry.

ROSE: There is no such thing as the electric or electronic church. Television cannot replace the local church. While there is an accumulation of people watching television, that accumulation is not a *koinonia*. The viewers are isolated from each other and when the set is turned off, they are alone or with their immediate group. The church has a discipleship function and a worship function that cannot be replaced by television.

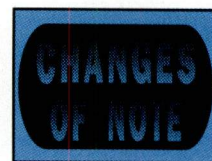
The Christian television station must seek to work together with the local church and discover ways it can assist the church in accomplishing its goals. In Chicago, we make it clear that we are not a church and that we support the unique ministry of the local church.

GREEN: Categorically, I believe Christian television should be the partner of the local church. All television evangelism efforts should result in leading new converts into local churches where they can be nurtured and disciplined.

While television is a business in itself, Christian television, from the perspective of ownership, should be committed to the idea of being a medium that assists

the local church in bringing people into the church community rather than [as] a Christian's alternative to the church.

BOWERS: Do not demand anything from the local church. Work to fill up local churches by your programming and simply be a friend to the local pastors. We invited 41 pastors to help in our last telethon [and] 40 of them accepted.



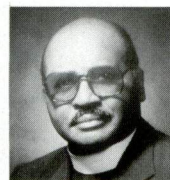
6. What changes have you noticed in religious television in the last ten years, and what changes do you expect during the next ten years?

ROSE: During the past ten years, Christian television has, in one sense, become more refined. It has increasingly used more sophisticated technology. At the same time, we have gone through a spiritual refining process. The problems of the last three years have made a lasting impact on Christian television and its leadership. There is more concern about accountability.

ROGEBERG: In the early 1980s, there were far more ministries involved in television than today. There



Bowers



Green

were great expectations of great harvests for the Lord with stations and networks eager for religious program products, explosive growth possible through satellite delivery, and an apparent nationwide interest in evangelical matters. Inadequate funding and later the horrors of several major scandals are the chief causes that in 1990 we have a far different scene.

In the next ten years, our likely recession and greater competition for diminishing air time will probably reduce the number of TV ministries even further. At a time when there should be more experimentation with alternate program formats to attract different audiences, there will perhaps be even less "risk taking" because of astronomically high air charges.

However, a national program will emerge that addresses the particular spiritual needs of America's growing and numerous minorities. Interactive video cassettes may be more popular than today's broadcast distribution.

GREEN: Being a broadcaster for 27 years and a member of NRB for 15 years, I have seen an enhancement of the television ministry presentation. Broadcasters' commitment to excellence has caused improvement in the professionalism of ministry and broadcast station staffs. Also, there has been a gradual involvement of African-Americans, Hispanics, and Asians in television ministry.

I am looking forward for the 1990s to bring forth cooperation among those who have been able to reach the height of technical excellence and enjoy the blessing of strong donor support, to have a willingness to support the ethnic television ministries, specifically blacks, who have traditionally sup-

ported all of the major ministries across the country.

Now that there are minority-owned stations, and more to come, the 1990s should be flavored with an effort to help these ministries reach the people that will be blessed by their ministries.

As a successful pastor of a predominantly black church that is enthusiastically involved in ministry, I am faced with the question: why is it that black Christians can cross over all the barriers and support the efforts of [their] white counterparts, and they are reluctant to support our causes and efforts? That has been a difficult question to answer.

However, I believe that the 1990s will bring forth the testimony that will answer that question as the body of Christ becomes more sensitive to these and other concerns. The outcome will be a blessing to the African-American religious community who are praying that the Lord really make them one.

I believe the Church, through television and radio, can change the world's perception of Christianity and become even more effective in convincing unbelievers that Christianity works.



7. What is your idea of Christian television at its best?

ROGEBERG: At its best, Christian television should be a large oasis of refreshment (in the midst of a very dry land) to all peoples, empowered by the Holy Spirit, and pointing unflinchingly to Jesus. It should be

uncompromising with biblical truth. It should be well-publicized, topical, and interactive. It should be continuously available in a variety of formats. And it should be sufficiently funded so on-air appeals are unnecessary. It should also compliment the work of the [local] church and never attempt to be a substitute. And finally, it should transform lives!

ROSE: Christian television at its best is creative, innovative, and at the same time rooted in solid biblical doctrine. It should be a catalyst for the local church, creating TV opportunities for evangelism, strong community involvement, and presenting air quality that would gain the respect of the television market.

BOWERS: A combination of *TBN* programming, *Family Net* from *CBN*, outstanding syndicated programs from national ministries, and a local format professionally produced.



8. How can Christian television make an impact that will have a lasting influence upon our society?

BUENO: Besides our unity in the body [of Christ], we must address ourselves to the needs of our society (broken homes; disease (cancer, AIDS); physical and mental abuse; inequities and injustices; abortion; chemical and drug dependency; [and]

health from a biblical perspective.

ROGEBERG: Christian television can have a greater impact on society by promoting ourselves less and Jesus more; meeting our audiences' needs ahead of our financial goals; demonstrating more what we have in common theologically than our differences; uniting to devote "public service" in air time and funds to major societal problems, such as child abuse or homelessness; making excellence our norms in accountability and integrity; and boldly proclaiming the love of God to all we reach.

GREEN: Given the assessment sociologists have made of the nature of the society in which we live, the Church is faced with an alarming number of self-serving and self-centered citizens who have insatiable appetites for worldly gain, immoral and lewd lifestyles, [and] who are prone to violence and satanic worship.

The source of many of these deviant behavior patterns is directly related to television programs. Forty-nine percent of all households spend eight or more hours in a 24-hour period watching television. Therefore, in my opinion, if Christian television intends to [have an] impact [on] this society, there will be a need for a bold confrontation with the powers of darkness that have entrapped these individuals.

ROSE: Christian television has already had a lasting influence on society, both positive and negative. We can have a positive influence by presenting the gospel in a manner that genuinely reflects Jesus and the Word, and by being the best we can be at what we do.

Most Americans enjoy the motion picture experience: a film presented on a large, wide and eminently vivid screen. Now, a new technological advance — high definition television (or "HDTV") — presents the possibility of emulating in the home environment the clarity and dimensions of 35 mm cinematography. As such, HDTV may provide the most dramatic change in the video medium since the advent of color television in the early 1950s.

by Richard E. Wiley

HDTV - A Technical Explanation

What is HDTV, technically speaking? The television picture in this country essentially contains some 525 horizontal or "scanning" lines (incidentally, the figure is 625 in Europe) and a height-to-width relationship (or "aspect ratio") of 4:3. As TV sets are built larger and wider, the picture delivered over these same 525 lines will become diffuse or less "defined." The concept of HDTV is to double or more the image resolution (including the number of scanning lines) and, possibly, to increase the aspect ratio (to perhaps 16:9).

Delivery Systems

Each of the various transmission industries that would like to deliver HDTV to the American public faces serious challenges.

1. Broadcasting

The production of a larger and visually more dense television picture may require more than six megahertz (MHz) of electronic spectrum space allocated to each TV channel in this country. Identifying available spectrum sufficient to accommodate the nearly 1400 TV stations now on the air could prove to be very challenging. However, the Federal Communications Commission (FCC) believes that some form of advanced television service can be introduced quickly and economically in the U.S. through our existing local broadcast system.

Moreover, six-MHz television sets are a fixture in almost every American home. Accordingly, the FCC also has concluded that, once HDTV or another form of advanced television is introduced, service to existing standard television receivers should continue at least for some transition period. This is analogous to the government's ruling, 40 years ago, that color TV receivers had to be "backward-compatible" with black and white sets.

2. Cable

If a broader channel is required for HDTV, cable technically could combine two of its channels (effectively 12 MHz) in order to produce an

advanced image. However, the fact is that cable today is still largely dependent on the retransmission of broadcast signals (for perhaps two-thirds of its programming). Thus, this industry is not likely to move away from a broadcast-compatible regimen too quickly.

3. Satellite

In Europe and Japan, policy makers are planning to implement national HDTV operations transmitted by satellite directly to the home (via spectrally broader channels) rather than by terrestrially based local broadcast stations as in this country. Direct-Broadcast-Satellite (DBS) delivery of HDTV is certainly feasible from a technical standpoint here in the U.S. as well.

Sony's HDC-300
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The Video Future: HDTV



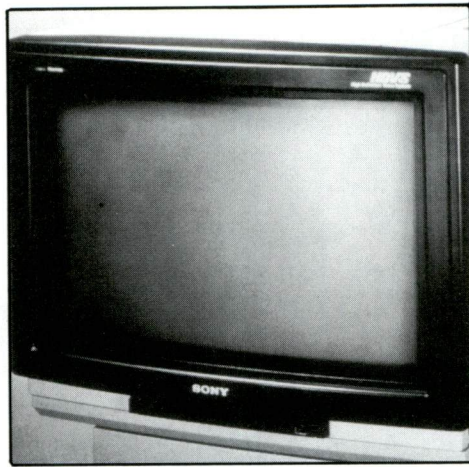
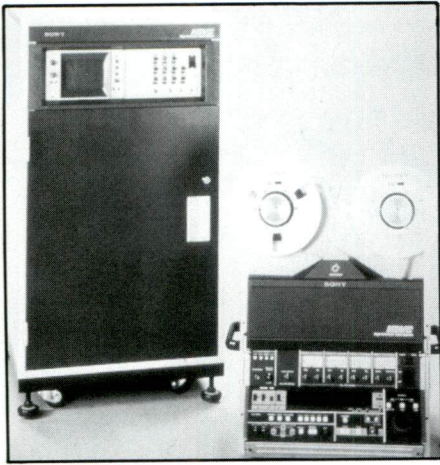
The FCC already has allocated spectrum for such a new transmission medium and, just this past February, a DBS joint venture involving Hughes Satellite and NBC (among others) was announced. However, the economic viability and consumer acceptance of this 108-channel venture remain to be seen.

4. Telephone

Both the telephone and cable industries have expressed interest in high-definition television delivered via fiber optics. Now being introduced in selected areas for telephone transmission, broad-band fiber is perceived by many as an optimum transmission medium. But fiber implementation will be very expensive and, in particular, some experts claim that it may not be economically feasible to lay it all the way to the home.

While the telephone industry has no politi-

Each of the various transmission industries that would like to deliver HDTV to the American public faces serious challenges.



Sony's High Definition Analog VTR System (left) and 28-inch High Definition Color Monitor

cal barriers in building this advanced system, though, both FCC rules and the 1984 Cable Policy Act prohibit a single entity from owning a telephone company and cable system in the same market. Moreover, the AT&T Consent Decree also prevents the Regional Bell Holding Companies from offering "information services" (including video programming) anywhere in the country.

Transmission Standard

In 1987, the FCC established an Advisory Committee on Advanced Television Service (which I chair) to look into the technical, economic, and spectrum trade-offs involved in establishing a new broadcast transmission standard. The Committee also has been examining whether, in fact, additional spectrum could be made available to broadcasters if needed to deliver advanced television service.

After two years of planning, the Advisory Committee is ready to begin extensive laboratory testing of various advanced systems that have been introduced to date.

Essentially, these fall into two categories: (a) enhanced systems that offer some resolution improvement over today's standard television but do not require additional frequencies; and (b) 12 MHz "simulcast" systems that broadcast standard television on one six MHz channel and HDTV on the other six MHz channel (the theory being that HDTV, in fact, could be accomplished in six MHz if engineers were permitted to work with a "clean channel," without the technical artifacts contained in the current standard).

Based on the Advisory Committee's recommendations and other public and

expert opinion, the FCC intends to make its standards determination in mid-1993. The agency is also likely to establish a technical "interface" between its news broadcast standard and cable TV delivery.

U.S. Role

A final, and extremely important, issue relating to the introduction of HDTV is what role the U.S. will play in the industrial aspects of this exciting new service. Without doubt, our country is destined to be the world's leader in HDTV software. Unfortunately, however, we have slipped badly in recent years in manufacturing capability.

Our consumer electronics industry is virtually non-existent, and only one American-owned television set manufacturer (Zenith Electronics) remains. Many policy-makers see HDTV as an opportunity to reverse this decline not only in the video field but in other high technology areas as well.

While numerous challenges must be confronted before it can be determined where the U.S. is headed in the advanced television field, the issue is receiving front-line attention from a host of federal agencies and private sector entities. Hopefully, all of this concern and activity ultimately will bring our citizens clearer television pictures and also a healthier high-tech economy.

Richard E. Wiley, a partner in the Washington, D.C., law firm of Wiley, Rein and Fielding, is a former chairman of the Federal Communications Commission (FCC) and is general counsel for NRB. He currently serves as Chairman of the FCC's Advisory Committee on Advanced Television Service.

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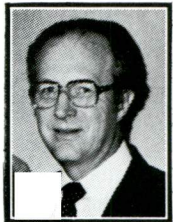
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FOCUS ON THE FAMILY

Who's Tending The Garden of Children's Television?

An interview with Squire D. Rushnell

Squire D. Rushnell knows children's television like few people in the industry. For 15 of the last 20 years at ABC-TV Network in New York, he was vice president of children's television. During several of those years, he was also responsible for *Good Morning America* and is credited with making it number one among early morning talk/information television programs during the early 1980s.

His credits, in fact, are many. Anyone who has followed children's television will recognize Rushnell's productions. They include the *ABC Weekend Specials*; the *ABC Funfit* series with Mary Lou Retton; the long-running and esteemed *Schoolhouse Rock*; and the Emmy-winning *Kids Are People Too* series.

Rushnell also shaped the destiny of the acclaimed *ABC Afterschool Specials*, considered America's finest mini-movies for children. Currently totaling 120 films, they are the winner of more honors than any series in network television history, including 57 Emmy Awards.

During the 1988-89 season,

"You might say that in their eagerness for government 'hands-off,' Washington let the 'golden age' of children's television slip through its fingers."



Left: Christopher (Lion), Kingdom Chum of Love.
Right: Superman McGee.
(Courtesy of The Kingdom Chums Co., Inc. and Living Bibles International, respectively).

he led ABC to the top network position in Saturday-morning programming. In fact, it was the strongest up-front selling season with the largest profit margin in ABC history. Honored by children's groups around the world, Rushnell is the recipient of 10 Action for Children's Television (ACT) awards.

In 1985, he authored *THE KINGDOM CHUMS: Little David's Adventure*, a children's book published by Word, Inc. which was adapted as an ABC prime-time television special. The book features five captivating animal characters who retell value stories from the Bible.

Now *THE KINGDOM CHUMS*[®] characters are on the run again in a one-hour musical explaining the Ten Commandments. Dubbed *THE KINGDOM CHUMS ORIGINAL TOP TEN*[™], it will be aired on network television next spring. Currently, Rushnell is president of The Rushnell Company in New York City. *Religious Broadcasting* recently interviewed him about the current status and future direction of children's programming.

1. How has children's programming changed since its inception during the "Golden Age of Television" and has there ever been a time when children's programming offered more substance than what we are currently seeing in the majority of network programs?

It is difficult to perceive that American television for children ever had a "golden age." Perhaps we came closest during the 1970s. That was the period of time in which attention from Washington lawmakers and regulators, largely at the behest of Ac-

tion for Children's Television, caused broadcasters to tend the overgrown garden of children's television.

Networks and stations responded to ACT's impetus by weeding out violent, anti-social programs. Meanwhile, the 1970s flowered with positive programs, from public television's *Sesame Street* to ABC's *Schoolhouse Rock*; from CBS's *In The News* to NBC's *One To Grow On*.

Backed by pro-regulatory attitudes from the White House, the Federal Communications Commission (FCC) and the Federal Trade Commission (FTC) issued broadcasters a subtle threat: either voluntarily serve children as special constituents or the government might impose mandates to do so.

By the end of the 1970s, the children's television garden was actually a nice place for kids to be. PBS was devoting 20 hours per week to educationally enriched programming for children, and the three networks, among them, averaged 11.25 hours.

Then came the Reagan Administration's deregulation policies. Suddenly, the heat was off in Washington. Ten years later, the evidence of a vast diminution in positive, informational programming for children is that PBS now provides only 12 hours per week and the three networks have dropped to 1.75 hours on the average. You might say that in their eagerness for government "hands-off," Washington let the "golden age" of children's television slip through its fingers.

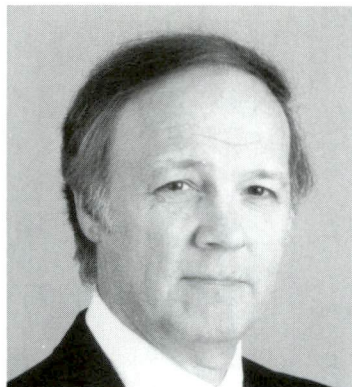
2. How do you feel about the many children's programs that are also tied into the promotion of corresponding toys, clothing, etc.?

The hue and cry over the relationship between advertiser products and television is considerably overblown. When you think about it, any character which was ever popular with children has turned into a lunch pail. Trying to figure out whether it was a toy or a TV character first is pointless.

There is also no reasonable way to legislate this matter. Who is to say that some ought to be able to benefit from millions of dollars in toy licensing, and that others somehow should not. We must continue to let the marketplace sort it out, which it has a good record of doing.

The proof is that almost all television series which were funded by the toy companies for the express purpose to feature their toys failed to last more than a season or two. Misguided attention toward television advertisers only serves to misdirect our attention from that which matters most: the programming.

With advertising for children, we should concern ourselves primarily with one thing: whether it's honest. Misleading commercials should be forcefully monitored, as I believe they



Squire D. Rushnell

"Broadcasters must heed this call by creating programs which use the power of television in an entertaining, yet positive way. Washington lawmakers must heed the call by offering broadcasters an incentive to invest in wholesome, educational programming for children."

generally are at the networks.

But to introduce rules limiting the amount of commercials provides not one constructive step toward the use of the powerful medium of television to provide better educationally enhanced programs for children. In fact, any reduction of commercial television's only base of financial support tends to have the opposite effect.

3. Are children being exploited or taken advantage of through programming intended for them? If so, how?

In our society, where commercial advertisers support not only television, but all forms of entertainment, the argument of exploitation will be ageless. But, in general, I don't believe there is real merit to the exploitation charge.

Besides, kids have their own barometer of fairness. And, they are almost as adept at spotting phonies as they are in determining what is boring. In the final analysis, any adult who takes the time to find out is usually surprised to learn that kids are much smarter than they were thought to be.

4. Many Christians feel that today's Saturday morning cartoons contain occult influences. What alternative kinds of programming can the Christian broadcaster present in response to this alleged problem?

It would be hoped that any parent would exercise careful diligence in monitoring the television programming their children see. I have always encouraged the use of television as a shared experience between parent and child. I have also espoused the notion that there is a shared responsibility between parent and broadcaster.

Thank goodness there are many more TV channels and viewing options open to parents today. Home video allows control of the television set by taping off the air, or buying those programs and tapes the parent believes are most wholesome and beneficial.

Now there are home video programs available for purchase which are based upon Christian values. With nine half-hour episodes produced, the *McGee and Me!*TM series provides a very positive library for Christian households. Hanna-Barbera's *THE GREATEST ADVENTURE: Stories From the Bible*[®] series also has good values.

My company has now released *THE KINGDOM CHUMS* programs created while I was at ABC. *THE KINGDOM CHUMS* are charming animals who have inborn value stories witnessed by their ancestors at the time of the Bible. For example, *THE KINGDOM CHUMS ORIGINAL TOP TEN* [musical video], starring the singing voices of Debby Boone, Tony Orlando, and others, musically explains the Ten Com-

CONTINUED ON PAGE 17

Equipment Manufacturers/Distributors

Digital Services Corp., 3622 NE 4th St, Gainesville, FL 32609, 904-377-8013; John T Davis, pres; Ann L Merideth, vp/mktg; James M Scipp, exec vp; Digital effects systems, combined switcher and digital effects system

Discount Video Warehouse, PO Box 36, Mt Prospect, IL 60056, 800-323-8148; Marc Grossman, sls mgr; Sales of industrial video and audio equipment

Dolby Laboratories Inc, 100 Potrero Ave, San Francisco, CA 94109-4813, 415-558-0200; Kevin Dauphinee, vp/sls & mktg; Joan Allen, vp/advanced mktg; Bob Schein, vp/motion pic div; Manufactures signal processing and noise reduction systems for the recording, broadcast, video and film industries; Dolby Soundlink digital audio for satellite and cable transmission ☐

Television Stations - FLORIDA

FLORIDA

Clearwater

WCFL-TV Channel 22 ★, 6922 142nd Ave N Largo FL 34641, 813-535-5622, FAX 813-531-2497; MARKET: Tampa/St. Petersburg; OWNER: Christian TV Corp; PRES: Robert D'Andrea; VP: Don MacAllister; SALES: Kurt Stowers; GEN MGR: Robert D'Andrea; SALES DIR: Robert D'Andrea; NEWS DIR: Arthelene Rippey; MUSIC DIR: Robert Kennedy; SALES MGR: Cardin Hesselton; OFFICE MGR: Ginny Oliver; CHIEF ENG: Bill Bryan; PROD DIR: Jack Jarvis; CLASS: Commercial 500 kw, paid prgrms; NETWORK: CTN; HRS of OPER: 24; COMM RATES: 60 min sta. \$575; FAX: 813-531-168 hrs

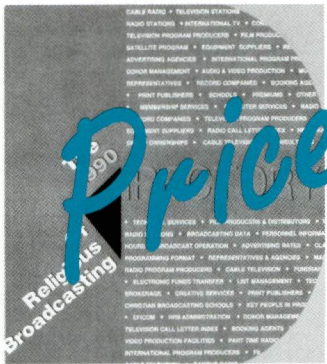
IOWA - Radio Stations

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KBQC 1580 AM ★, 2535 Tech Dr, Suite 303, Bettendorf IA 52722, 319-332-7579; MARKET: Quad cities; OWNER: KBQC/Larry L Lewis; PRES: Larry L Lewis; GEN MGR: Larry L Lewis; PROG DIR: George Marshall; MUSIC DIR: George Marshall; SALES MGR: Carol J Payne; OFFICE MGR: Aleta Lewis; CHIEF ENG: Chris Downs; CLASS: Commercial 500 kw, paid/sustaining prgrms; NETWORK: CBN; AUDIENCE PROFILE: 25-54; HRS of OPER: 6 am-8:45 pm; FORMAT: religious fulltime, gospel

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has its own TV station, the "Third Television Program."

Aside from the terrestrial services, ARD also produces a satellite program (1 Plus), while ZDF cooperates with East Germany, Switzerland, and Austria in a program called 3SAT. About 28 percent of German households have cable television or are equipped with a satellite antenna providing reception of a variety of satellite programming, including "Radio Tele Luxembourg" (RTL), "SAT1," "PRO 7," and "TELE 5."

Other satellite channels which are gaining a foothold in the German market are "Sky Channel" and "Super-Channel." These public and private networks allow very little influence by church institutions.

Viewer Habits

As everywhere, it is a race for the best ratings. On the German market, classical films seem to be popular with channel switchers. Other programs bringing high ratings are news reports and programs on politics, science, the economy, and sports. The transmission of the 1990 World Cup, for example, reached viewing figures of 50 percent — half the population of an entire nation — the dream of all media experts.

The German television magazine *Horzu* surveyed 1087 men and women to determine the differences in male and female viewing habits.

For male TV viewers, the scale is as follows: Popular are adventure films (48 percent), soccer shows (47 percent), detective films (45 percent), and news reports (42 percent). Religious programs (47 percent) are at the top of the men's list of *least* favorite shows, followed by American television series (40 percent), folk theater (32 percent), and interviews with VIP's (31 percent).

Programs of a documentary nature about animals are the number-one choice for women (48 percent), followed by travel shows (47 percent), musical shows (42 percent), and detective films (39 percent). Of the women polled, religious and Christian television shows also are their *least* favorite, due to moral lecturing (42 percent). Second on the list of least favorite programs are war films (40 percent), followed by pornographic films (38 percent), and soccer shows (37 percent).

CONTINUED ON PAGE 20

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IN THE COUNTRY OF . . .

CONTINUED FROM PAGE 19

Opportunities For The Church

Officially, the churches in Germany have the opportunity to actively take part in the production of religious television programs. Although they do not produce programs directly, the Catholic and Lutheran churches employ representatives who manage the programs which are then shown on the public broadcasting stations.

These programs are generally of a proclamation nature, including church services, meditations, and the very popular ARD-Saturday night broadcast: "Wort zum Sonntag" (Message for Sunday). This four-minute broadcast is equally divided between the Catholic and the Protestant Church, with the Free Churches included.

At the same time, the television networks have their own religious departments which are not required to have any ties with the churches. Indeed, religious television programs rarely include biblical truths and Christian ethics. Instead they are responsive to New Age and esoteric religions, often treating world religions such as Islam with greater fairness than the evangelical presence in their own country.

Documentaries, interviews, or panel discussions portray life in the Third World Church or cover political issues at home. The program series *Horizons*, for example, attempts to focus on vital issues from a Christian point of view. But the very program is criticized by evangelicals because it is generally not founded on a biblical outlook of Christianity.

The evangelicals in Germany number 1.5 million, comprised largely of members of the "Landeskirche" (former State Church). Although evangelicals are only a small percentage of the 26 million Protestants in West Germany, they are dedicated believers.

How have evangelicals responded? A few years ago an organization called

"KEP" (Conference of Evangelical Publishers) was formed to help counteract the influx of stray religious ideas. The organization includes 20 evangelical publishing houses, 100 evangelical newspaper publishers, and various representatives of the electronic media, all belonging to evangelical churches. KEP's motto is: "Providing more gospel in the media." KEP strives for the following:

1. The church should remain recognizable as the church of Jesus Christ in the mass media, rather than as a political party or sport association.

2. Christians should be part of editorial staffs to help form public opinion, rather than leaving this to non-believers or even atheists who are critical of the church, as is typical in Germany.

3. Christian thought should be more prevalent in general television programming. Feature films, documentaries, and talk shows are fitting vehicles for transporting the Christian message. When



Participation of the "electric church" in Europe would only be worthwhile if the key figures of organizations are willing to retreat to the background.

a political or ethical issue arises on television, evangelical Christians are usually left out of the discussion.

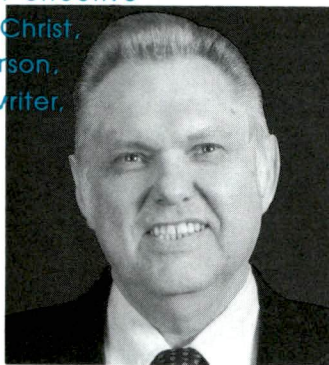
Most men and women who appear on television as "church representatives" express their own set of ethics. The Ten Commandments are viewed as outdated. While the Sermon on the Mount is often cited, the preacher of that same sermon is seldom accepted. The environment is often more important than the souls of their fellow human beings.

Evangelicals obviously take a different standpoint on political issues such as abortion. In view of the dramatic political changes in the two Germanies since last November, evangelicals in Germany indicate the need for a spiritual turning point to accompany the political one.

CONTINUED ON PAGE 22

"The man or woman of God called to full-time evangelistic ministry today has, in my opinion, the most demanding job on earth. In addition to being an effective communicator of the gospel of Jesus Christ, he or she also must be a business person, fundraiser, accountant, travel agent, writer, editor, publisher, recording engineer, radio-TV producer/director, media time-buyer, promotions and advertising specialist, truck-driver, janitor . . . and whatever else needs to be done!"

Willard Mason



With those words, B/M/C Advertising founder and chief executive officer Willard Mason describes the needs he observed which led him to — and not just as a provider of business services — a "ministry of helps."

"Time and again I met really fine evangelists whose effectiveness was being limited either by not having the support services they needed or by being bogged down trying to do everything themselves," says Mason. "And every ministry seemed to feel they had to 're-invent the wheel' and set up their own in-house services, at tremendous expense."

"I began to think about putting together a highly skilled professional team which could provide a wide range of services to ministries on an 'as-needed' basis. I saw the function of this specialized group as standing behind and supporting the ministry gifts to the Church of the Lord Jesus Christ — to help ministers better accomplish what God has called them to do."

"Fulfilling that call can be as simple as Aaron and Hur holding up Moses' arms against Amalek [or] as complex as managing a ministry organization utilizing space-age technology to help spread the gospel to millions of people," continues Mason.

"The early Church felt it was not right for the apostles to spend their time attending to everyday problems. Rather, they sought out qualified men they could 'appoint over this business.' The apostles were then free to give themselves 'continually to prayer, and to the ministry of the word' (see Acts 6:2-4).

"Today, the ministry of helps is infinitely more complicated," adds Mason. "The 'business' of ministry now requires effective organizational management, sophisticated computer technology, and the skillful use of mass media to accomplish the task of taking Christ's mes-

sage to every creature."

A Servant/Pioneer Leader

A native Oklahoman, Mason grew up in Indian country, served in Europe during World War II, and was educated at Oklahoma State University. Trained as an accountant, he became a field auditor with the Internal Revenue Service.

In the mid-50s, Mason joined the Oral Roberts Evangelistic Association. Over the next ten years, he served in a succession of management positions, including chief accountant, assistant controller, and operations manager.

Some of the challenges of this position included developing one of the largest direct mail operations in the country, mailing out millions of publications and letters, and providing personalized attention to the thousands of responses. Mason helped usher the organization into the computer age, challenging IBM and other business companies to develop specialized equipment and software for ministry needs.

During this time, Mason got involved in the Roberts' radio ministry, producing and distributing the program as well as handling national and international placement and time-buying. He also was general manager of Roberts' corporately owned radio stations.

Then, Dr. Roberts asked Mason to take on the task of producing a weekly television program and getting it on the air! The first programs were shot on black-and-white movie film under the evangelist's crusade tent. This type of religious program had never been done before and required the development of innovative production techniques.

Then came the challenge of getting

the new program on the air. Television was a fledgling industry, and each station had to be persuaded to take a chance on selling time for religious programming. Mason helped pioneer many of the production, distribution, management, and sales concepts and practices now generally accepted in the religious broadcasting industry.

Helping Ministries Into The Future

Following his decade of service with Oral Roberts, Mason owned and operated a direct mail service company and a full-service advertising/public relations company which served both religious and secular organizations, including political accounts. He also served as a consultant to numerous ministry organizations. Then came the "call" to set up a specialized organization that would function as "a ministry of helps."

The Tulsa-based B/M/C Advertising, begun in 1977, now offers editorial, design, direct mail fundraising, book editing and publication, marketing, crusade

Willard Mason & The Ministry Of Helps

and event promotion, direct response advertising, print ad production and placement, radio/TV program (and videocassette) formatting and production, and radio/TV time-buying services, as well as consultation and direction in various other non-profit organization management areas.

"Religious broadcasting will become increasingly important in the months and years ahead," says Mason. "Americans now spend up to seven hours a day in front of the TV screen — to reach them, we must go into their 'world.' And the people in other countries around the world are fast becoming drawn to TV as well. But radio certainly isn't dead — not by any means."

"To be effective in the future, Christian broadcasts must concentrate more on need-oriented personal ministry rather

CONTINUED ON PAGE 22

Can The Electric Church Help?

A more precise formulation of this question would be: "Is it worthwhile to import Christian television programs which are successful in North America into European countries? What should the objectives and content of such programs be?"

The answer is "Yes, this spiritual change must be supported and guided." New approaches in content should be promoted, such as those by the Christian television producers in Germany: Evangeliums-Rundfunk (ERF) in cooperation with the mission association Neues Leben (New Life), and the Pentecostal media cooperation Mediavision.

Rather than following the American practice of centering programs around a well-known individual, more media-appropriate formats are implemented such as talk shows, interviews, and video magazines with a variety of reports.

Participation of the "electric church" in Europe would only be worthwhile if the key figures of organizations are willing to retreat to the background. This need is even greater in Eastern Europe in the aftermath of so many dictator-like personalities ruling the country.

For a number of reasons, the electric church is criticized by both evangelicals and non-evangelicals in Germany. According to them:

Evangelical media representatives in North America and Europe should not allow the greatest opportunities for spreading the Gospel into the world to be left solely in the hands of corporate conglomerates or individual stars.

The Key Is Working Together

Current developments indicate additional satellite channels will become available in the future. Buying satellite air time will remain a costly venture. Utilizing satellite channels sensibly and appropriately will also involve financial commitments. This indicates the need for cooperative efforts. As long as theological differences are not insurmountable, organizations and church media departments should develop plans for joint efforts on a long-term basis.

Decisions need to be made on which satellite or channels provide the greatest reach in Europe, how financial means can be raised jointly, and how programming can be guided to provide a variety of formats. The mainline churches should be invited to participate in these cooperative

efforts, reflecting the church distribution in Europe, where interdenominational and para-church organizations are not as widespread.

Yet, no new organizations need to be founded for such endeavors. These negotiations can be well conducted within the framework of NRB.

At the same time, Christian filmmakers and television producers must cooperate more intensively. As leading politicians develop more cooperative relationships to solve their differences, the same should apply to a greater extent in the Christian realm. Europeans realize that some North American Christian television programs can be used effectively in Europe. The producers and marketers of these programs should be prepared to work together more closely with European partners.

Evangelical media representatives in North America and Europe should not allow the greatest opportunities for spreading the Gospel into the world to be left solely in the hands of corporate conglomerates or individual stars.

The New Testament teaches us to learn from the world (Luke 16:8). Europe needs a spiritual reawakening, a new Reformation. Christian media ministries can and should have a greater part in it!

Horst Marquardt, based in Weztlar, Germany, is executive director of Evangeliums-Rundfunk, International, and chairman of Trans World Radio-Europe. This article was translated by Melissa Knabbe.



The electric church incorporates too many elements of show business in an effort to "entertain." Although Christian entertainment is desirable in Europe, show business has a negative appeal among Central European audiences.



The message is one-dimensional and shallow, and often spreads the incorrect message of "success Christianity." The theological message is over-simplified: "Dare to be great!" or "Believe in Jesus and everything will be alright!" Christianity is often presented as a miracle elixir shielding believers from the problems of life.



The commercialization of Christian programs leaves a negative impression on Europeans. This problem seems to originate in the great number of individual organizations striving to support their budgets. Instead, they should work together to reduce air time expenditures and production costs. The misuse of ministry funds in North America a few years ago still resounds in European ears.



The electric church assumes that its programs automatically apply to other cultures. They do not. Both the language and the content must be translated.



North American media organization, often backed by large financial reserves, sometimes break into European countries without informing already-existing Christian producers on the continent. Although their programs proclaim that Jesus blesses those who remain together in spiritual fellowship, their own practice shows they are not interested in cooperative efforts.



Even if the scandals of the past have receded from the foreground in North America, Europeans have not forgotten. They can only hope that attempts to spread the Gospel in Europe via broadcasting do not have similar results.

WILLARD MASON . . . CONTINUED FROM PAGE 21

than entertainment or event coverage. The successful programs will involve their listener/viewers, rather than treat them as spectators. And to develop a meaningful relationship with the individuals who tune in, the ministries must offer a multi-faceted array of personalized products and services, including phone contact, correspondence, publications, tapes, and videos.

"I believe that the successful ministries of tomorrow will find organizations that will share their vision to provide a 'ministry of helps' to perform the myriad number of tasks that otherwise would distract them," Mason concludes. "Only then can they give themselves wholly to the call of God upon their lives, and be truly effective in prayer and the ministry of the Word."

by Ray Wilson

History repeats itself, even in the very young broadcasting industry. When FM radio came on the air, statements were made that it would not survive, or where will the programming or revenues come from? These same statements were made when UHF-TV stations came on the air, and are now being made regarding low-power television (LPTV).

But LPTV is here to stay because it is able to provide a service few other television stations can or will provide, especially local programs and local advertising at less cost. For this reason LPTV is not only low power, but also being called LOCAL POWER, because it gives power to the given locality to cover community issues and events.

That is why, in response to a National Association of Broadcasters (NAB) alert about the LPTV Amendment to Cable Bill on July 5, the Community Broadcasters Association noted:

"When Congress and the [Federal Communications Commission (FCC)] established the low-power television service, they hoped that these stations would provide service to audiences that did not receive such service and new opportunities for small business people and minority groups to own and operate television facilities."

LPTV's Popularity

To date, 849 licenses and 1299 construction permits have been granted for low-power television stations. After deducting those whose permits have expired as of June 25, 1990, this leaves a total of 2148 potential stations, plus many more applications on file with the FCC.

It is no wonder that the full-power stations, backed by the National Association of Broadcasters (NAB), have launched an all-out effort against possible must-carry amendments regarding LPTV to cable bills now pending in Congress.

Of all the states, Alaska has the most licenses issued with 220 and 11 construction permits, followed by Texas, California, and Florida. The only states having no LPTV licenses granted are Connecticut and Rhode Island, although both have construction permits granted.

A low-power station can be built and



on the air as a turnkey operation for an initial investment of as little as \$150,000 for all equipment, excluding the studio building, offices, and transmitter building or tower.

In some cases a tower is not needed; one station that is located on a hill only needed a 20-foot pole to put the antenna on. Some churches or other stations already have rooms available for studio and offices.

Many in the industry have long maintained that, with proper management, there is no reason why a LPTV station cannot make a profit from the first few months, and a very good profit after a year or two of operation. Compared to radio stations, the operational costs are minimal.

Low-power TV, running 18 to 24 hours a day, pays an average electrical bill of \$200 per month or less. The number of employees and space needed could be compared to that of a radio station. In some cases, this means only three to five people — a manager/engineer/production person, secretary, and sales person with only three rooms.

Obtaining Programs For LPTV

Programming has always been a big question mark: Where to get it? How much will it cost? Is there enough material available to fill the time? One of the major problems in the early days of UHF was programming, and many stations went bankrupt because of film costs and other

expenses.

But today there are 14 programming networks for LPTV offering a wide range of programs. Many are on a "barter" basis with little or no restrictions. The 14 programming networks have increased from ten just a year ago, and the number is expected to go even higher with a larger variety of programming available.

These are all offered on satellite and can be played direct or taped for rebroadcast at a time that is more convenient to the station. There are also many programs being offered on a barter basis on 3/4" format. These include children's, sports, home improvement, educational, and even several for college credit. Some are even offered free, with only a one-way postage charge.

For instance, a station can obtain a complete block of Christian children's programs to run against network shows which often carry programming that is objectionable to both Christians and non-Christians alike.

The first NRB, Ad Hoc, Low-Power Television Subcommittee meeting was held March 9, and, since then, two area meetings have been held. And suggestions have been submitted for workshops at the next NRB convention.

Among the topics suggested: getting a license, choosing an attorney or engineers, minority ownership, Equal Employment Opportunity (EEO), INS, contract labor, music licensing, financing, start-up costs, operations, programming, satellite usage, and answers to technical problems.

Some of those participating in the sub-committee meeting were Bill Oechsner, general manager of TV/63, Alamogordo, N.M. (the first full-time Christian LPTV station); David Tucker, general manager of Channel 50, Missoula, Mont., and Channel 66 in Lewiston, Idaho; Sara Warren, general manager of a station to go on the air in El Paso, Texas; and myself. Also attending were Dave Misencik of JVC and Pete Warren of Satellite Technology for Christ.

Ray "Black Buffalo" Wilson, a member of the NRB Board of Directors, has served also for many years on NRB's Television Committee. He is the producer and talent for *Black Buffalo Pow Wow*, the longest nationally produced children's Christian TV program. He holds a construction permit for a low-power station in Hemet, Calif.

Authorization & Negotiation Process Heats Up For Radio

CAMARILLO, CALIF. (NRB) — The National Religious Broadcasters Music License Committee (NRB/MLC) recently mailed hundreds of authorization letters to religious commercial radio stations around the country. At the same time, the Radio Music License Committee (RMLC) blanketed the industry with its own authorization forms.

With both committees vying for authorizations and support of radio stations, individual broadcasters can hardly be blamed for frustration over what is already a complex and confusing topic, notes NRB/MLC executive director Russ Hauth.

"Much is at stake and broadcasters need to be 'wise as serpents' when giving their authorization and support to a committee," said Hauth. "It is best to call up the committee chairman or executive director and ask what the committee's agenda is before choosing to authorize them.

"The NRB/MLC has a focused agenda which we have articulated many times for over two years. We seek a reasonable, non-discriminatory music license whereby stations who use a minimal amount of copyrighted music would pay ASCAP (and BMI) in more direct proportion to

usage.

"This will more than likely take the form of a per-program license with a fee rate more comparable to the blanket license rate and a decreased administrative burden," continued Hauth, who advised, "If your station is primarily or partially a religious-formatted station, and at least 15 percent of your day is devoted to teaching/talk programming, you should sign an NRB/MLC authorization.

"Upon signing and returning this authorization, you will automatically be licensed for the period after December 31, 1990, even if a new license is not negotiated by that date," Hauth added. For those stations that may have not received one, an NRB/MLC authorization form appears below.

The form may either be clipped or photo-copied, filled out, and sent to the NRB/MLC by those stations which have yet to submit their authorizations. Executive director Hauth explained why stations should authorize a committee such as the NRB/MLC to represent them.

"If you operate a commercial radio station, your ASCAP license will expire on December 31," he pointed out. "If you fail to authorize a committee to represent you, ASCAP will probably soon ask you to ex-

tend your existing license.

"These extension agreements will be on terms dictated by ASCAP and will likely bind you to results you may not like. If you authorize a committee to represent you, you will not need to sign an extension agreement. Equally important, your active involvement through authorization and financial support will help the Committee represent the interests of your station."

Southwest NRB Region Holds 20th Anniversary Convention

DALLAS, Texas (NRB) — The Southwest National Religious Broadcasters (SWNRB) chapter held its 20th Anniversary Convention in Dallas from July 18-20. The convention was kicked off with the USA Radio Network's Open House and "A Country Evening in Big D . . ." at the home of June Hunt.

Workshop and special speakers addressed various topics from "Christian Radio in the Year 2000" to "Critical Advice for Broadcasters" to messages of inspiration. W. A. Criswell of First Baptist Church in Dallas was honored with the Pioneer Award, while Burt Perrault from Houston's KSBJ-FM received the Distinguished Service Award.

Sharon Barela of Mark 4 Media, who

To: National Religious Broadcasters Music License Committee (NRB/MLC)
Subject: Authorization for ASCAP and BMI Negotiations/Proceedings

AUTHORIZATION

I hereby authorize the National Religious Broadcasters Music License Committee (NRB/MLC) to represent my station(s) in negotiations with ASCAP, for the period after December 31, 1990* and subsequently with BMI for the period after December 31, 1991. The Committee is also authorized to institute on behalf of such station(s) licensing fee proceedings, should they be necessary.

I understand that this authorization binds my station(s) to the outcome of such negotiation or proceeding, and I further understand that I cannot authorize more than one committee to represent my station for this period.

Station Call Letters

Telephone

(Please complete one authorization for each station)

Licensee Name

Group Affiliation or Name of Owner

Signature and Title

(Owner or Officer Only)

Date

*Once you sign this authorization, and the NRB/MLC files an application with ASCAP, you will be licensed with ASCAP for the period commencing January 1, 1991. ASCAP may not require you to sign an extension of your existing license, nor may they threaten with infringement litigation stations engaged in ongoing negotiations or proceedings. If ASCAP approaches you to sign any other license, threatens infringement litigation, or advises you that you are unlicensed, please contact the Committee immediately.

PLEASE COMPLETE AND RETURN TO THE NRB MUSIC LICENSE COMMITTEE:
2310 Ponderosa Dr., Suite 29, Camarillo, CA 93010
Telephone: (805) 987-0400 FAX (805) 482-8570

concluded her two-year term as SWNRB president during the convention, has been succeeded by Joe Willis from Carnette Communications. Phil French of Mid America Gospel Radio is the chapter's vice president, while Bob Lepine of KSLR-AM is the treasurer and Robin Jones of KQCV-AM is the secretary.

New Assistant Editor Named To Religious Broadcasting

PARSIPPANY, N.J. (NRB) — Donald J. Peterson officially succeeded Paula Podgurski as the assistant editor of *Religious Broadcasting* on August 24. Mrs. Podgurski, who served with the magazine for more than four years, left the publication in anticipation of giving birth to her first child.

Prior to joining NRB's flagship publication, Peterson served as a medical copywriter and advertising manager for two New York City publishers. He is a graduate of Northeastern Bible (N.J.) and Gordon (Mass.) colleges, besides holding an M.A. in English from New York University (NYU).

Currently, Peterson is pursuing his Ph.D. in English from Drew University in Madison, N.J. Peterson, who has taught writing and literature at Rutgers and NYU, resides in Caldwell, N.J., with his wife Darlene.

Before coming to NRB in January 1986 as membership and convention secretary, Mrs. Podgurski worked for radio station WNYM-AM in Staten Island, N.Y. Besides her duties with *Religious Broadcasting* magazine, Mrs. Podgurski served as liaison between the NRB office and the Hispanic National Religious Broadcasters.

NRB Attendees Can Invite Congressmen To Breakfast

PARSIPPANY, N.J. (NRB) — Those planning to attend the 1991 National Religious Broadcasters Convention (NRB 91) in Washington, D.C., January 25-29, are encouraged to extend an invitation now to their congressmen for the NRB 91 Congressional Breakfast.

The Congressional Breakfast is scheduled from 7 until 9 a.m. on Tuesday,

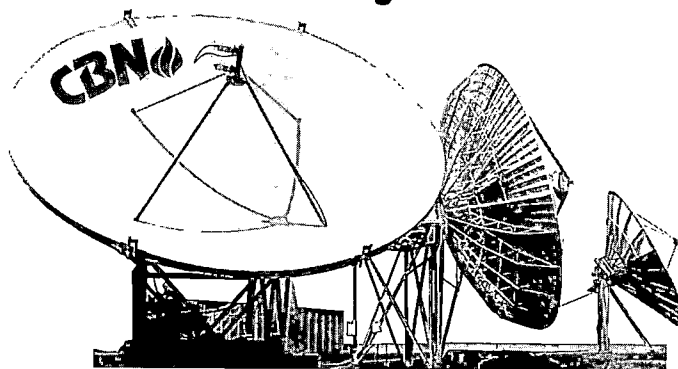
January 29, in the Sheraton Washington Ballroom. Jerry Falwell, speaker on the *Old Time Gospel Hour* and pastor of Thomas Road Baptist in Lynchburg, Va., will give the main address.

Convention attendees, contacting their congressmen concerning the breakfast, should encourage their representatives and senators to respond positively to the formal invitation they will receive from NRB in the near future. Congressmen attending the breakfast will be seated with their constituents.

In a related convention matter, the official NRB Golden Mike Award voting ballot will appear in the November 1990 edition of *Religious Broadcasting*. Original plans called for the ballot to appear in this edition of the magazine.

Voting for the 1991 Golden Mike Awards, however, will still conclude on December 15. Any reader of *Religious Broadcasting* will be eligible to vote, but votes will only be tabulated from the actual ballot printed in next month's magazine. The Golden Mike Awards will be presented during NRB 91.

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• NATIONAL •

Hartman To Host Program On Eastern European Believers

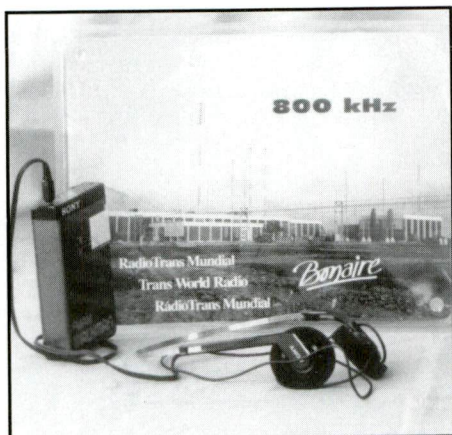
FORT WORTH, Tex. (NRB) — Former *Good Morning America* host David Hartman will be featured in a TV documentary, being produced by the Southern Baptist Radio and Television Commission (RTVC), about Christians in Eastern Europe and the Soviet Union.

The documentary — to be videotaped in Moscow and Leningrad in the Soviet Union; Oradea, Timisoara, and Bucharest in Romania; Budapest in Hungary; and in East Berlin — will be broadcast on ABC-TV in December. It will explore the role individual Christians and some churches played in recent moves toward democracy in countries ruled by Communist dictators.

In addition, the program will examine opportunities that new freedoms offer for church growth and spreading the gospel in new and innovative ways, said Robert Thornton, vice president of television production and programming for the RTVC. "In profiling individual Christians, the documentary will emphasize their past struggles, present lifestyles, and hopes," he said.

Eastern European Students To Attend Regent University

VIRGINIA BEACH, Va. (NRB) — Regent University, in a bold and pragmatic move, has awarded full scholarships to what is believed to be the largest number of graduate students entering an American university from the Eastern



The poster antenna helps listeners of Trans World Radio-Bonaire receive a better signal.

European bloc.

Less than a year after the collapse of communism across Eastern Europe, 40 professionals from six countries were expected to leave careers behind to enter post-graduate degree programs at Regent University during August.

The students, representing Poland, Bulgaria, Romania, Hungary, Yugoslavia, and Czechoslovakia, were identified as emerging leaders in their nations. Members of the group have impressive academic and professional credentials.

Included in the group are lawyers, judges, economists, engineers, priests, broadcasters, scientists, and teachers. Regent's commitment to educate 100 Eastern European leaders is consistent with the university's international vision.

• INTERNATIONAL •

Poster Antenna Enhances Medium Wave (AM) Signal

LARGO, Fla. (NRB) — Even a powerful radio station has its fringe area, where the reception depends on the kind of receiver and antenna the listener uses. If increasing the transmitting power were an option, it would be one way of helping the listener who would like to hear that particular station.

Trans World Radio's (TWR) broadcasting facility on the island of Bonaire in the Netherlands Antilles, with a power of 500,000 watts, does not have the option of increasing transmitter power, but was still determined to help its listeners. TWR found that the well-known 'tuned loop antenna' is a very suitable tool to drastically increase the sensitivity of most medium-wave (AM) receivers.

The antenna is commercially available and does a very good job; but it is relatively expensive (\$40), bulky, and difficult to mail to listeners. TWR project engineer Hans Peter Wirth thought, "It would be nice if it could be sent in an envelope."

Wirth then came up with the idea of a 'poster antenna' that could be used as a promotion for the station, and would also have the loop of several turns of small wire and the capacitor for the tuned loop antenna integrated into it.

The poster would let the listener see what the station looks like, while the internal loop antenna, when resting against



DAVID HARTMAN

the side of the radio, would help the listener receive a better signal. The first working prototype of the poster antenna was built in May 1987.

A very delicate, but amazingly effective unit, it improved the signal as much as if the transmitter power were increased 20 times (e.g. a 50,000-watt station to one million watts). The antenna, though, works only at the frequency to which it is tuned.

For the past two years, many people have participated in research, prototype building, and field testing. The final product measures approximately 9 x 11 inches with a color picture of the transmitter site on one side, and instructions in Spanish, Portuguese, and English on the other side.

The poster and the antenna components are all heat sealed in molded plastic, acting as a picture frame. The first production run of 5000 poster antennas was completed at a cost of approximately one dollar each.

TWR-Bonaire offers the antennas to its listeners in the fringe areas as a free gift — celebrating the 25th anniversary of broadcasting from the island. TWR hopes that other radio stations will use the idea and make poster antennas tuned to their frequencies. — Ernie Franke

Trans World Radio Seeks To Air Gospel In Czechoslovakia

CARY, N.C. (NRB) — Trans World Radio (TWR) president and founder Paul E. Freed was recently in Czechoslovakia for meetings with government officials regarding TWR's usage of that country's superpower broadcast facilities for gospel radio ministry programming.

During Dr. Freed's meetings, officials in charge of Czechoslovakia's radio and television communications were very

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A recent survey by Capital Cablevision of Jackson, MS, had a higher than usual (15%) response of viewership ranking. Of the national cable networks above, ACTS had the "highest overall viewing ranking." Obviously, this survey doesn't cover every system in the nation. However, it does indicate the appeal of ACTS in one typical U. S. city where people watch faith and family programming. Perhaps your ministry could benefit from that kind of viewer loyalty.

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National Representative: American Cable Advertising, 1777 N.E. Loop 410, Suite 1450, San Antonio, TX 78217
Ministry Representative: Cody S. Knowlton

TELEX INTRODUCES A PAIR OF NEW VIDEO PROJECTORS

Telex Communications, Inc., has introduced two new video projectors, which use a single lens and liquid crystal display to project large video images onto a screen. The Telex MagnaByte model 2001 plugs into any VCR, videodisc player, TV or videocamera with a standard NTSC connection, and requires no technical or convergence adjustments other than focus.

A second version, Model 2002, has

sound reinforcement, conferencing, recording, television, and other applications that demand surface mounting and minimum visibility. The new AT841A OmniPlate can be battery- or phantom-powered. Battery life is approximately 1000 hours. The OmniPlate features a 30-20,000 Hz frequency response and 200 ohm balanced output.

The Model AT871R is a phantom-powered UniPlate with 10 dB more sensitivity and is designed to plug directly into a mike jack with phantom power. For

the studio end, the PLXmicro allows full on-air duplex operation for both studio host and remote broadcast talent.

For more information, write: COMREX Corporation, 65 Nonset Path, Acton, MA 01720, or call (508) 263-1800. The fax number is (508) 635-0401.

TRABTECH LINE OF DEVICES OFFERS SURGE PROTECTION

Trabtech devices represent a systems approach to solving overvoltage and transient applications. The Trabtech line incorporates gas filled surge arrestors, surge suppression diodes, and metal oxide varistors to provide protection for data lines, measurement lines, electronic, and electrical equipment.

For more information, write: Phoenix Contact, P.O. Box 4100, Harrisburg, PA 17111, or call (717) 944-1300. The fax number is (717) 944-1625.

VALLEY INTERNATIONAL HAS TWO NEW POWERED RACKS

Valley International is presently delivering its first new product introductions for 1990, the PR-2A and PR-10A Powered Racks. These units are third-generation-powered rack enclosures designed to complement the operational flexibility inherent in their 800 Series modular signal processor units.

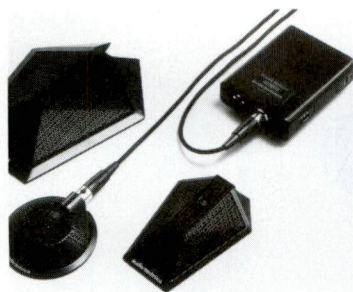
The PR-2A is designed to accommodate one or two 800 Series modules in a 1 3/4 inch x 19 inch (1u) rack space. Identical modules, appropriate for stereo processing, may be linked via the convenient front panel LINK switch. LXR connectors are provided for all audio inputs, outputs, and external inputs.

The PR-10A accommodates up to ten 800 Series signal processors in a 5 1/4 inch x 19 inch (3u) rack space and provides XLR connectors as the standard interface for all audio inputs, outputs, and external inputs. The PR-10A offers improved RFI and electromagnetic shielding capabilities.

The PR-10A employs a two-section bipolar power supply offering improved regulation and heat dissipation. Each section of the power supply powers five 800 Series modules. In the event of regulator failure, five of the ten modules enclosed in the PR-10A remain active.

For more information, write: Valley International, Inc., P.O. Box 40306, Nashville, TN 37204, or call (615) 383-4737.

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AUDIO-TECHNICA'S MIKES



COMREX'S PLXmicro

the same capabilities as the 2001 except that it features a self-contained VHS videocassette player with automatic play and rewind functions. Each model has a built-in amplifier and 5-watt speaker, full audio and video control panel with LED indicators, an accessible, user-replaceable lamp, and a 12-foot long, 3-wire power cord with a 3-pin grounded plug.

Retail price is \$2495 for the 2001, and \$3195 for the 2002. For more information, write: Telex Communications, Inc., 9600 Aldrich Ave. South, Minneapolis, MN 55420, or call (612) 884-4051. The fax number is (612) 884-0043.

AUDIO-TECHNICA PRODUCES THREE NEW BOUNDARY MIKES

Selection and versatility highlight a recently expanded series of boundary microphones by Audio-Technica U.S., Inc. Added to the AT871 UniPlate are a new, smaller version of the microphone (AT851A Micro UniPlate), a phantom-powered design (AT871R), and an omnidirectional model (AT841A OmniPlate).

The series is designed to offer audio specialists flexibility and naturalness for

more information, write: Audio-Technica U.S., Inc., 1221 Commerce Dr., Stow, OH, or call (216) 686-2600. The fax number is (216) 686-0719.

NEW FREQUENCY EXTENDER IS PRODUCED BY COMREX

A portable, battery-operated frequency extender from COMREX Corporation packs twice the features of previous frequency extenders into half the size. Using standard dial telephones — or cellular phones — the PLXmicro transforms "telephone sound" to broadcast quality.

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The PLXmicro includes a monitor decoder, hybrid circuitry, and headphone output as well as microphone and tape inputs plus AGC. An external AC power supply is an available option. Used with the COMREX TH-X Extender Hybrid at



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SEEKING CAREER in Christian radio. Two years' experience, on-air and marketing. Will relocate. Contact Bill Scorgie, 8155 Richmond Ave., #915, Houston, TX 77063, (713) 785-8511.

I WILL SERVE the Lord Jesus Christ no matter what! BA in radio and television production with minor in business administration. Working in field for over two years; seeking full-time position in radio and/or television operations with management opportunities. Contact Eric Reinholt, 4234 Wingrove, Arlington, TX 76015, (817) 465-0881.

WANTED: A STATION willing to help me fulfill the calling God has placed on my life. That is, a call-in program where people's needs can be prayed for and ministered to from God's Word. Call me, Dennis Karsten at (218) 246-2290.

CHRISTIAN ANNOUNCER looking for a growth opportunity! Eight years experience, including on-air music and talk show formats, production work, and music programming. Currently working at a Christian CHR, doing all of the above. Looking for MD/on-air position, or anything related. For tape/resume, call (504) 286-3600, ask for Hugh Roland

26-YEAR COMMERCIAL BROADCASTING professional with television, radio, and cable experience seeks management position with Christian radio or television station. Extensive budget experience. Past positions include programming, general sales manager, and general manager. Prefer upper midwest, but will relocate. Chuck Albrecht, 775 School Road North #775-105, Hutchinson, MN 55350, (612) 587-4945.

CURRENTLY EMPLOYED in small market secular AM/FM combo as assistant program director. Seek employment in Christian station as announcer/air personality. Major market experience includes some Christian. Bob Mohr, 110 Pennsylvania Ave., Apt. 3, Cumberland, MD 21502, or leave message at (301) 759-9450.

CREATIVE, ENTHUSIASTIC YOUNG WOMAN seeks a position with a Christian

video production company. Background: producer/director/graphic artist for local TV station responsible for all aspects of commercial production, concept, photography, lighting, editing, and audio. Also computer graphic artist using a Commodore Amiga. For tape and resume, call Lynise at (503) 673-2232.

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ESTABLISHED CHRISTIAN FM seeks qualified engineer/announcer. Successful applicant will have experience in equipment repair and good communication skills. Experience in dealing with regulatory agencies a plus. Send resume with references and salary history to WTLR, 2020 Cato Ave., State College, PA 16801.

PROGRAM DIRECTOR POSITION with Enterprise Network stations in Montana. A proven track record with adult religious formats is needed. Two AM announcer positions also available. Resumes to Box 30455, Billings, MT 59107. EEO

PERSON WITH AGGRESSIVE track record in radio sales and management to develop sales accounts with Class A Christian radio station in central Pennsylvania. Send resume to WQJU Radio, 22 N. Fourth St., Mifflintown, PA 17059.

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TOP 100,000-WATT FM Christian station in Omaha/Council Bluffs/Lincoln market is now taking T & R's for future, fulltime openings. Strong production skills, on-air experience, and technical interest preferred. Send portfolio to 100.7 FM KGBI, 1515 South 10th St., Omaha, NE 68108.

CHIEF ENGINEER NEEDED for new Christian television station. Experience in new station installation a plus. UHF transmitter experience necessary. Prefer a minimum of three years experience. Send resume to TV, P.O. Box 18862, Shreveport, LA 71138.

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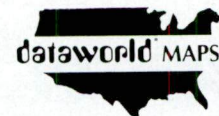
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COOKING WITH COOK

Live Today With God & Tomorrow In Mind



by Robert Cook

It must have been 20 years ago that Edwin Orr, famed student of the religious revivals of history and the possessor of a couple of earned doctorates, was a guest at our house in Briarcliff Manor. We were seated at the breakfast table, and he was just finishing off some bacon and eggs over easy.

He wiped a bit of egg yolk off his chin, looked up at me, and asked thoughtfully, "Bob, have you ever thought about dying?"

"Why, no," I replied. "I guess I am just too busy living to worry much about death. My motto is, pay attention to your future, because that's where you will spend the rest of your life."

Now, 20 years later, Edwin Orr is with his Lord, but I am still around, and I have to tell you that my answer to his question would be the same today as it was then. Live every moment for God, and plan your future with His glory in mind.

Life, says James, is "a vapor, that appeareth for a little time, and then vanisheth away. For that ye ought to say, 'If the Lord will, we shall live and do this or that.'" Point number one: Make sure you are in the will of God. If you achieve success apart from the sovereign will of God, you will enter eternity feeling frustrated and cheated.

Bob Jones Sr. used to say, "Find out where God is moving, and get in there!" Good idea! Paul says that the will of God is good, and acceptable, and perfect. You just can't get a better deal in life.

No matter what your age or station in life, God has a master plan for your life. He says, "I know the thoughts that I think toward you, . . . thoughts of peace and not of evil, to give you an expected end." Wait before your Lord day by day until you are clear about what He wants you to do, then get at it!

Point number two: Give every day your best shot. A Christian can never say, "This one doesn't matter." It always matters! There is always someone whose life is being touched by your dedication or lack of it.

Ecclesiastes 9:10 says, "Whatsoever thy hand findeth to do, do it with thy might, for there is no work, nor device, nor knowledge, nor wisdom in the grave, whither thou goest." If you miss God's opportunity on a Tuesday, you can't go back and do it over on a Thursday. Give it your best!

Number three: Leave the uncertain-

ties — the "what if?" questions — with your Lord. What if this project doesn't succeed? . . . what if I go broke? . . . what if my health fails? . . . what if we enter a period of recession? . . . what if war breaks out? . . . what if? . . . and what if? . . . Leave all these questions with your Lord.

Paul says (II Corinthians 2:14), "Now thanks be unto God, which always causeth us to triumph in Christ, and maketh manifest the savor (fragrance) of His knowledge by us in every place." You are unsinkable if Jesus is with you in the boat! God's plan is to get you from point A to point B, sometimes by way of the storm!

And always and always, His plan involves not primarily getting you in to the Fortune Magazine's list of 500, but rather making people aware of His presence when you come around. He makes "manifest the fragrance of His knowledge by us in every place."

Number four: Pray earnestly and in faith about your future. You may be, like me, on the sunny side of eighty, or just in your salad days. Either way, God has plans for you, and He will reveal them as you seek Him in humble, earnest, believing prayer.

Robert Cook is chancellor of The King's College, speaker on *The King's Hour* broadcast, and a member of NRB's executive committee. Dr. Cook lives in Tannersville, Pa.

LOOKING AHEAD

NRB SOUTHCENTRAL REGIONAL CONVENTION

October 5-6, Nashville, Tennessee

NRB MIDWEST REGIONAL CONVENTION

October 10-12, Chicago, Illinois

NRB EASTERN REGIONAL CONVENTION

October 18-20, North East, Maryland

NRB CARIBBEAN REGIONAL CONVENTION

November 12-13, San Juan, Puerto Rico

NRB 48TH ANNUAL CONVENTION & EXPOSITION

January 25-29, 1991, Washington, D.C.

CHRISTIAN MANAGEMENT ASSOCIATION INSTITUTE

February 11-14, 1991, Chicago, Illinois

NATIONAL ASSOCIATION OF EVANGELICALS 49TH CONVENTION

March 5-7, 1991, St. Louis, Missouri

NATIONAL ASSOCIATION OF BROADCASTERS 69TH CONVENTION

April 15-18, 1991, Las Vegas, Nevada

NRB 91: Accepting The Call

Despite the responsibilities and ongoing demands of their individual ministries, several Christian broadcasters made the decision to call the first annual convention under the banner of National Religious Broadcasters (NRB) nearly 47 years ago.

With the organization just weeks old, and not yet incorporated, leaders knew that the legal structure could wait, but the vision for evangelical outreach to a tattered nation could not. After all, in 1944 the U.S. had military forces overseas defending its allies and the nation was struggling through an economy tied to the events halfway around the world.

Also under siege were the underlying religious freedoms that allowed religious broadcasters access to the airwaves. Entities on all sides were pressing to keep the church "in its place." If ever there was a time when religious broadcasters needed to rally and when people needed to hear the Gospel, wasn't it then, and isn't it now?

A Call To Convene

Once a year, NRB has called religious broadcasters, and those affiliated with the industry, to convene at a single location to address matters of the corporation and issues of shared concern. This is not a compulsory exercise, but rather a voluntary collection of people under a single cause: the proclamation of the Gospel and the freedom to do so through the media.

The national convention is designed to further the work already being done as well as to provoke consideration of new opportunities as yet untried. General sessions, seminars, workshops, and the exhibit halls are different venues for this interaction to take place.

Program does not make it happen;

it allows it to happen. Sitting in a room of 40 or 4000 people will not make you expand your horizons, but a single concept or idea has been known to lead to entire new ministries.

Face To Face

One of the fundamentals of good broadcasting is addressing your audience as if you were sitting with them in their living room. It is that feeling of familiarity that allows the listener or viewer to open up and really hear what is being said.

How often we have the radio or television on and realize after half an hour that we can't recall any of the program because we have been preoccupied. Have you ever gone home after a busy day and recall it at the dinner table as a blur of deadlines, meetings, correspondence, and phone calls?

Getting away from the daily routine and meeting with other broadcasters face to face makes the impact of NRB's convention impossible to duplicate. They are each unique opportunities which cannot be duplicated or repeated.

Each year the speakers, musicians, workshop panelists, and attendees generate an atmosphere which belongs to those few days. The following year has common characteristics, but its own personality.

A Voice To Be Heard

It is not just empty boast that Washington, D.C. is the most powerful city in the world. It can save countries from starvation, make international bullies carefully consider their next move, and keep America friendly toward religious freedom.

There is no question that the U.S. Constitution technically allows for freedom of religion. It is the reality of that enforcement on which we keep a

wary eye.

Hundreds of legislators and other government officials are personally invited to participate during the convention. This is to supplement the individual contact of NRB's members and other attendees.

By making appointments ahead of time, many broadcasters take advantage of this critical opportunity to meet with their senators and congressmen, as well as officials at the Federal Communications Commission and other government agencies.

Either alone, or with fellow broadcasters from your district or state, make these meetings an important occasion to articulate your views on the important issues of concern to you.

And you will find that almost all elected representatives are willing to schedule a few moments with constituents around the NRB Congressional Breakfast or on Capitol Hill. October is never too early to make initial contact on these matters, assuming a congressman is not up for re-election.

Being Counted

By the time you read this, more than 900 attendees and exhibit personnel are expected to have registered. And it is anticipated that over 2500 delegates will be on hand for all of NRB 91, with 7000-plus enjoying at least a part of the convention. The attendees will represent all 50 states and more than 30 foreign countries.

Of course these figures include your registration, just as the success of NRB 91 requires your participation. As much as things have changed since NRB's first convention, they also remain the same. If ever a world needed the Gospel, isn't it now? Will we heed the call?

Bob Bowen, a contributing editor to *Religious Broadcasting* magazine, is also NRB's membership director.

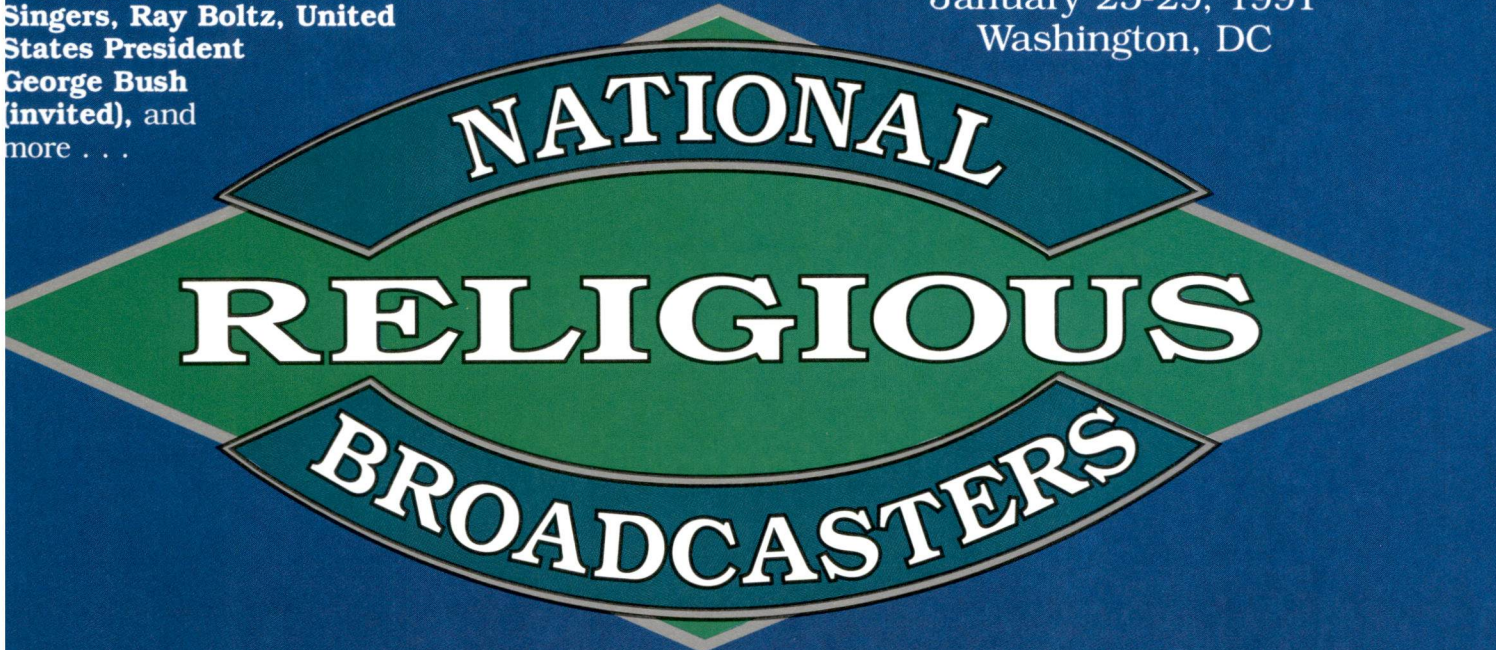
You are cordially invited to: **ATTEND** the NRB 91 workshops, covering evangelism through the media, improving the effectiveness of your ministry, radio and TV programming, how the broadcaster can make a difference in social issues, fundraising, and more.

VISIT the NRB 91 expo hall with over 200 exhibitors showing the latest in equipment, print media, music publishing, computers, and everything related to religious broadcasting.

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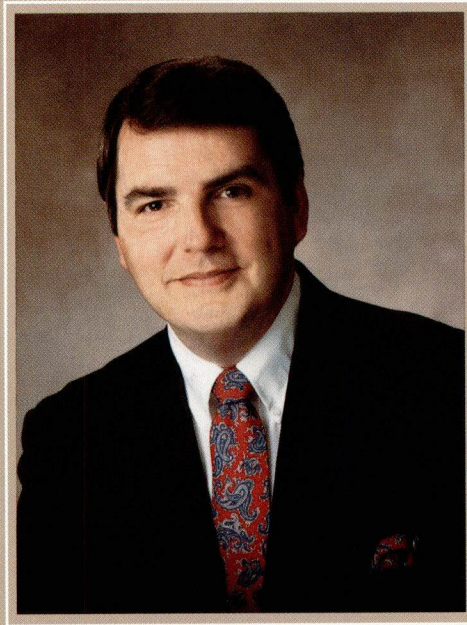
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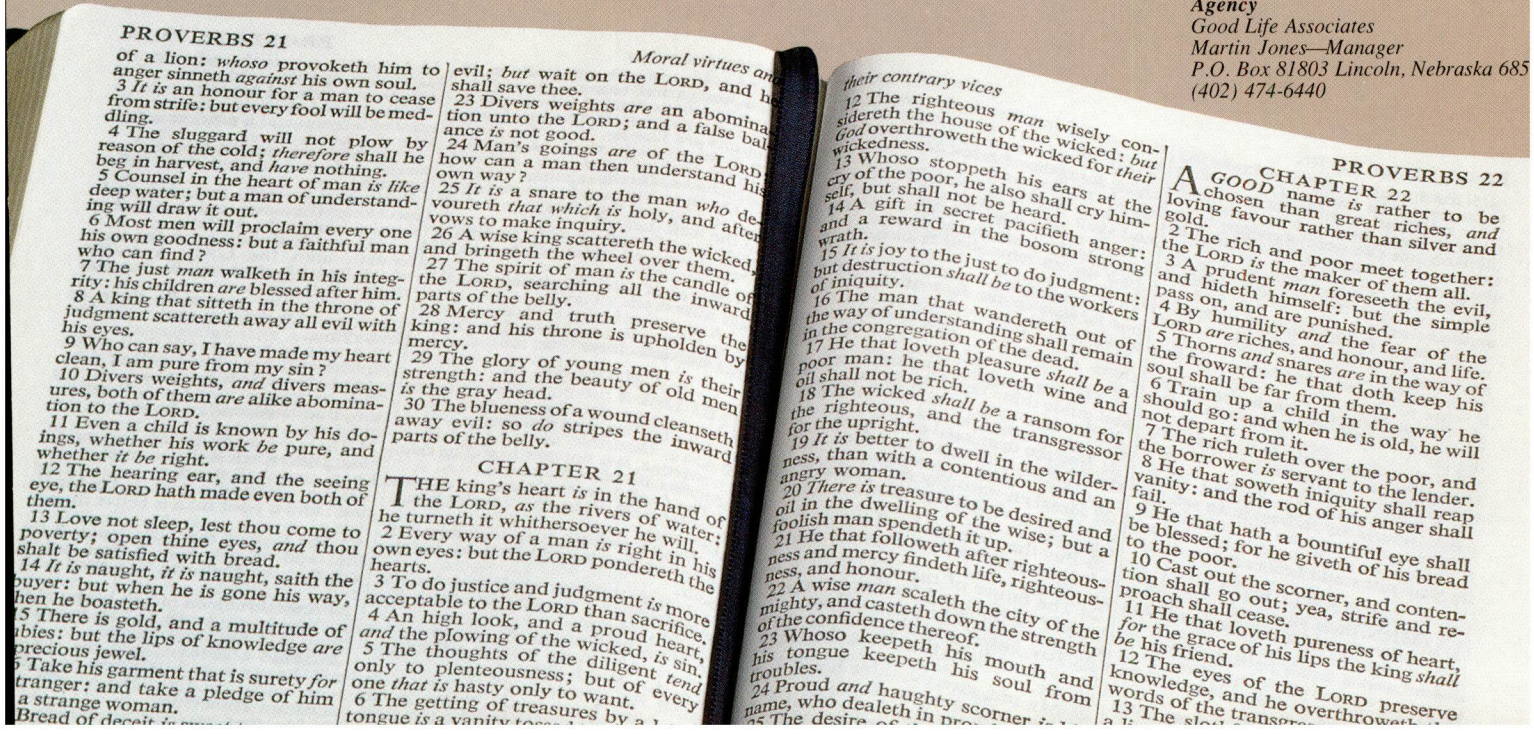
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PROVERBS 21

of a lion: *whoso* provoketh him to
anger sinneth *against* his own soul.
3 *It is* an honour for a man to cease
from strife: but every fool will be med-
dling.
4 The sluggard will not plow by
reason of the cold; *therefore* shall he
beg in harvest, and *have* nothing.
5 Counsel in the heart of man *is like*
deep water; but a man of understand-
ing will draw it out.
6 Most men will proclaim every one
his own goodness: but a faithful man
who can find?
7 The just *man* walketh in his integ-
rity: his children *are* blessed after him.
8 A king that sitteth in the throne of
judgment scattereth away all evil with
his eyes.
9 Who can say, I have made my heart
clean, I am pure from my sin?
10 Divers weights, and divers meas-
ures, both of them *are* alike abomina-
tion to the LORD.
11 Even a child is known by his do-
ings, whether his work *be* pure, and
whether *it be* right.
12 The hearing ear, and the seeing
eye, the LORD hath made even both of
them.
13 Love not sleep, lest thou come to
poverty; open thine eyes, and thou
shalt be satisfied with bread.
14 *It is* naught, *it is* naught, saith the
buyer: but when he is gone his way,
then he boasteth.
15 There is gold, and a multitude of
vases: but the lips of knowledge *are*
precious jewel.
16 Take his garment that is surety for
stranger: and take a pledge of him
a strange woman.
Bread of deceit is sweet to a man;

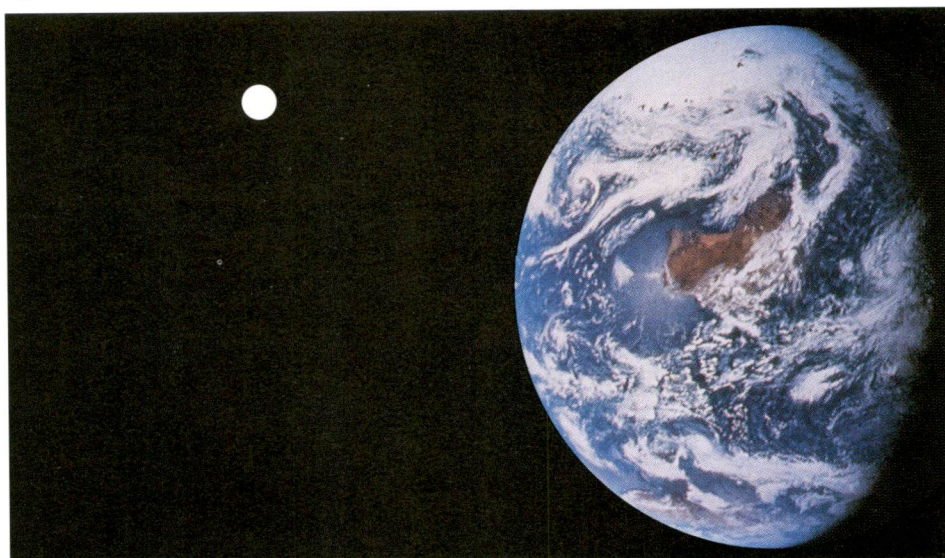
evil; but wait on the LORD, and he
shall save thee.
23 Divers weights *are* an abomina-
tion unto the LORD; and a false bal-
ance *is* not good.
24 Man's goings *are* of the LORD:
how can a man then understand his
own way?
25 *It is* a snare to the man who de-
voureth *that which is* holy, and after-
wards bringeth the wheel over them.
26 A wise king scattereth the wicked,
and bringeth the wheel over them.
27 The spirit of man *is* the candle of
the LORD, searching all the inward
parts of the belly.
28 Mercy and truth preserve the
king: and his throne *is* upholden by
mercy.
29 The glory of young men *is* their
strength: and the beauty of old men
is the gray head.
30 The blueness of a wound cleanseth
away evil: so do stripes the inward
parts of the belly.
CHAPTER 21
The king's heart *is* in the hand of
the LORD, *as* the rivers of water;
2 Every way of a man *is* right in his
own eyes: but the LORD pondereth the
hearts.
3 To do justice and judgment *is* more
acceptable to the LORD than sacrifice;
4 An high look, and a proud heart,
and the plowing of the wicked, *is* sin.
5 The thoughts of the diligent *tend*
only to plenteousness; but of every
one *that is* hasty only to want.
6 The getting of treasures by a
tongue *is* a vanity tossed by a

their contrary vices
12 The righteous *man* wisely con-
sidereth the house of the wicked: but
God overthroweth the wicked for their
wickedness.
13 Whoso stoppeth his ears at the
cry of the poor, he also shall cry him-
self, but shall not be heard.
14 A gift in secret pacifieth anger:
and a reward in the bosom strong
wrath.
15 *It is* joy to the just to do judgment:
but destruction *shall be* to the workers
of iniquity.
16 The man that wandereth out of
the way of understanding shall remain
in the congregation of the dead.
17 He that loveth pleasure shall be a
poor man: he that loveth wine and
oil shall not be rich.
18 The wicked shall be a ransom for
the righteous, and the transgressor
for the upright.
19 *It is* better to dwell in the wilder-
ness, than with a contentious and an
angry woman.
20 There *is* treasure to be desired and
oil in the dwelling of the wise; but a
foolish man spendeth it up.
21 He that followeth after righteous-
ness and mercy findeth life, righteous-
ness, and honour.
22 A wise *man* scaleteth the city of the
oil in the dwelling of the wise; but a
foolish man spendeth it up.
23 Whoso keepeth his mouth and
his tongue keepeth his soul from
troubles.
24 Proud and haughty scorner
name, who dealeth in proud
25 The desire of the righteous *is*

CHAPTER 22

A GOOD name *is* rather to be
loving favour rather than silver and
gold.
2 The rich and poor meet together:
the LORD *is* the maker of them all.
3 A prudent *man* foreseeth the evil,
and hideth himself: but the simple
pass on, and are punished.
4 By humility and the fear of the
LORD *are* riches, and honour, and life,
and hideth himself: but the simple
5 Thorns and snares *are* in the way of
the froward; he that doth keep his
soul shall be far from them.
6 Train up a child in the way he
should go: and when he is old, he will
not depart from it.
7 The rich ruleth over the poor, and
the borrower *is* servant to the lender.
8 He that soweth iniquity shall reap
vanity: and the rod of his anger shall
fail.
9 He that hath a bountiful eye shall
be blessed; for he giveth of his bread
to the poor.
10 Cast out the scorner, and conten-
tion shall go out; yea, strife and re-
proach shall cease.
11 He that loveth pureness of heart,
be his friend.
12 The eyes of the LORD preserve
knowledge, and he overthroweth
13 The sleep of the righteous *is*

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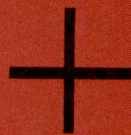
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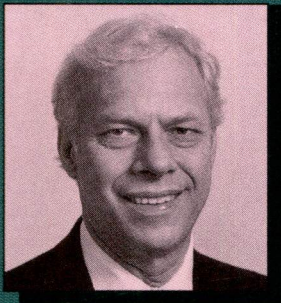
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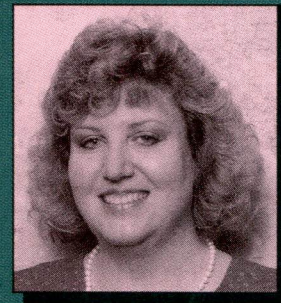
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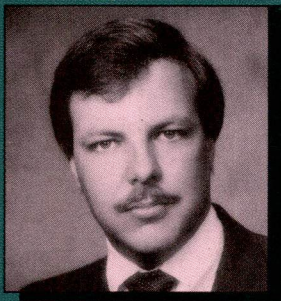
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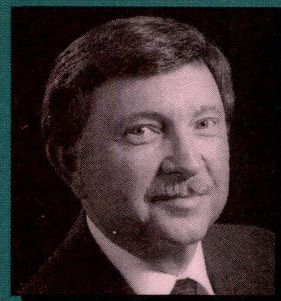
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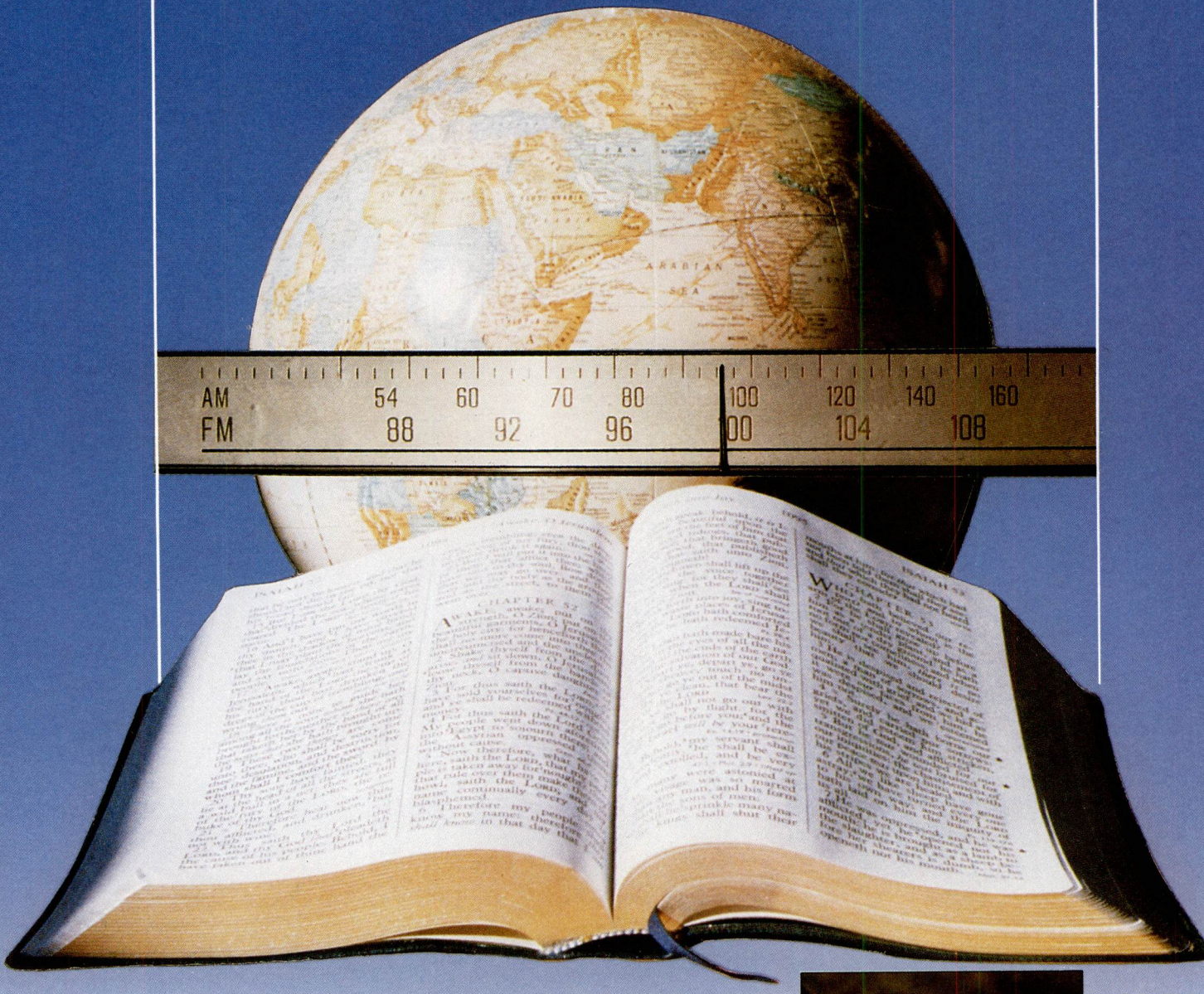


NEWS • NEWS • NEWS

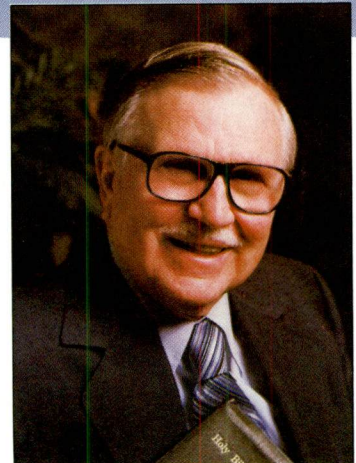
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In Religious Programming

INSIDE: THE 1991 "GOLDEN MIKE AWARDS" BALLOT

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PAGE 10



PAGE 20



PAGE 39

FEATURES

8 — Should Programming Carry More Than A Spiritual Message?

by E. Brandt Gustavson / Religious broadcasters can reach a wider audience through expanded programming.

10 — Why Is Focus On The Family So Effective?

by Evelyn Gibson / How God's blessing and meeting the needs of today's families have kept this ministry flourishing.

11 — Focus On The Family: Ministering From Within

by Mike Trout / Accountability to the Lord is behind Focus' "wholesome" image.

12 — The Role of News Services In Religious Programming

A panel of specialists discusses news service options for religious radio stations.

16 — The Philosophy Behind A Successful Radio Network

Representatives from leading Christian radio networks discuss their reasons for success.

20 — Origins: Programming Which Brings The Bible & Science Together

by Russell Bixler / Leading scientists and Bible scholars confront program viewers with truths they may have never heard.

31 — Making Prayer A Priority In Your Share-A-Thon

by Rod Robison / Practical tips on how to give prayer requests a front seat in on-air fundraising are offered.

32 — Religious Broadcasting: Addressing The Issues With A Single Voice

by D. James Kennedy / A call for religious broadcasters to present a united approach to today's social issues.

34 — Are We Reaching The Boomer Generation?

by Wayne Pederson / A radio station manager challenges broadcasters to meet the needs of the "baby-boomer" generation.

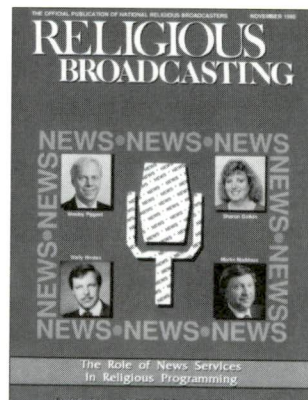
36 — Bob Bowman: Ordinary Clay For An Extraordinary Vessel

by Virginia Churchill / A profile of one of the great leaders of missionary radio.

DEPARTMENTS

SIGNING ON	3	PROGRAMMING ISSUES	46
READERS' FORUM	4	THE BOOK SHELF	47
WASHINGTON WATCH	6	CLASSIFIEDS	48
INSIDE NRB	38	MUSIC MATTERS	50
MEDIA FOCUS	39	COOKING WITH COOK	52
TRADE TALK	44	LOOKING AHEAD	52

ABOUT
THE
COVER



THE ROLE OF NEWS SERVICES IN RELIGIOUS PROGRAMMING
A panel of news experts discusses the importance of a news service on Christian radio. The exchange begins on page 12. Other programming ideas and insights are included in this issue, starting with Brandt Gustavson's editorial on page 8.

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SIGNING ON

Much to the delight of Christians everywhere, the Congress of the United States passed a resolution a few years ago . . . that proclaimed 1983 "The Year of the Bible." In this cynical modern age, when so many of our leaders seem to find religious values worthless, it was encouraging to see our President and legislators taking such a courageous stand.

We applauded them for their action. In that moment, it was reassuring to realize that we still had men and women in leadership in this nation who recognized the importance of God's Word to the health and well-being of America. The Bible is much more than just a trophy, however, to be put on a shelf. Whenever anyone mentions the importance of God's Word in our lives, I can't help but recall an experience I had a couple summers ago . . .

A friend called and asked if I would like to join a group of five in sailing a 44-foot Danish-built sailboat across Lake Michigan. The owner had finished his vacation in

Ludington, Mich., and needed someone to sail the craft back to the yacht harbor at Waukegan, Ill. Since I am a sailing enthusiast without a boat, it only took me about two seconds to say yes.

Within a few days, I was in Ludington, stowing my gear aboard the beautiful, sleek racing yacht. It was to be a three-day trip. The first day out, we sailed down the beautiful western shore of Lower Michigan. Late in the afternoon, we sailed into the harbor in Holland, Mich., for an overnight stay.

As we eased our way into a quiet, tree-lined cove,

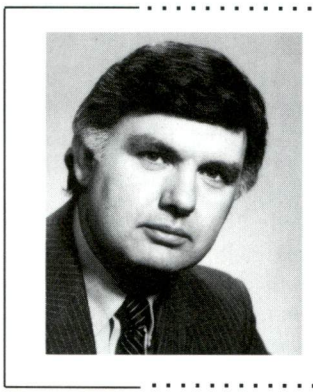
we let out the anchor. With the anchor down, we could settle comfortably on deck, enjoy the warm summer breeze, and tell boat stories. The water lapped lazily against the hull of the yacht. But we held still. During the evening and throughout the night, the boat held its place in the water. The anchor was down. It prevented us from being carried by the current into another boat — or from "going around" on one of the many sandbars around us.

At the next morning's first light, we grabbed a quick breakfast and prepared to head out once again. We "hailed up anchor" and carefully eased our way out of the narrow cove. It was delicate work. The shallow sandbars on either side of us were difficult to see. We did our best to hold a straight course. Suddenly, without warning, we stopped short in the water. We had drifted just slightly from the straight course — and now we were locked tightly in the sand. Immediately we held a crew conference.

After a few perplexing minutes, we decided the answer was the anchor. We lowered a small rubber dinghy over the side of the yacht. Then Tony, our bravest member, lowered himself into the dinghy. Finally, we lowered the anchor over the edge, and Tony eased the heavy object into his lap. Tony gently paddled about 60 yards away from the yacht, with the anchor still in his lap. Slowly the anchor's rope stretched out the full distance between the two crafts.

Then, Tony dropped the anchor over the side of the dinghy. He tugged on it a few times to make sure it had dug in on the bottom. Then he signaled us. On our end of the anchor rope was an electric winch. It would mechanically wind up the rope, pulling the anchor toward the yacht. Except that now, with the anchor dug in at a distance of 60 yards, we were pulled toward the anchor. In a moment or two, we were off the sandbar and headed for the lake. We picked up Tony and the dinghy and headed out of the cove, and began the 75-mile run across the lake. It was a joy.

CONTINUED ON PAGE 5



RELIGIOUS BROADCASTING

Volume 22, Number 10

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READERS' FORUM

A Number-One Rating

Dear Editor:

I write this letter as an encouragement to all religious broadcasters who struggle day to day in every market. KAAB in Batesville, Ark., has become a David against Goliath. In our market, there are two 100,000-watt FMs; one is a rock station and the other is country; one 1000-watt AM that was the first in this market; and KAAB, a 1000-watt *daytime* inspirational station.

KAAB is number one in Independence County with a 31.3 station share, as reported in the 1990 Edition of the Arbitron County Coverage (fieldwork conducted 1989, county report for Independence County, Arkansas, Monday through Sunday, 6 a.m. to midnight, persons 12+). In 1989, we didn't even show a station share (which was our first year with this format).

But, through much prayer and support from many churches, the Lord has delivered a number-one rating. What a witnessing tool! "Have you listened to the number-one station?" May the Lord bless all of you! He is with us all as we carry the Gospel into all of the world.

Bob Connell
KAAB-AM
Batesville, Ark.

I'd Rather Fight Than . . .

Dear Editor:

Music licensing — what fun! Legalized extortion of the broadcasting industry. I'm sure that statement about ASCAP and BMI will get a reaction of true or false from you. Nevertheless, broadcasters, both religious and secular, radio and television, must realize that music licensing is "legalized extortion."

I read with a great deal of interest Russ Hauth's article in the July/August issue about radio's battle with ASCAP and BMI. I understood completely that article, but it is so funny to me how the broadcasting community . . . has allowed ASCAP and BMI to dictate to us. I've been in broadcasting for over 20 years, but until now have never owned and operated a station.

Thus, my first experience with the music licensing industry. What a joke! Especially commercial stations. You don't pay a local merchant to advertise their product, they pay you. This is as it should be. Mr. Hauth and his associates are to be

commended for their effort, and hard work, to say the least.

However, broadcasters will "NEVER" negotiate a fair license with ASCAP and BMI. The answer to this "legalized extortion" problem is, has been, and always will be simple. But to quote Mr. Hauth, "There is a problem. Fundamentally the radio industry cannot unite. It is far too diverse and specialized." Mr. Hauth is much too nice about it. My feelings are, "Owners/Managers are too lazy and do not want to get involved!"

If the "radio industry" really wants to stop this problem with ASCAP and BMI, then unite, stop paying them to promote their product. Inform the record companies and producers that if we (broadcasters) have to continue paying for "music licensing," then we (broadcasters) will have to start charging them (record companies and producers) to promote their product.

Simple folks! Very simple! But I fear laziness to fight will prevail. This is so sad. We have the power but choose not to use it. At this time, I challenge you to become more involved in this issue.

Wayne Brewis
KKOL-FM
Hampton, Ark.

Sixty Years On The Air

Dear Editor:

The May 3, 1930, edition of the *Winston-Salem Journal & Sentinel's* Radio Program for Sunday, May 4, was the first announcement of a new live Bible class broadcast over WSJS, Winston-Salem, N.C. At [the] time that class was known as [the] Men's Bible Class at Home Moravian Church and was taught by Dr. Howard Rondthaler, president of Salem College.

The Men's Bible Class had a membership of about 125 men in 1930, a far cry from the three Moravian Brothers who founded the class in 1878. Our 1930 attendance remained about the same until lecture classes were replaced with discussion classes.

Our lecture class still remains after 112 years, and our live broadcast continues after 60 years, although our attendance is now only 15. The most recent rating shows that our efforts to maintain our broadcast are justified. Each Sunday we reach 11,975 listeners.

In 1986 we changed our name to The Adult Bible Class in an effort to increase

our membership. Our success was minimal. Our teacher, Jack White, is well-known throughout the area, is active in community affairs, and has taught this class for the past 20 years.

We are proud of our broadcast and are eager to know how our 60-year Bible broadcast history compares to other church school broadcasts with respect to age.

H. Gordon Powell
Home Moravian Church
Winston-Salem, N.C.

Editor's Note:

Readers familiar with the history of church school broadcasts are encouraged to contact Mr. Powell at the Home Moravian Church, Drawer J, Salem Station, Winston-Salem, NC 27108.

"Arbitron vs. Nielsen"

Dear Editor:

I have just read the "trade talk" section of the September issue of *Religious Broadcasting*. The chart ranking religious television programming is in error, misleading, and does a disservice to Christian television stations.

The error is that it presents the idea that the "aggregate cume TV households" for *The 700 Club* was 217,000 homes in May 1990. In fact, the average 1/4 hour audience for *The 700 Club* was 873,000 homes according to A.C. Nielsen.

The 700 Club is carried twice daily on The Family Channel, the fifth largest cable network in the United States with a reach of 51.6 million homes. Arbitron's report totally ignores this fact, failing to give the reader a clear and forthright picture of the way things really are.

It compares apples to oranges. For example, *The Hour of Power* is a once-a-week program seen in markets on network affiliate stations only. Its total "aggregate cume" is 1,251,000 homes per month, according to Arbitron. *The 700 Club* is a daily show seen on 212 television stations, many of them Christian, and The Family Channel with an average audience per day of 873,000 TV HH or a cumulative audience of 6,450,000, according to the A.C. Nielsen May 1990 report.

To compare daily shows running mostly on independent and Christian stations with a once-a-week show which airs mostly on network affiliates is like comparing the Queen Mary to a 747. They both

carry a lot of people, but one makes the trip far more frequently and thus carries a greater number of passengers in the long run.

The net impression your chart gives is that *all* Christian shows are losing audience. The February book is the highest book of the year. The May book will *always* be lower than the February book. Actually the Feb.-May drop was less than 1/2 the normal drop for the period.

We do not use Arbitron for these reasons. First, Arbitron's system under-reports consistently. Nielsen is used most because it reports syndication, network, and cable homes.

Arbitron does a disservice to Christian broadcasting stations because it totally ignores their value. They exclude from their reports virtually all Christian stations (except WCFC, WPCB, KYFC, WBNL, and WGCB) because their local audiences are too small to meet their threshold requirements. When the local reports are aggregated into a national report, the below the threshold Christian stations' audiences are disregarded entirely.

Contrary to what your report would indicate, *The 700 Club* is not losing audience, but gaining it at a prodigious pace, up 44.6 percent July 89-July 90, according to A.C. Nielsen. I suspect most other Christian programs are gaining also.

David M. Hummel
The Christian Broadcasting Network
Virginia Beach, Va.

SIGNING ON CONTINUED FROM PAGE 3

The moral of the story? It's simple: Thank God for an anchor!

Not only did the anchor serve to hold us steady throughout the night — it also pulled us off the sandbar and out of danger. Whether you realize it or not, the Bible is our anchor. You and I are living and working and raising our families in a swift and ever-changing current of philosophies, and fads, and social values.

A hundred years ago, perhaps, the moral waters were calmer. Not so today. In this modern age, we're a-swirl in ungodliness. We need the anchor of God's Word. It will hold us steady. Within the pages of God's Word are divine absolutes: guidelines for successful living that do not change with time.

Jerry Rose is the president of NRB and WCFC/TV 38 in Chicago, Ill.

WHO HAS MORE VIEWERS?

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MTV
FINANCIAL NEWS NETWORK
BLACK ENTERTAINMENT TELEVISION
C-SPAN
THE LEARNING CHANNEL
ACTS: AMERICAN CHRISTIAN TELEVISION SYSTEM

Who has more viewers? Let the numbers speak for themselves! A recent survey by Capitol Cablevision of Jackson, MS, had a higher than usual (15%) response of viewership ranking. Of the national cable networks above, ACTS had the "highest overall viewing ranking." Obviously, this survey doesn't cover every system in the nation. However, it does indicate the appeal of ACTS in one typical U.S. city where people watch faith and family programming. Perhaps your ministry could benefit from that kind of viewer loyalty.

ACTS delivers viewers — not slogans. ACTS now has 9,200,000 television households with a potential viewership of over 25,000,000 people. When choosing a cable television network to distribute your ministry program, why not choose ACTS? ACTS programming is well-rounded or ACTS would have never out-ranked (in Jackson) TNN, MTV, FNN and the other major multi-million dollar promoted networks listed above. Let's face it. Buying time on ACTS is Buying Smart for less.



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Advocates of tighter controls on the commercial content of children's television programming recently won a major victory when the vigorously contested "kidvid" bill became law. The measure was enacted without the signature of U.S. President George Bush, who agreed with the legislation in principle but was not in favor of increased government oversight of the content of broadcast speech.

The new law has several key elements:

- "Commercial matter" within children's programming is now limited to 10.5 minutes per hour on weekends and 12 minutes per hour on weekdays. The limitations apply both to cable and broadcast programming.
- Program-length commercials directed at children will not be permitted.
- As part of the license-renewal process,

Children's TV Bill Becomes Law, Anti-Trafficking Rules Are Upheld

by Richard E. Wiley

the Federal Communications Commission (FCC) must now consider the extent to which a television licensee has served "the educational and informational needs" of children during the station's license term. Non-broadcast efforts to serve children's needs, or support of programming on other stations in the market, may be considered toward fulfillment of the licensee's obligation.

- A federal endowment of \$2 million in 1991 and \$4 million in 1992 has been established to promote the development and production of children's programming. For two years after production, the programming is to be available only to non-commercial television.

The impact of the legislation is expected to be felt most acutely by local stations that produce or air non-network children's programming. Two years ago, the National Association of Broadcasters (NAB) released a study indicating that only 17 percent of all children's television

programming in the nation's top 20 markets had commercial content exceeding 12 minutes per hour.

The NAB study indicated that all of the excess commercial content was connected with non-network programming. Thus, independent stations that air significant amounts of early-morning or after-school programming may bear the brunt of compliance with the new law.

Revised Policy Upheld

In another important development on the Washington scene, the United States Court of Appeals for the District of Columbia Circuit has upheld the FCC's decision not to reinstate its now-defunct anti-trafficking policy. The Court held that the Commission acted "within its broad discretion to define the public interest" in refusing to initiate a rulemaking to revive the policy.

From 1962-82, the anti-trafficking policy created a presumption that rapid turnover of broadcast stations was contrary to the public interest. Under the policy, applications to assign or transfer broadcast licenses that had been held for less than three years were automatically designated for hearing. The only exceptions were cases of unforeseen circumstances or hardship on the part of the licensee.

In 1982, however, the Commission abolished the policy. The agency found that the trafficking restriction "had outlived its usefulness" and that marketplace forces could best determine the length of time necessary for a licensee to recoup its investment in broadcasting. The Commission recently denied a request by Action for Children's Television, among others, to have the rules reinstated.

In upholding the FCC's denial, the Court of Appeals found that the Communications Act of 1934 does not contain any prohibition against "trafficking" in licenses. Rather, restrictions on transfers and assignments of licenses fall within the Commission's broad discretion to regulate broadcasting to serve the public.

Because the agency had found that the policy was more likely to contribute to the deterioration of service rather than the advancement of the public interest, the Court saw no legal basis under which the FCC would be obligated to reinstate it.

Statements Survive Fight

The anti-trafficking decision is one of two important Court rulings upholding ele-

ments of the Commission's effort to deregulate broadcasting. The second is a decision sustaining the agency's reliance on a "generalized programming statement" in applications for the assignment or transfer of licenses.

Opponents of generalized statements sought to have proposed licensees describe in detail the community issues that the licensee would address over a hypothetical three-month period, the hours in which issue-oriented programming would be broadcast, and the quantity of such programming that the licensees would provide.

In response, the FCC declined to adopt such new regulations. Instead, the agency found that proposed licensees must merely continue to state that they were aware of the agency's public interest requirements and intended to comply with them generally.

The Court found that generalized programming statements allow broadcasters the flexibility both to meet community needs and to respond to local market forces. The Commission had found that more detailed programming proposals are less helpful in evaluating an applicant's public interest objectives.

First, programming proposals are often hypothetical. Second, they often are made long before the applicant commences service and, thus, may be subject to market-driven changes. Third, the agency noted that it was increasingly reluctant to pass judgment on the substance of a licensee's programming. The Court found that these conclusions were reasonable and supported by the agency's factual record.

With the advent of the new children's television guidelines, the FCC inevitably will not be able to remain completely untangled from content-based review of the service that stations render to their local communities.

However, as the recent Court of Appeals decisions indicate, the Commission can continue to be successful in resisting attempts to expand its oversight of the industry if market forces appear to provide sufficient incentives for licensees to advance the public interest.

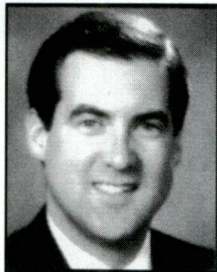
Richard E. Wiley, a partner in the Washington, D.C. law firm of Wiley, Rein and Fielding, is a former chairman of the Federal Communications Commission (FCC) and is general counsel for NRB. He was assisted in the preparation of this article by John C. Hollar, an associate in the firm.

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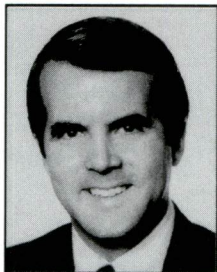
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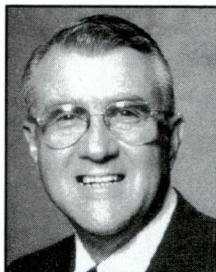
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Our goal, I think, ought to be that our listeners be well-rounded and informed people. Therefore, giving them a well-rounded schedule of helps for everyday living, as well as spiritual content, seems a concept worth seriously considering.

by **E. Brandt Gustavson**

So many of us cut our eye teeth on radio when stations were "all things to all men." Whether a local, regional, or clear channel 50,000-watt AM giant, each station had a responsibility under its FCC license to provide a service comprised not only of entertainment but of subjects encompassing agriculture to religion.

The percentages for each had to be acceptable to the commission in these categories in order to receive a radio license. Most VHF-TV stations still operate today as general service stations and not as specialty stations.

Radio now has changed radically and the special programming concepts have taken over. Only a few stations operate as a general service in their program offerings. In the New York area, for example, call-in talk stations cover such diverse interests as: conservative

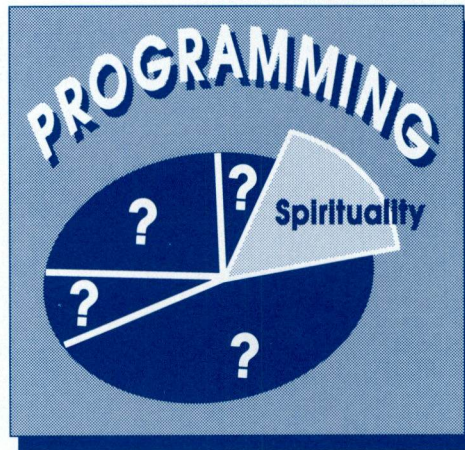
order for this to occur, we need to be sure our programming is captivating enough to keep them in tune.

I have found that when our programming is overly predictable, people don't squawk, they just turn to other stations. The size of the audience dwindles. That's why I'm a strong advocate of special programming which interrupts the usual schedule.

Our goal, I think, ought to be that our lis-

Should Programming Carry More Than A Spiritual Message ?

teners be well-rounded and informed people. Therefore, giving them a well-rounded schedule of helps for everyday living, as well as spiritual content, seems a concept worth seriously considering. It will also build audience.



politics, gardening, pet care, money and personal finance, liberal politics, car care and maintenance, health and nutrition, and many more.

Capturing An Audience

To be clear, we in Christian broadcasting are operating specialty stations. Our forte is Christian proclamation, evangelism, and practical Bible teaching. We, like all broadcasters, try to build loyalty from our listeners. We desire to have them listening to us as much as possible. In

Offering Diversification

Many of our stations are in small markets where localized coverage of events builds a good reputation and warm relationship with the community. May I suggest the inclusion in the broadcast day of some or all of the following: news, weather, and traffic. If this list is so elementary then why do we not have stations also offering these features: compatible secular music; public affairs — short features or longer problems; public service spots; talk shows on secular as well as religious subjects; editorials on community, state, and federal subjects, particularly on moral issues; airing of special community and area events, i.e. fairs, high school sports, and other events, holiday parades and programming?

Could it be that we'd reach many more people if we sprinkled our programming with more interesting features? I am convinced we would, and our main goal of Christian ministry would be enhanced by our broader, interesting program fare. More will then be listening.

E. Brandt Gustavson is the executive editor of *Religious Broadcasting* magazine.

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WS 102 FM ★, 4880 Texas St, Waterloo IA 502, 319-296-1975; MARKET: Waterloo, Cedar Rapids; OWNER: Northwestern College; PRES: Dr Donald Erickson; GEN MGR: Seeley; CHIEF ENG: Dave Dobs; CLASS: non-commercial 100 kw, paid/sustaining prgrms; WORK: Skylight Satellite Net, UPI News; S of OPER: 24; FORMAT: religious fulltime

Gainesville

LF FM, 2925 NW 39th Ave, Gainesville FL 32605, 904-374-4941; MARKET: Alakus County; OWNER: Alakus Public Radio Inc; PRES: A L Hiner; TREAS: R J Haddock; GEN MGR: A L Hiner; OFFICE MGR: Sue Mackey; CHIEF ENG: George Perdue; CLASS: Educational; WORK: USA; PRESENCE PROGRAM: 18-24; S of OPER: 4; FORMAT: religious and contemp Christian radio, adult contemp

Warland

SF-TV Channel 61 ★, PO Box 200, Warland 41101, 606-329-2700; OWNER: Tri-State Family Bestg; GEN MGR: Claude H Messinger; DIR: Anne Bledsoe; CHIEF ENG: Greyson; PROD MGR: Randy Fleming; CLASS: 0,000 kw; FORMAT: religious fulltime

Control Technology Inc, 2950 SW 2nd Ave, Ft Lauderdale, FL 33315, 305-761-1106, FAX 305-764-3298; James C Woodworth, pres; Carola U Woodworth, vp; Allen Range, sls mgr; Jackie Robson, sec; Full line broadcast distributor, specializing in MCI tape equipment & automation

Sparrow Records, 9255 Deering Ave, Chatsworth, CA 91311, 818-709-6900, FAX 818-341-5414; Billy Ray Hearn, pres; Bill Hearn, sr vp/mktg; Rick Home, sr vp/fin; Records, cassettes, videor for promotion, sale and rental; complete administration of BMI, ASCAP and SESAC catalogs

Horizon Christian Fellowship ★, PO Box 17380, San Diego CA 92117, 619-277-4901; Mike Macintosh, HOST; Sanford Kravitz, prod; Terry Frost, announcer; Oasis Int'l Communications, rep; Horizon Christian Ministry: 30 min weekly; Bible teaching, preaching, talk/inspirational; Audience: gen Christian, non Christian; paid time, public service

Evangelism Fellowship, Inc, PO Box 348, Warrenton, MO 63383, 314-456-4321; Reese Kauffman, PRES; Steve Bates, vp/services; Dwight Racke, prod eng

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The most accurate and up-to-date directory of religious broadcasters ever produced!

by Evelyn Gibson

Focus on the Family. What makes it work? And why has it been so successful in capturing the attention and support of Christians and non-Christians worldwide?

To many observers, the continued success of the *Focus* ministry is an enigma. For those who said, "It will never work," *Focus on the Family* has maintained the highest quality in Christian broadcasting while consistently and effectively "breaking the rules."

One can offer a variety of explanations to describe the *Focus* impact. But the inexplicable fact is that God has miraculously guided and blessed the ministry since its inception.

It was in 1977, in the wake of the turbulent 1960s, that James Dobson founded *Focus on the Family*. As a leading psychologist, Dr. Dobson was enjoying nationwide acclaim for his book, *Dare to Discipline*, at a time when family values were in disarray. No one else was speaking solely and specifically to the needs of the family with the authority of Dr. Dobson's vision and rhetoric.

It was a time when Christian broadcasting was primarily speaker-centered. With the inauguration of *Focus on the Family* radio, Dr. Dobson introduced a format that was largely issue-centered. This set a standard that has continued over the ensuing decade and a half.

There are few issues more pervasive than the family. It touches everyone in one way or another. As such, programming opportunities are literally endless. With the complexities of today's modern world, family issues are at an apex, and have broadened considerably from child-rearing techniques.

They now include the far more encompassing pro-family arena embodied in the right-to-life movement, the epidemic problem of teenage pregnancy, pornography, and local and national legislation relating to the family.

With the impact of the political agenda of the 1980s and 1990s bombarding the family in mega-doses, Dr. Dobson's original prescription for a healthy Christian family has expanded by necessity, to include any and all issues

that threaten traditional Judeo-Christian values.

Focus on the Family programming is now available to millions of Christians across the country and around the world.

Why Is Focus On The Family So Effective?

A brief historical synopsis of the ministry provides a graphic testimony to its responsiveness, outreach, and influence at all levels of society:

1977 — *Focus on the Family* begins as a 25-minute weekly.

1980 — *Focus on the Family* expands to a quarter-hour daily.

1980 — *Focus on the Family's*, half-hour daily format, consisting of interviews, panel discussions, and call-in phone segments, becomes the backbone of programming.

1985 — *Focus on the Family "Weekend"* — broadens the *Focus* message.

1986 — *Focus' Adventures in Odyssey* is designed to reach and influence the future of America — its children.

1988 — *Family News in Focus* is released nationally via live satellite allowing timely analysis of late-breaking stories and issues.

1988 — *Focus' EnFoque La Familia* is begun in an effort to reach a burgeoning international audience.

1989 — *Focus on the Family* and Family Research Council with the appointment of former White House advisor Gary Bauer gives *Focus* influence and information as Washington insiders.

From its beginning, *Focus on the Family* has concentrated on offering what people want. In other words, it "scratches the itch!"

Much of the success of *Focus on the Family* programming lies in its inherent understanding of the necessity to "listen" to needs and uncover relevant issues that consistently have an impact on the family. This means being responsive and

flexible to the needs of the marketplace.

Far more than merely adhering to the

commercial edict to be "market-driven," *Focus* practices "active listening."

This commitment not only to hearing, but actually pursuing, the needs and concerns of masses of people, allows dynamic ministry to take place in the most practical terms. It is what



Mike Trout and James Dobson prepare for a *Focus on the Family* broadcast.

creates the atmosphere for innovative programming and resources.

The responsive quality of *Focus on the Family* appears endemic to all levels of the organization. *Focus* leadership believes that details are important, and often a top priority. This is particularly noticeable in areas where *Focus* serves the immediate needs of the listening public.

For example, on an average day *Focus on the Family* will process over 7500 pieces of mail. The maximum time for a *Focus* response is ten days. It is not unusual for pieces of mail to be isolated for a personal call or for some other type of special handling. Again, the emphasis is on serving needs in a timely and effective manner.

Focus 800-line operators answer more than 1500 calls a day on the credit-card service line. Each of the 28 operators in the TeleService department of *Focus on the Family* has a keen un-

With the impact of the political agenda of the 1980s and 1990s bombarding the family in mega-doses, Dr. Dobson's original prescription for a healthy Christian family has expanded by necessity, to include any and all issues that threaten traditional Judeo-Christian values.

derstanding of their purpose in serving the public. They understand that the "secret to success" for the *Focus* ministry is listener-response retention. And they serve with genuine concern for people's needs.

For many listeners, these men and women who serve the public are the first (and perhaps only) "live" contact with *Focus on the Family*. Employees at all levels make it their business to know what is taking place in the *Focus* world — the magazine, publications, books, tapes, and program content.

"Chasing the details — that's what it's all about," according to staff members who quote Dr. Dobson's admonition for serving the needs of the public.

Communication and response of the caliber represented by *Focus on the Family* is costly. Expenses in the millions of dollars are a fact of life for any media ministry operating in this decade.

It is what compels Dr. Dobson and the Board of Directors of *Focus on the Family* to an organization-wide commitment to cost effectiveness. The wise stewardship of the dollars to which *Focus* is entrusted is a crucial element in the management agenda.

"We have no great cash reserves," explains Mike Trout, co-host of the daily broadcast. "We operate from day to day

with what God supplies. We depend on that daily manna from heaven.

"As Dr. Dobson has expressed many times, God's mantle of blessing seems to be upon *Focus on the Family*. However, if this blessing is removed, we will know our work is done," concludes Trout.

"Following God's leading in meeting the needs of today's families" is the hallmark of *Focus on the Family*.

Evelyn Gibson serves with the Ambassador Advertising Agency in Fullerton, Calif.

Focus on the Family: Ministering From Within

by Mike Trout

"And He opened up His mouth and taught them, saying, 'Blessed are the poor in spirit, for theirs is the kingdom of heaven'" (Matthew 5:2-3).

What does it mean to be "poor in spirit?" Many people have interpreted this scripture to mean "blessed are the poor . . . period." But there is certainly a much deeper concept here. I remember sharing breakfast with Dennis Worden, general manager of KKLA in Los Angeles.

During the course of our conversation, Dennis made an interesting comment about how *Focus on the Family* is perceived by people on the "outside." "If I had to use one word to describe your company," he said, "it would be 'wholesome.' The image you have is one of wholesomeness."

While I was gratified by this, it nevertheless caused me to do a bit of soul-searching on behalf of the ministry. In the eyes of others, are we really what we *think* we are? If so, why do we have such an image? Is it the result of a calculated plan or media campaign? Or does this perception truly reflect the inner workings of *Focus on the Family*?

In searching for an answer to those questions, I thought of Herman Wouk's book *Inside/Outside*. It is the fascinating story of an Orthodox Jew named David Goodkind and the struggle he faces with living in the "outside" world. While he tries to "fit in" and be like everybody else, his beliefs and traditions are so ingrained in him that he finds he can't. There's a constant dichotomy between who he is at home (the inside world) and who he's forced to be when out the front door (the outside world). No matter what kind of a front he tries to present, his Judaism keeps breaking through.

I believe this is a good example of what being "poor in spirit" is all about: to have so emptied ourselves of the "natural man" and be refilled with the Holy Spirit that who we are and what we believe shines through — despite our other trappings. As Christians, then, we must allow Christ to become so much a part of our lives *how the outside world perceives us will be exactly the same as how we perceive ourselves*.

This precept must also be applied to Christian broadcasters, churches and ministry groups. Just as Christ was "one with the Father," so we (both individuals and organizations) should be one with Him. Remember the words of King Solomon in Proverbs 23:7, "As a man thinks in his heart, *so is he*."

In whatever way we at *Focus* are perceived, we, too, must remind ourselves daily that we are ultimately held accountable to the Lord. If we are seen as being "wholesome," then God has truly answered our prayer.

This article appeared in the May 1990 edition of Broadcast News™ and this condensed version is reprinted with the permission of Focus on the Family.

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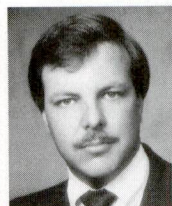


Wesley Pippert



Sharon Gotkin

Wally Hindes



Marlin Maddoux



The Role of News Services In Religious Programming

Americans live in an "instant news" society. Turn on the radio in any major U.S. market and you're sure to find an "all-news" station. And those with cable television in this country can view events as they happen via networks solely devoted to news and information.

So where does this leave the local Christian radio station in today's news hungry society? Does that outlet want its listeners fiddling with the radio dial looking for a good news source when

they don't receive it on their favorite Christian station? Probably not.

Is the above enough reason for a Christian radio station to employ an outside news service? And if so, what kind of news service should the station utilize: secular or religious, or both? To answer questions like these, *Religious Broadcasting* turned to four individuals very familiar with the role of news services.

Religious Broadcasting's esteemed panel includes: Sharon Gotkin, religion news editor for the United Press Interna-

tional (UPI) Radio Network; Wally Hindes, assistant managing editor for operations at Associated Press (AP) Broadcast Services; Marlin Maddoux, president of USA Radio Network; and Wesley Pippert, director of the Washington Reporting Program for the University of Missouri-Columbia School of Journalism.

As an added note, Mr. Pippert is a former UPI correspondent. All of the participants work in Washington, D.C., with the exception of Mr. Maddoux, who is based in Dallas, Texas.

Why should a Christian radio station use a news service?

GOTKIN: Christian broadcasting is making great strides today, becoming more competitive in sound and programming presentation, and attracting an ever-increasing audience. But Christian radio stations need to keep clear goals in mind. Is the audience primarily made up of Christians? Are you trying to reach non-Christians with the message as well?

For both groups, it is important to meet needs in a way that keeps them tuned in to the station. One need, I felt by both groups, is to keep up with news and current events. I believe one of the first reasons Christian stations should use a news service is to provide a broader range of information for their audience.

It cannot only avoid a tune-out factor for regular listeners who want more comprehensive news, but it can act as a hook to attract a broader listenership. For Christian stations with news staffs, the material supports their efforts.

HINDES: For the same reasons as anyone else. We, as living, breathing, thinking and constantly growing creatures have an innate need to know. Our natural curiosity and the search for answers stimulates our intellectual development. In this incredibly complex and fast-changing world, there exists a compelling need for information.

Our cultural, social, and human development depends on our understanding of those around us. Intelligent choices come from informed minds. AP Broadcast, as a worldwide news gathering and delivery service, strives to play an integral part in that educational process.

The goals and guidelines remain the same, whether we're serving rock, religious, country, urban, adult contemporary, or all-news operations. Our duty is to provide credible, informative, objective information in a timely fashion.

MADDOUX: Most Christian radio stations don't have the personnel or the money to man a very professional news-gathering and disseminating organization. An outside news service has the capability of accessing many news sources, including stringers from around the world. And, in effect, each affiliate station becomes the eyes and ears of the network. The personnel of these stations become reporters who file stories with the network. The relationship benefits

both the affiliates and the news service.

PIPERT: The Christian, it seems to me, ought to be interested in what is going on of significance in the world. This is what news is. The Christian, therefore, should be interested in news. I think it would be almost impossible for a Christian radio station interested in fulfilling its "mission" to a Christian audience to avoid airing at least some news. A news service provides the Christian station with the news to broadcast.

In your opinion, what is the difference between a so-called "secular" news service and a religious one?

HINDES: AP Broadcast doesn't limit itself to particular categories of news. We have not only the ability, but also what some regard as a duty; to cover a much wider range of news. Government, politics, economics, nature, sports, entertainment, and — yes — even religion.

MADDOUX: A religious news service would deal exclusively with religious issues. But, even a Christian radio station's audience needs to be informed on current events, whether they're religious or not. Most Christian radio stations will do an exceptional job of presenting various ministries but may not deal with the very hard issues or current events. As a result, they force the listeners to turn to another radio station to get their information.

PIPERT: The so-called "secular" news service provides an array of news stories, including religious stories when deemed important enough. The religious news service also provides an array of news stories but tends to include many more with a religious angle. For instance, both a "secular" and a religious news service would report on a summit meeting between Bush and Gorbachev. But the "secular" news service might ignore stories involving, for instance, pornography, abortion, religious crusades, ethical issues, etc., that, on the other hand, the religious service would carry.

I want to add a note of caution here. I believe that many Christians view the world with a false dichotomy. They see God active in the "religious" sphere and not in the world. But God is active in every aspect of the human endeavor, in every area of the world. Ultimately, does God view "secular" news as different from "religious" news? I think not. To

restrict Him to the "religious" sphere is to limit His sovereignty.

GOTKIN: The major difference between a "secular" or general news service is primarily a matter of focus. Have you ever seen one of those trick black-and-white pictures? If you focus on the white areas, you see a white object against a black background. But if you focus on the black areas, you see an entirely different object against a white background. Because Christian stations approach the news with a specific world view, in some cases they will see a story from a different angle.

What are the benefits of a "secular" news service over a religious one and vice-versa?

PIPERT: The secular news service probably has much vaster resources than the religious news service. The news service for which I worked nearly 30 years — UPI — had full-time professional journalists in nearly every state in the union and in many foreign countries. This is a tremendous advantage in providing news coverage of breadth.

On the other hand, the religious news service often is much more alert and sensitive to stories with moral and spiritual concerns. The secular news service often does not treat these stories with understanding and insight. Speaking pragmatically, a Christian station probably needs a religious news service to plug the holes in the coverage of the secular news service.

GOTKIN: It is natural for a general manager to seek a service that reflects the same world view his audience shares. But it is important to remember that a general news service does not necessarily reflect an opposing view. As an evangelical working for a general news service, I think we can offer a more diverse, if less theologically specific, perspective in some areas. I also think most general news services offer a larger pool of material to their clients.

HINDES: The two are often viewed as mutually exclusive. Quite the contrary. They should be considered complimentary. Just as newspapers and magazines are able to provide increased depth to stories that we as broadcasters can only touch on, so too, religious news services are able to delve much deeper into areas

CONTINUED ON PAGE 14

THE ROLE OF NEWS . . . CONTINUED FROM PAGE 13

of concern for their particular constituencies. We as broadcast journalists have done our job if we've informed, educated, and sparked the desire for more information. Religious news services do theirs if they then "pick up the ball and run with it."

MADDUX: People who listen to Christian radio stations are just that — people. They buy groceries, they buy automobiles, their sons go off to war, their children go to school, they live in an economic world. So, in order for them to function properly in society, they need to be informed on all the issues. People who listen to Christian radio should have the opportunity of hearing on their station a professional, qualified, national news broadcast. They need a news source that covers both secular *and* religious matters, and it should be fair and balanced reporting, and non-exclusive.

Does a Christian radio station have to choose between a secular or religious news service?

MADDUX: I don't believe it is necessarily a battle between a secular or religious news service. It's a search for good coverage, and a fair and *balanced* service.

PIPERT: This depends on the individual station. The prosperous Christian station might be able to afford both the secular and religious news services. If so, great! But economics may require the Christian station to buy only one. If this is the case, then I think the vast availability of secular news on other stations and the relative paucity of religious news would lead the Christian station to get the religious news service.

HINDES: Absolutely not. But given economic realities, a general manager forced to make that choice would be well-advised to pick the service that provides the most for his or her listeners.

What would you say to a general manager who was considering using both types of news services on his station?

GOTKIN: I personally think it is an excellent idea for Christian radio stations to have both types of services. It gives

you the best of both worlds. You have more comprehensive coverage on stories and a broader range of views on controversial issues.

I began my career working for a Christian station in Birmingham, Ala., and worked for IMS News briefly before joining UPI Radio. I feel the experience has given me a stronger background in evaluating the strengths of both types of services.

By working with both a general news service and a religious news service, Christian radio stations can offer a more balanced perspective, and one that reaches the broadest base of listeners possible. UPI Radio offers general news programming, as well as special material on separate feeds geared toward religious clients.

HINDES: Anytime, but especially during periods of crisis, offering less than a full-service newscast will send listeners into a button-pushing frenzy in search of a station that fulfills the need to know. Eliminate those negatives. Don't drive listeners elsewhere.

MADDUX: Any station that wants to hold the respect and confidence of its listeners must present news and information that is truthful, factual, fair, and balanced. It doesn't matter whether your anchor reads the news locally or you allow an outside news service to address your audience — the responsibility is still ultimately yours. Without balance, the audience is not truly or completely informed.

Why do you think that many feel there is a need for religious news services in addition to their secular counterparts?

HINDES: That belief can be attributed to differences in perception, but the key words in the question are "in addition to" rather than "in place of." We have never claimed nor do we wish to be one's sole source of news. AP Broadcast Service does hope to play a key role in the overall information delivery process. There are limits: a five-minute newscast, a two-minute headline newscast, live special reports, audio feeds, long-form programming. But human beings, the curious creatures we are, will always want more. That's the void that specialized news services can fill.

MADDUX: There are some stories

that probably would not be considered major events except to the religious community or to those in the audience who are Christian. A news service to religious radio stations must be sensitive to these stories, and realize their importance to those in the audience who are Christian. Owners and station managers should look for a service or services which will address both secular and religious issues.

PIPERT: Many people, particularly political conservatives and evangelical Christians, feel that the mass media are permeated with a liberal bias. They also feel that significant news of the spirit often goes uncovered by the media. Whether true or not, the perception is there. Thus, they feel, there is a need for religious news in addition to the secular news service.

Both religious news services and secular news services need to learn from each other, just as we evangelical Christians and people of the world need to learn from each other. We evangelicals need to recognize that God is active in all the world, not just the tiny arena in which we move. The people of the world need to recognize that things of significance and interest are going on [in] the evangelical world [that are] largely uncovered by the secular press.

GOTKIN: I believe strongly that Christian news services serve an important role in ministry. People are bombarded with so much news and information today that it is crucial to have a service that can highlight news and issues of special concern to the religious community. Christian news services can do programming to explore the theological implications of controversial topics.

On the other hand, there is a very real danger of religious services becoming too narrow in perspective. A journalist stays a little sharper if he works with people who hold a variety of views. It forces you to analyze stories more deeply.

I know I may be treading on some toes here. At times I have talked with Christian journalists working at local stations and they say the audience does not always want a wide range of views, just the "Christian" view. But if the news is presented with just one side, or opinion, it ceases to be journalism and becomes commentary. Commentary is fine, but it needs to be labeled as such.

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The Philosophy Behind A Successful Radio Network

What *does* make a religious radio network successful? There are probably as many different answers as there are networks. So, *Religious Broadcasting* put this question to representatives from some of the leading Christian radio networks and asked them to explain their philosophy for success.

Among the networks represented in the discussion are: Family Radio Network in Oakland, Calif., SkyLight Satellite Network in St. Paul, Minn., Bible Broadcasting Network in Chesapeake, Va., and Moody Broadcasting Network in Chicago, Ill.

Praise, Positioning, Power

by Ken Boone

Bigger is better, it's been said. In religious radio this is often true — but not always.

An owner of one station isn't necessarily fated to a future of hand-wringing and hoping for something "better." Then again, an established radio network can hit some significant obstacles as it progresses with national ministry. Appearances, like Christ said, can be deceiving.

I think of the successful Christ-centered radio network as one that reveals its heart to the world. It is people-oriented. It ministers to listeners as well as receives ministry from them. It pays its bills and encourages its staff. It works hard.

With this perspective, here are three characterizing elements I see in the life and work of a Christ-centered radio network:

1. Praise. It is crucial that the Spirit of God can be free to work. The staff must know the Lord and be sensitive to the heart of its work. A ministry with integrity frequently praises God, lifting its adoration and thanks to Him. Its very life is wrapped in His care and provision.

2. Positioning. Any format and/or format component listeners use to identify a ministry will have an impact on the life of the ministry. Air personalities, fundraising, music, technical quality, and doctrinal stance contribute to a simple listener-response sequence. As they sense the heart of a work, listeners will either provide or neglect prayer and financial support.

To reach the broadest range of listeners, a successful religious radio network positions itself on the spectrum with a Christ-centered, consistent, common sound. On a successful religious radio network, there's diversity for the different ages in the Christian community. All of them have a specific air time devoted to serving them.

3. Power. Hindrances such as weak signal strengths, thin population densities, or poor program quality can reduce audience size. Most networks cover their extensive responsibility by feeding generalized programming to their stations. The quality work of one central programming staff saves the cost of separate programming for each station.

As the coverage grows, however, so do the problems. A swelling organization can begin to lose its personal sound, creativity, and zest. Other challenges include maintaining operating efficiency, control of remote stations, and vibrancy in the content of cumbersome mass mailings.

Despite these concerns, a Christ-centered radio network will continue to be one of the most effective and efficient tools of challenge, comfort, evangelism, and edification for contemporary Christianity.



Ken Boone

Ken Boone was formerly with the Family Radio Network. He is now president of Family Programs, Inc., a syndicated radio ministry in Paradise, Calif.

Meeting Individual Needs

by Harold Hall

Christian radio exists to meet the needs of the listeners. The key to a successful network is to identify the problems common to all people everywhere and speak to those needs in a context to which each listener can relate.

People everywhere grapple with the complexities of family and community living. Each person needs to relate to God through Jesus Christ and make a positive contribution to the lives of family members, friends, neighbors, and business associates. Christian network radio can effectively guide and assist by presenting the gospel of Christ, spiritual food for a daily Christian walk and witness, and opportunities for service both in the body of Christ and in the community at large.

The desire for companionship strongly motivates people to listen to radio. Network programming, though it may originate thousands of miles away, can still exhibit a closeness and immediacy, especially if it is tailored to the various times of the day.

In an effective network, each station serves the specific needs of its individual community. Each *Family Radio* station deals daily with local public affairs, airs local public service announcements, and provides opportunities for local churches to minister through broadcast Sunday services and daily Bible meditations. In some markets, local service includes traffic and weather reports.

Christian network programming will catch and hold listener interest if it is somewhat unique. A group of stations is able to provide the resources necessary for types of programs difficult or impossible for an individual station to produce. A drive-time program with a magazine format can draw interviews and feature material from various locales.

An "Echoes" program can draw on the ministry of leading evangelists and Bible teachers from a number of conference grounds and churches in various cities. *Family Radio* has endeavored to format various program blocks with mostly music, in contrast to many formats that are all or mostly talk.

The efficient use of funds donated to the Lord's work is the concern of any sincere Christian ministry. A network can use one business office, one technical design department, and one major programming staff to serve all its stations.

The advent of communications satellites has made radio networks especially feasible. In the days of program distribution by tape, limitations on duplication equipment and personnel, investment in tape stock, and shipping expenses put a practical cap on the number of stations that could be served, especially considering an entire broadcast day.

Satellites have made the interconnection of many stations much more feasible than the use of land lines. Technical quality of the transmitted program is on a par with locally originated material. Stereo does not require a duplicate set of network inter-connections, and additional stations can be added at minimal cost.

The ability to speak to many people in many different communities is impressive. The possibility of broadcasting the gospel into many areas at a low unit cost is highly desirable. But, no matter how efficient Christian network programming can be, if it doesn't meet the needs of the individual listener in his or her own locale, it will not be successful.

Harold Hall is the continuity director for the Family Radio Network in Oakland, Calif.



Harold Hall

That Local Touch

by Paul E. Ramseyer

What makes network religious radio successful are the same things that make local Christian radio a success.

1. Ministry-Driven Leadership.

We all recognize that Christian radio is a business as well as a ministry, and that bills must be paid, not to mention salaries. But woe to the Christian satellite executive who makes his programming decisions primarily on who is willing to pay for the space available, whether it fits into the format or not. Sometimes we have to "swallow hard" and forego the additional revenue to maintain the integrity of the format.

Over the years, I've been troubled by the lack of vision on the part of stations and networks that have been unwilling to invest in new and creative programming because it won't be immediately self-supporting. This results in stagnation and redundancy in programming. Public radio isn't timid about experimenting with new program concepts. We who are purveyors of a greater message should be no less bold.



Paul E. Ramseyer

2. Needs-Oriented Program Format

A program format that meets listener needs will attract a growing and loyal audience. Much of Christian radio is presented to the audience as if it's medicine. The gospel is good medicine, but as the song says, "A spoonful of sugar helps the medicine go down." Whether it's a radio preacher, a talk show, or a music block, it can be presented in such a way that a listener can only take offense at the message, and not the way it's packaged.

In our case, we built the *SkyLight Satellite Network* on the widely accepted and proven format of KTIS-FM, Minneapolis/St. Paul, which is about 70 percent middle-of-the-road Christian music and 30 percent teaching programs, public affairs, and news. There was good reason for doing this since KTIS-FM has consistently gathered high ratings in Arbitron and Birch reports, up as high as a 5.2 percent of audience share.

CONTINUED ON PAGE 18

THE PHILOSOPHY . . . CONTINUED FROM PAGE 17

To provide a more consistent service for *SkyLight*, we increased the percentage of music to about 90 percent of the 24-hour broadcast day. This allows stations to move in and out of the network format with teaching programs and local features when they choose. In recent months we have taken steps to hone more carefully the parameters of our music, narrowing down the number of selections used, and exercising more centralized control through the use of partial play lists.

In 1985, we started *SkyLight Satellite Network* and, during the same year, we began experimenting with what we called *Sunday Nite*, a program that we felt could add an exciting dimension to our music format. Admittedly taking a chapter out of *A Prairie Home Companion*, we began producing a variety program before a live audience . . . music, dramatic skits, humor, and "some meaningful stuff."

Sunday Nite began to jell in the fall of 1987 when we turned the program over to Richard K. Allison and Jeffrey S. Miller, professionals in the realm of musical theater. They, along with music director Mike Donley, *The New American Standard Band*, and *The Refreshment Committee*, are writing a new chapter in the history of Christian music.

Bob Lepine of KSLR Radio in San Antonio, Texas, said, ". . . I was totally taken by this show." And program guest John Fischer remarked, "I loved working with original material . . . [there was] great interplay with talented people . . . [it was] humorous, touching, and *real*." The program is now aired every Sunday evening from 9 until 10 p.m. (CST).

A third factor that helps make network radio successful is a

There's no excuse today for shoddy, poorly executed programming. The smallest station with the most austere budget can have professional sounding, ministry-rich programming 24 hours a day.

dedicated and skilled staff to execute the format. The announcers who host the various segments of our *SkyLight* broadcast schedule make a difference in how well the programming is received by the listener.

Also, if you have a mature, quality host doing your all-night programming, he can minister just as effectively on 100 stations as on one. Stations across the country that find it hard to attract good overnight announcers find their problem solved by satellite.

Incidentally, there's a lot of discussion about the merits of local programming versus network. Todd Isberner, a marketing consultant for the *SkyLight Satellite Network*, notes that affiliates often view network programming as their own: "Our particular format is designed to sound like it is locally originated; the real advantage being that we can help them sound even better than they are capable of sounding on their own."

A by-product of radio network programming is that it can set a standard of excellence for the local announcing staff and improve the overall sound of the station. Traveling across

the country, one hears some improvement in local Christian radio, but there's room for a lot more.

There's no excuse today for shoddy, poorly executed programming. The smallest station with the most austere budget can have professional sounding, ministry-rich programming 24 hours a day.

This is a wonderful day for Christian radio. The diversity of choices among Christian satellite services provides an unprecedented opportunity for airing programs that couldn't be produced on the local level.

Paul E. Ramseyer is the executive director of the Northwestern College Radio and the SkyLight Satellite Network in St. Paul, Minn.

The Ministry & Message

by Harold Richards

Since the *Bible Broadcasting Network* (BBN) views Christian radio as a ministry, and not a business, the same formula for success in any ministry applies to Christian radio. Success in ministry is not measured in numbers, but in obedience to the Lord and in service to others.

First there must be a desire on the part of those involved to meet the needs of listeners in a spiritual ministry. Nowhere in the Bible are we told to build a ministry. We are told over and over that we are to minister, to wash one another's feet, to put others first, and to meet the needs of others.

At BBN, we try to help our listeners in their walk with the Lord. We maintain a toll-free phone service to take prayer requests, offer crisis intervention counseling, and stay in touch with our listeners 24 hours a day. As we minister, God builds the ministry.

Our listeners need to be informed of the news of the day, the weather, and the public affairs that concern them. We must keep in mind that the interests of our listeners are not necessarily the same as that of the listeners to other radio outlets. We

keep that in mind as we gather, edit, and present our news, and as we deal with community problems. At BBN, we use the best news gathering machinery and personnel available, but we keep our particular listeners in mind as we edit our news.

There must also be a consistent Bible message that meets the needs of the listeners. There are saved and unsaved listeners to Christian radio. There are Protestant, Catholic, and Jewish listeners, and there are atheists who tune in. The plan of salvation should be given clearly, and there should be a way to follow up on those who receive Christ. At BBN, our station managers call on each person making such a decision to make sure that they get into a good church.

The Bible expositors need to have doctrinal unity. To have a teacher one hour teaching a doctrine, followed the next hour with a preacher teaching the opposite on the same subject will confuse the listener. The Bible admonishes us to do everything decently and in order. We do not limit our selection to speakers to one or two denominations, but we do adhere to a statement of faith, and each speaker is picked with



Harold Richards

our overall goal in mind.

If a Christian radio network is to succeed, the music must match the message. At BBN, we use conservative, traditional Christian music. We use many of the old hymns, and some of the newer gospel songs, but they are picked with the idea that they must match the message, and provide a consistent flow of sound throughout the day. There is a great deal of doctrinal teaching in the music we use, and it reinforces the teaching of our Bible expositors.

The final ingredient is the person behind the microphone,

both the Bible teacher and the announcer, and the many support personnel. Though not necessarily ordained ministers, they must be servants. We cannot teach something we do not practice. Our listeners who visit our satellite studios are often surprised to find that the person carrying out the trash, or cleaning a room, is the person they heard on the air. They usually notice that we are good stewards of the Lord's money, not wasting it on extravagant facilities.

Harold Richards is the satellite program manager for the Bible Broadcasting Network in Chesapeake, Va.

Quality & Uniqueness

by Wayne Shepherd

In 1990, we've grown accustomed to Christian radio stations having access to satellite-fed programming. But just ten years ago, it was considered impractical that satellites could be used to distribute live radio programming to Christian stations across America.

The use of satellite-fed programming today has an impact on Christian broadcasting in much the same way that the telegraph did in the Old West — it gives the Body of Christ instant awareness of the world around us.

No longer dependent upon "old" information prepared on tape weeks in advance, Christian radio today offers to its listeners what has been a radio's strength all along: Immediacy — programming that is relevant to this present time.

Understanding and capturing that dynamic of immediacy has been the key to whatever measure of success the Lord has allowed the Moody Broadcasting Network (MBN) to enjoy. Back in 1980, when MBN was just considering satellite distribution, we sat down as a staff and gave ourselves the luxury of asking each other:

"We have a blank slate before us . . . what are we going to do to meaningfully fill that slate with essential programs that will make a difference in people's lives?" Our focus was not on how to get the largest number of affiliates, but how this new satellite tool would help us meet listeners' needs.

This simple, yet vital, question led us into some intense planning which not only got MBN off to a good programming start back then, but has guided our decisions since. Today, MBN has 253 satellite affiliated stations, a large percentage of which rely on us for a significant amount of programming each day.

The time invested in questioning what we do has reaped tremendous benefits as we continue striving to make MBN effective in ministry. It led eventually to forming a mission statement which has helped us stay on track in our desire to serve our listeners. As a result, we have made several commitments that guide us in the operation of MBN.

Biblical Thinking

Biblical thinking is a guiding principle that MBN considers in all that it does. Our desired goal is for our listeners to learn to think biblically. We are concerned that Christians have al-

lowed culture, rather than Christ, to define values such as success, character, and power. Our desire is that MBN's programming will be used in some way to reclaim the Christian mind.

Quality

MBN has always operated with the highest standards of technical quality. Our assumption is that listeners in this sophisticated technical age are offended by anything less than the best.

Uniqueness

Our desire is to produce programs that are able to compete in the marketplace and that help our stations meet their goals. One example is our commitment to give young people a Christian radio alternative. To do this, we created *Saturday Night Alive* (named by its listeners), a program that goes beyond the bounds of traditional Christian radio to challenge teens in a biblical way.

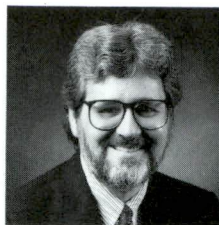
Another example is MBN's desire to work with and help support other Christian ministries in providing unique programs. Our most recent new programs are *Renewal*, produced in cooperation with Gene Getz's Center for Church Renewal, and a live Saturday support show featuring Chuck Swirsky, produced in cooperation with *Radio Bible Class*.

The real distinctive of any satellite network is to provide a service to stations and listeners that cannot be duplicated locally. We feel strongly that while local programming is key to the success of local stations, MBN provides what local stations often cannot.

MBN is committed to go beyond the ordinary to provide the unique. With network resources in a major market, it is much more practical to feature guests and tackle issues that the local station may not have the time or resources for. We understand and accept this responsibility.

These are a few basic commitments that have come from our willingness at the start to ask ourselves, "What does Christian radio and its listeners need, and how can we help meet that need?" Whether it is at the start, or at any point of evaluation along the way, ministry leaders need to stop and ask that strategic question.

Wayne Shepherd is the manager of broadcast programming at Moody Broadcasting Network in Chicago, Ill.



Wayne Shepherd

by R. Russell Bixler

Dozens of scientists and Bible scholars from across North America and Europe have appeared on *Origins*, confronting television viewers with the truth they never heard in public schools, colleges, or places of worship.

Origins: Programming Which Brings The Bible & Science Together

Christians and Jews know that the world did not evolve by a series of incredible accidents, but rather it was created by the God of the Bible. Further, this created world was later violently destroyed by water. Two scriptures summarize these events:

"For in six days the Lord made the heavens and the earth, the sea, and all that is in them, but he rested on the seventh day" (Exodus 20:11a).

"By these waters also the world of that time was deluged and destroyed" (2 Peter 3:6).

Thirty years ago, one could hardly find a scientist or a science teacher who did not accept the theory of evolution as fact. Today, due to an incredible understanding of scientific data, perhaps one-third of these same professionals no longer believe in evolution.

Religion plays an important role in this area. As evolutionary theory is at the heart of all pagan religions, divine creation is at the heart of Christianity and Judaism. Satan seems to concentrate his attacks at the foundation of our faith — special creation — desperately trying to keep the truth of creation out of America's life and schools.

Unfortunately, Christians often tend to ig-



Origins host Russ Bixler (left) chats with Dr. Robert Brown, professor emeritus of physics at Loma Linda (Calif.) University.

nore the pagan foundations of the theory of evolution or consider the issue unimportant. Instead, they attend to the symptoms of evolutionary teachings, abortion, euthanasia, humanism, drugs, Nazism, Communism, and a host of related evils.

The foundation of all these curses is the concept of evolution. As Josef Tson has reminded us, liberal theology in the Church is little more than the theory of evolution forced upon the Bible.

One day, during prayer, I wondered what I could do about this national tragedy? Out of that wondering, the idea for *Origins* developed, a half-hour weekly television program that deals directly with this basic cause of America's ills.

Dozens of scientists and Bible scholars from across North America and Europe have appeared on *Origins*, confronting television viewers with the truth they never heard in public schools, colleges, or places of worship. *Origins* is deliberately confrontational, causing viewers who believe in evolution to argue with the TV screen.

And this is good! As a seed of doubt is planted, the result is predictable. As our mail indicates, evolutionists sometimes become "hooked" on *Origins*. Many Christians thank us for strengthening them where their trust in the Bible was weakest — Genesis 1.

They discover that the Bible is really true where Satan attacks most violently, the doctrine of Creation and the Genesis Flood. How exciting to discover that the geological evidence fits the biblical record far better than it does the evolutionary hypothesis!

Why don't all scientists follow the trail of the scientific data? The real reason most scholars persist in holding to a bankrupt theory of evolution is that they don't want to have to deal with the true Creator. Knowing this, we continue to present the truth with our limited resources.

Origins is a low-budget production, relying upon scholars' willingness to offer their services at no cost. Editing is minimal, so occasional errors or slips-of-the-tongue remain on the videotapes as minor embarrassments. We simply do not have the money to compete with expensive productions such as Carl Sagan's *Cosmos*, a PBS monument to paganism.

The set for *Origins* is a chemistry classroom, with all the appropriate books and paraphernalia. I am the host, and the

guest scholar is "teaching" me. Because the creation-evolution debate touches many areas, our guests have necessarily included physicists, geologists, biologists, mathematicians, educators, social scientists, Bible scholars, engineers, and meteorologists, most of them holding earned doctorates.

Origins is available to all television stations and cable systems at no charge. There is no fundraising. For those Christian telecasters who are seeking a broader audience, *Origins* offers an opportunity. The program airs weekly on *Keystone Inspirational Network* in addition to Christian TV stations in Chicago, Buffalo, Saginaw, Mich., Marion, Ill., Clearwater, Fla., and Hagerstown, Md.

Can the average TV viewer understand *Origins*? The answer depends less upon intelligence and education and more upon personal interests.

Origins, tends to draw a masculine audience, but I have been pleasantly surprised to hear the enthusiasm of a number of women viewers. Because of the increasing interest in the creation-evolution debate and its importance for American life, some scholars are predicting that the nineties will be the decade of creationism in the Church.

The greatest challenge to the future of *Origins* is the general apathy among many Christians. While Satan is fully aware of the importance of creationism, he has been able to lull most of the Church to sleep concerning the matter. Satan knows, if he can undermine this basic foundation of the Bible, all the superstructure is thereby weakened. May God's people become so wise!

An outgrowth of *Origins* is an important booklet entitled *Ten Questions*. I have long been concerned about a serious problem in Christian homes. What do you say when your youngster comes home from school and asks if we really evolved from apes? "That's not what the Bible says!" may be a right answer, but it's the wrong answer for that moment. Your child probably will agree silently with the school book.

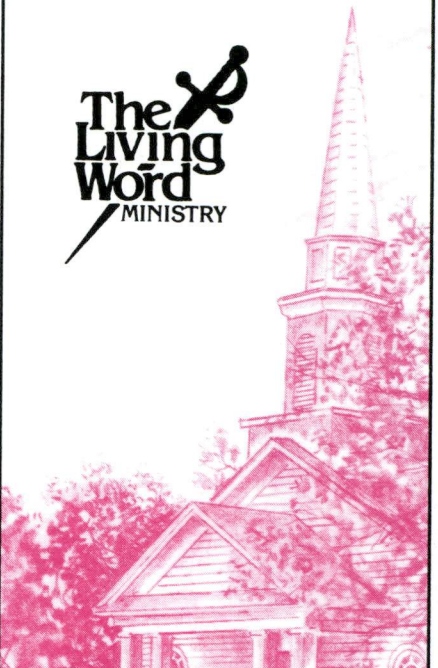
Ten Questions provides brief answers to the ten most commonly asked questions concerning the origins of our world and the human race. It has been prepared for our viewers, and is available at cost to Christian broadcasters.

R. Russell Bixler is president of Cornerstone TeleVision, Inc. in Wall, Pa.

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Best of all, they're yours for a no-cost trade when you air the top-rated *700 Club With Pat Robertson*, produced by the Christian Broadcasting Network. This dynamic hour of news, entertainment and inspiration is watched by more than a million people each week, and the number of viewing households keeps climbing.

Simply put, our wholesome family programs mean a larger home audience to receive your gospel message—and increased advertising revenues as well. So if you want programming that really hits home, look no further than HomeNet.



For more information, ask for Buddy Merrick or Lynne Gilham at 804-424-7777 or visit Booth #1920 at the 1991 NRB Show.

(Circle 190 on the Reader Service Card)

48th ANNUAL

1991

January

25 - 29

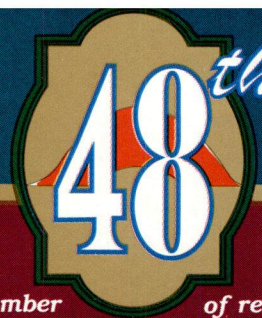
CONVENTION

NATIONAL
RELIGIOUS
BROADCASTERS

Since 1944

EXPOSITION

Washington
D.C.



40th ANNUAL CONVENTION OF Sheraton Washington Hotel, Washington, D.C.

Dear Friend,

Success and growth have prevailed in religious broadcasting! In the past decade, the number of religious radio stations has grown 69 percent. In that same period, television stations carrying religious programming have increased by over 1000 percent.

According to a recent issue of Fund Raising Management, religious charitable giving increased almost 13 percent in 1989, to an estimated \$54.32 billion. At the center of this dynamic growth is National Religious Broadcasters, an association representing over 75 percent of the religious broadcasting in the U.S. and the world.

From January 25-29, the leaders in religious broadcasting will gather in the nation's capital. They will set the agenda of religious broadcasting for 1991 and the decade ahead. Last year's convention drew over 7000 and NRB 91 promises to be bigger and better.

We cordially invite you:

To meet face-to-face with radio and TV executives, top denominational leaders, musicians, pastors, and those

FRIDAY • JANUARY 25, 1991

7:00 PM

Program Highlights

OPENING FELLOWSHIP GENERAL SESSION
BALLROOM

Speakers: Chief Justice Warren Burger (Ret.),
Joseph M. Stowell III, President,
Moody Bible Institute, Chicago, IL
Music: African Children's Choir, The Nelons

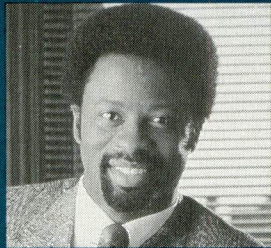


Chief Justice
Warren Burger (Ret.)

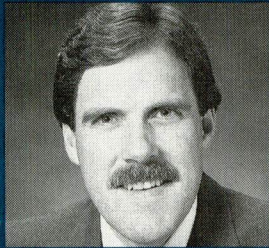
SUNDAY • JANUARY 27, 1991

10:00 AM

2:00 PM



Larnelle Harris



Martin DeHaan

MORNING WORSHIP SERVICE
BALLROOM

Speaker: Martin DeHaan,
Radio Bible Class,
Grand Rapids, MI
Music: Day of Discovery Singers

GOSPEL CONCERT
(BNRB)
BALLROOM

HISPANIC CONCERT (HNRB)
COTILLION

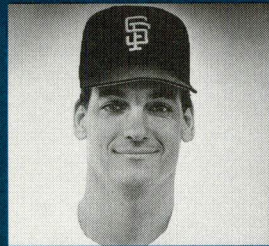
MONDAY • JANUARY 28, 1991

8:00 AM

12:30 PM



Dino Kartsonakis



Dave Dravecky

TV GENERAL SESSION
BALLROOM

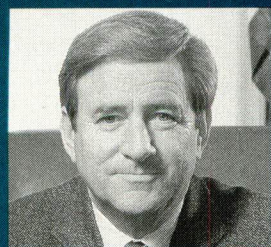
Speaker: John Ankerberg
The John Ankerberg Show,
Chattanooga, TN

INTERNATIONAL LUNCHEON
BALLROOM

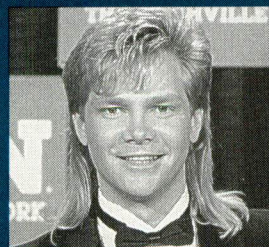
Speaker: Dr. Peter Kuzmic,
Principal of the Evangelical
Theological College, Osijek,
Yugoslavia
Music: African Children's
Choir, Ken Medema

TUESDAY • January 29, 1991

7:00 AM



Jerry Falwell

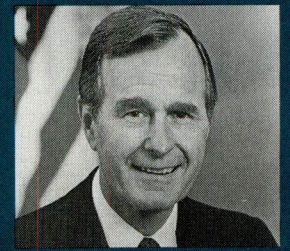


Steven Curtis
Chapman

CONGRESSIONAL BREAKFAST
BALLROOM

Speaker: Dr. Jerry Falwell, Old Time
Gospel Hour, Thomas Road Baptist Church,
Lynchburg, VA
Music: Old Time Gospel Hour Trio

Co-Sponsor: Thomas Nelson Publishers,
Nashville, TN



George Bush

NATIONAL RELIGIOUS BROADCASTERS

January 25 - 29, 1991

who are just entering the industry.

Attend workshops that cover the practical aspects of broadcasting, advertising, fundraising, radio and TV programming, evangelization through the media, and how the broadcaster can make a difference in social issues such as urban deterioration and reaching youth in America.

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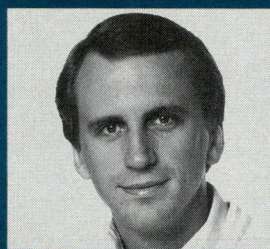
Sincerely,



E. Brandt Gustavson, Executive Director

SATURDAY • JANUARY 26, 1991

7:00 PM



Jerry Johnston



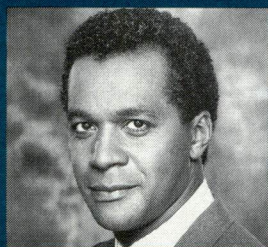
Kay James

**EVENING GENERAL SESSION
BALLROOM**

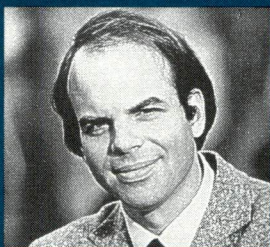
Speakers: Jerry Johnston, Jerry Johnston Association, Overland Park, KS
Kay James, Assistant Secretary of Health and Human Services, Washington, D.C.
Music: Ray Boltz

Co-Sponsor: SpaceComSystems, Tulsa, OK

7:30 PM



Clifton Davis

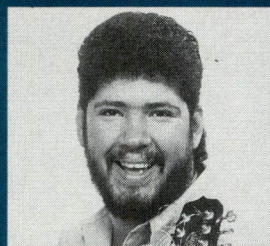


David Bryant

**SUNDAY EVENING
GENERAL SESSION**

"A Concert of Prayer"
Speaker: David Bryant
Music: Steve Fry, Babbie Mason

7:00 PM



Tony Melendez



Charles Colson

**EVENING GENERAL SESSION
BALLROOM**

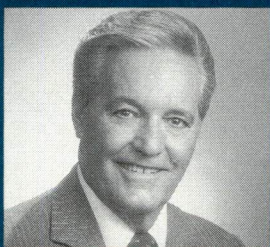
Speakers: Charles Colson, Prison Fellowship Ministries, Washington, DC, Dave Dravecky
Music: Tony Melendez, Dino Kartsonakis

Co-Sponsor: SpaceComSystems, Tulsa, OK

2:00 PM

**PRESIDENTIAL
GENERAL SESSION
BALLROOM**

Speakers: George Bush (Invited), President of the United States
Jerry Rose, President, NRB
Music: Tony Melendez, Steven Curtis Chapman



Rex Humbard

7:00 PM

**ANNIVERSARY BANQUET
BALLROOM**

Speaker: Rex Humbard
Music: GLAD, Gerard Garno

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Washington, D.C. 20007
Room Rates: Single \$69
Double \$69

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1. Name of convention
2. 1st, 2nd, 3rd choice of hotel
3. Arrival/departure dates
4. Number of rooms required
5. Type of room (single, double, etc.)
6. Number of persons in party
7. Arrival time
8. Credit card name, number, and expiration date*
9. Names of all occupants of room
10. Address
11. Telephone number

*If a credit card is not used, a deposit needs to be sent to the hotel within 15 days of receipt of confirmation.

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Phone: 1-202-842-2930
1-800-535-3336 (U.S. & Canada)

Confirmation:
Regardless of how reservations are made, all hotel confirmations will be sent by mail. These confirmations are in addition to, and separate from, convention registration confirmations.

Media Travel U.S.A. is the official agency of the 1990-91 NRB Conventions. Specializing in the travel needs of broadcasters, Media Travel U.S.A. is teaming up with Delta and American airlines to provide for the travel needs of attendees and exhibitors to all NRB and other broadcast industry conventions. For complete information and to make reservations, call (800) 283-TRIP [in Florida (407) 575-7600].



by Rod Robison

Making Prayer A Priority In Your Share-A-Thon

How many times has it happened to you during your on-air fundraiser? In the heat of battle, when you're just "that close" to reaching your goal, when just a few more phone calls will bring you victory, you realize that hours have gone by since you prayed. The prayer requests have been piling up since morning and in the rush to bring in the pledges, your audience's prayer needs have taken a back seat.

It is easy to let that happen because it is often difficult to shift gears from fundraising mode to prayer mode while giving your audience's requests the reverence they deserve. Pausing to pray for Maude's daughter who has terminal cancer in the middle of a push for pledges can often appear insincere no matter how genuine your motives.

Unfortunately, time given to prayer during a share-a-thon is often a cue for your audience to grab a sandwich. Maybe that's because we do not make it a time the audience looks forward to: an exciting experience they can be a part of.

Involve Your Audience

But there is a way to make prayer requests a priority during your share-a-thons and, in fact, to involve your audience in the ministry experience. Have a time set aside in your on-air schedule, perhaps a half hour or so, specifically for a prayer-ministry segment.

Let your audience know that something special is coming up but don't let the cat completely out of the bag. It's often best to begin this segment immediately after a goal has been reached, when you've shouted the victory.

To change the tone from upbeat fundraising mode to one more ministry oriented, start the segment off with appropriate praise or worship music. Coming out of the music, let your audience know that for the next half-hour you don't want any pledges called in. That will get their attention.

Then explain that for the next few minutes you want each person in the audience to think of someone in their family or a friend or neighbor who needs

the Lord and that you'll tell them more later. Then go back to appropriate music. Incidentally, Ray Boltz's "Here Comes a Miracle" is perfect.

At the end of the musical selection, tell your audience that for the next several minutes (put a limit on the time) you're going to reserve the phones for prayer requests only. Kindly ask them not to give pledges during this time. Then explain that you want each person to call in the first name of someone who needs salvation. Explain that as the requests come in, you will read each name on the air.

As you do, you want each believer in the audience to ask the Lord to impress a few of the names on their hearts

Unfortunately, time given to prayer during a share-a-thon is often a cue for your audience to grab a sandwich. Maybe that's because we do not make it a time the audience looks forward to: an exciting experience they can be a part of.

so they can be those individuals' prayer partner for the rest of the day. You might even encourage each audience member to write the names down as a reminder.

Add Variety

Then open the phone lines. If you have properly set the segment up, your phones will begin ringing off the hook.

During the designated time you may want to read some scripture germane to prayer.

Or, you may want to share a story of answered prayer and play some soft instrumental background music to maintain the mood. Also, during the call-in period, occasionally reiterate what you are doing. Give the segment some variety so you are not just reading a list of names for ten minutes.

During Family Life Radio share-a-thons, we often remind the audience that we in the studio have no "hot line to heaven" that they don't also have as believers, and that their prayers are just as important as ours.

It is vital that your phone volunteer coordinator get the names to you immediately as they come in so you can read them on the air without delay. Often you will find it difficult getting through the volume of names called in and you may need to extend the period a few minutes.

Pray

At the end of the segment, take enough time to pray corporately for those represented on the prayer-request sheets. But let your audience know that you are counting on them to join you. Then pray. Of course, you don't have to limit the requests to unsaved loved ones. The above can be modified to include any kind of prayer requests.

Our experience has been that, with this method, not only will you not lose your audience during prayer time, you will actually build it and make them feel more a part of your ministry by involving them. You have taken time to minister to their need and they will appreciate it. When you return to the fundraising aspect of your share-a-thon, the audience will be even more ready to minister back to the needs of your station.

Rod Robison is director of development for Family Life Radio Network and is a freelance writer and author of *The Successful TV and Radio-thon Guidebook*.

by D. James Kennedy

With the staggering proliferation of sociological problems witnessed throughout the 1980s, religious broadcasters have an increased obligation to inform fully, to interpret plainly, and to provide faithfully some spiritual guidance to their audiences regarding the complexities of public life today.

The way to address the diverse and difficult questions that assail modern society is still the way God told us to do it. The ground rules are the same; they have never been changed.

In the Cultural Mandate given in Genesis 1:27-28 (which was His first command just as the Great Commission was His final command), He plainly ordered us: (1) to acknowledge that man is made in His image; (2) to replicate that image by being fruitful and increasing in number; (3) to maximize the potentialities which He has built into this earth by subduing it.

In other words, with whatever technologies we may have available, our purpose is still to bring glory to God in all areas of human activity.

How well has "electronic preaching" held to the original governing purpose?



James Kennedy visits with a staff member in the broadcasting control room at Coral Ridge Presbyterian Church.

government, our art, our music, our literature, our culture to them in blatant violation of God's mandate.

The most sophomoric argument I en-

Religious Broadcasting: Addressing The Issues With A Single Voice

There is no doubt of its effective outreach.

But are religious broadcasters fulfilling the command in the third part of the Cultural Mandate? It is a well-known statistic that 86 percent of the personnel working in the news media of America "seldom" or "never" attend worship services. These are the people who make a career of influencing and molding public opinion and attitudes.

Let's face it: the citizens of a nation founded on the moral principles of the Judeo-Christian heritage simply cannot afford to yield most of the spheres of public thought and action to unbelievers.

We cannot turn over our schools, our

counter from time to time is the contention that Christians have no business being drawn into the vortex of public life. By some esoteric brand of reasoning, God-fearing folk are supposed to confine themselves to "church affairs" and to leave such weighty matters as abortion, gambling, national defense, homosexuality, fetal tissue

experimentation, teenage suicide, pornography, euthanasia, presidential elections, and the environment in the capable hands of secular humanists.

After all, isn't that *their* agenda — along with the removal of any vestige of Christian faith and belief in God? Even government, it is argued, is supposed to be entirely neutral concerning God.

It is precisely because Christians became involved in public life that all of our citizens today enjoy religious freedom as a political right, spelled out in that greatest of all political documents, the Constitution. And with that precious right under attack in our streets and in our courts as never before, there is no one more called upon to be involved than Christian Americans.

At the risk of being misquoted in the liberal media, I will suggest that religious broadcasters take an example from the New Age movement. My sole interest here is in terminology which, after all, the New Age wizards stole from the broadcasting industry.

Those people depend on what they call "networking." It is estimated that there are about 1500 activist groups seeking to transform society which now operate directly or indirectly under the umbrella concept of the New Age.

While such organizations may have widely differing goals, they enjoy compatibility within the New Age fold, where they find strength in numbers by meshing individual aims — thus "networking" for a corporate impact — all within the framework of a comfortably Christless philosophy.

My conviction is, that if the 1600 religious broadcasters currently on the air would speak with one voice on more of the inflammatory social disputes of our time, the New Age networks would be confounded.

Note that I am not suggesting that we interfere with each other's promulgation of our individual doctrines and beliefs in spiritual matters. Indeed, it is the free expression of our denominational differences that demonstrates the very ideals of democracy.

But right now Christian broadcasters need to present a united front in the defense of liberty, justice, decency, and morality on all questions involving the political and social standards of our beloved country.

My conviction is, that if the 1600 religious broadcasters currently on the air would speak with one voice on more of the inflammatory social disputes of our time, the New Age networks would be confounded.

Let us not shrink from shared responsibility. After all, we have God's Word concerning all things. Suppose we fail utterly at coalescing our energies in delivering the common message which America so desperately needs today? Or suppose, as some choose, we remain silent, declining to enter the battle, and to enter it where the fighting is hottest, as Luther urged witnesses to do?

Then we will be leaving education, science, government, the media, the arts, and all of the other public activities in the hands of unbelievers. You can be certain they will create a monster that will ultimately destroy the freedoms which we all enjoy, unless we meet their secret "networking" tactics with a concerted action of our own.

Jesus did not say, "you are the lights of the world," but "you are the *light* of the world." He did not say "You are the *grains of salt* of the earth," but "you are the *salt* of the earth." The body of Christ is made up of many differing parts, each with its own purpose, but designed to work together as a whole.

It is this working together — especially through the technological miracle of broadcasting — that can enlighten and heal our stricken society through the gospel of Jesus Christ.

D. James Kennedy, Ph.D., is the senior minister of Coral Ridge Presbyterian Church in Fort Lauderdale, Fla.

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Our self-centered generation needs to know that Jesus said, "The greatest among you is the servant of all." We need to tell our pleasure-seeking society that in God's presence "there is fullness of joy and at His right hand there are pleasures forever."



by Wayne Pederson

The "baby-boomers" are the most sought-after entity ever. Twenty-five to 44-year olds — 77 million of them — represent 31 percent of the population and earn 47 percent of all household income.

Advertisers, investors, retailers, researchers, educators, and churches are intrigued by this distinctive point on the demographic scale. Appealing to this generation seems to be a "make or break" situation for corporate America. Churches and ministries must also see the importance of appealing to this age group.

Toys, Achievements, And Family

This generation is materialistic in its lifestyle. The bumper sticker that says "He who dies with the most toys wins" typifies the attitude of many. Baby boomers also tend to be achievement-oriented in a somewhat selfish kind of way. "Looking out for number one" indicates this generation's assertive outlook. "Having it all" represents the goal of their frantic pursuit.

Though this group is family-centered, the family is undergoing many changes. Couples are postponing marriage and child-rearing in order to pursue a career. There are more single parents and DINKS (double income-no kids).

marked by an increased interest in religion and spirituality, indicated by the growth of the cults and interest in Eastern mysticism. So how do we as Christian communicators reach this important but illusive generation? We need a strategy for the 1990s and a vision for the new century.

Our *materialistic* generation needs to know that "my God shall supply all your needs according to His riches in Christ Jesus." And that if we "seek His kingdom and His righteousness, all these things shall be added as well."

Our *self-centered* generation needs to know that Jesus said, "The greatest among you is the servant of all." We need to tell our *pleasure-seeking* society that in God's presence "there is fullness of joy and at His right hand there are pleasures forever." In our quest for *knowledge* we need to "Be still and know that He is God." Our society is intrigued by the *spiritual*. Paul told the Greeks who worshipped an "unknown god" that they were very religious. We need to point to Jesus who said, "I am the way, the truth and the life. No one comes to the Father except by me."

Using The Tools In Hand

God asked Moses, "What is in your hand?" God may be asking us, "What is in *your* hand?" A radio station? A television ministry? A satellite network? God has placed these means in our hands as tools to reach our society with the Good News.

Materialism? One of National Public Radio's (NPR) most popular shows is their Saturday call-in dealing with personal finances. We need to provide solid Scriptural principles on financial management. A Christian station can do this. Are we prepared to challenge today's materialistic culture with a Scriptural view of stewardship?

Self-centered? Today's boomer is famous for the question: "What's in it for me?" A Christian station can no longer just program to people "because it's good for them." We need to meet listeners at their level of interest and take them to where they need to be. Are we willing to meet our audience at its interest level rather than ours?

The changing family? Programs will need to address the changing needs of the family. Today's listener is information and

Are We Reaching The Boomer Generation?

Pleasure Seekers And Information Processors

The society of the 1990s is also a pleasure-oriented one. It is enthusiastic in its pursuit of entertainment, sports, and leisure. And the 1990s is an information age. The baby-boomer generation is not manufacturing a product, but processing information. In the never-ending pursuit of knowledge, the computer, the satellite, and personal electronic organizers are a way of life.

A Strategy For The 1990s

The close of the 20th century is

issue driven. Are we prepared to address some of the difficult questions of single parents, working mothers, divorce and separation, adultery and reconciliation?

Pleasure-oriented society? Christian radio and television will have to make greater use of humor and entertainment in order to win the attention of today's audience. Are we creative and flexible enough to make our programming attractive and entertaining in order to compete with the array of options available to our listeners?

Information? People turn in increasing numbers to radio/television as their first source of information and news. Are we equipped to provide regional and national news, weather, sports, financial news, consumer information? Are we able to mix information and inspiration on our stations?

The spiritual quest? We see it everywhere. Is our Christianity authentic enough to go up against the hunger in people's hearts for spiritual reality?

Today's influence is sophisticated in its discernment of quality. AM stereo, CDs, and other technical developments make it increasingly important that we broadcast with the highest technical standards. Are we willing to pay the price in order to compete with secular standards for the discerning ear of the present generation?

The Personal Touch

As high-tech innovations increase, people's need for personal relationships also increases. Christian radio and television must be more than electronic media. We must be viewed as friends, family, and real persons. The television programs and radio stations that really minister must develop a personality and a group of personalities that will make the audience feel loved and "touched." Are we willing to take the risk of allowing our on-air people to be real people?

What is in our hands? Christian media has an unprecedented opportunity to touch lives with the living, life-changing gospel of Jesus Christ. That good news is as current to the needs of today as it was almost 2000 years ago when Christ astounded His world with His life-changing concepts of truth and life.

Wayne Pederson is the general manager of KTIS-AM/FM in St. Paul, Minn.

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(Circle 250 on the Reader Service Card)



by Virginia Churchill

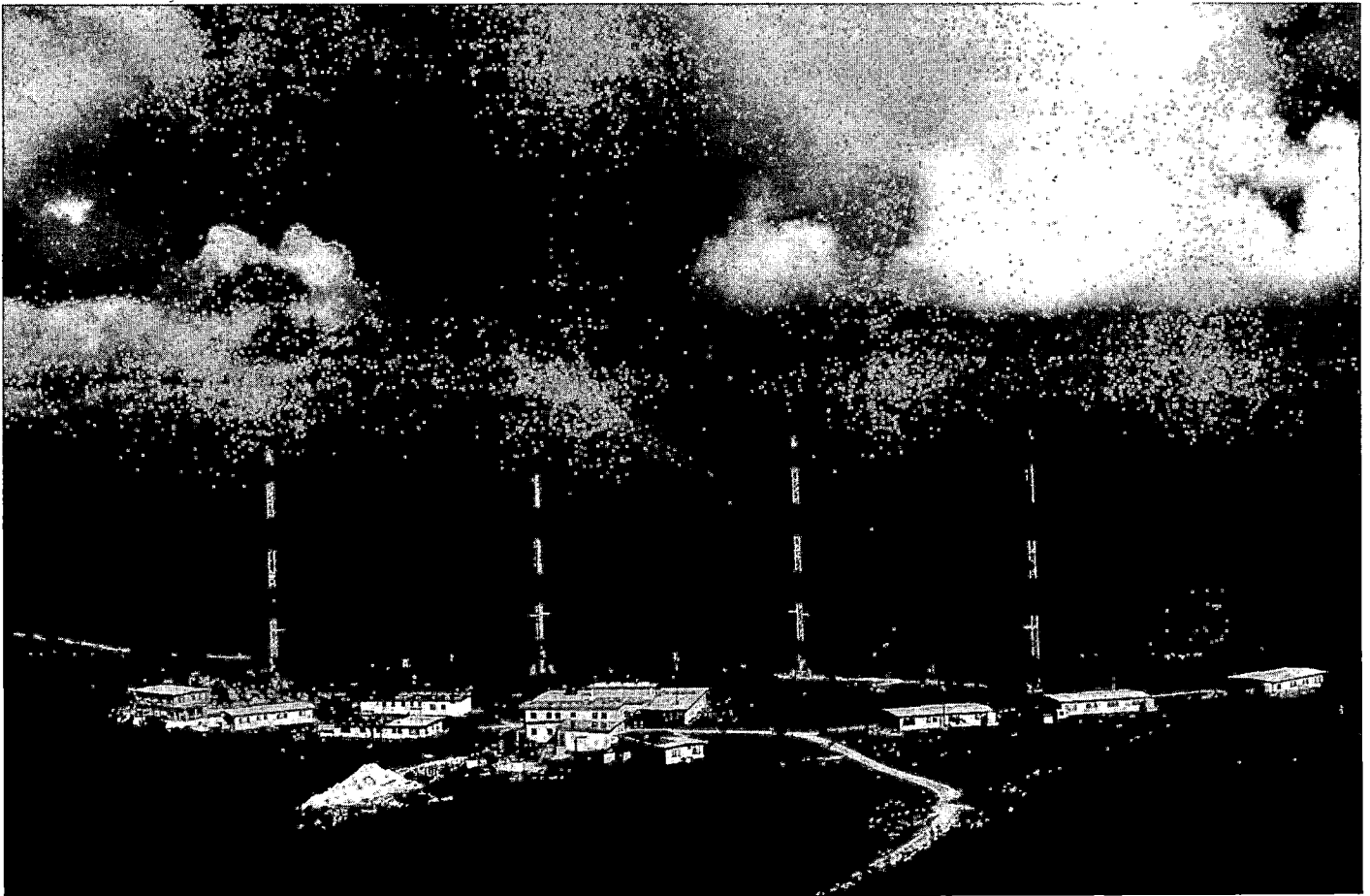
Since 1945, Far East Broadcasting Company (FEBC) has grown from a simple vision to a far-reaching ministry. Today FEBC and FEBA International broadcast 300 program hours daily (although not heard in the U.S.) in 120 languages from 32 transmitters around the world.

Over the years, missionary radio has penetrated both the iron and bamboo cur-

tains bringing the message of Christ to millions. Only God knows the numbers of those who have trusted Him through radio.

FEBC is committed to providing all men, women, and children on earth the opportunity to hear the gospel of Jesus Christ. Together with other missionary radio organizations, FEBC broadcasts the gospel to the entire world. Religious Broadcasting is pleased to share with its readers this profile of Robert H. Bowman, a true pioneer in missionary radio.

Bob Bowman: Ordinary Clay For An Extraordinary Vessel



Far East Broadcasting's station KFBS on Saipan which has five 100,000-watt shortwave transmitters broadcasting the gospel to the USSR, Indonesia, China, and Indo-China.

Robert H. Bowman's story isn't one of fame and fortune. Neither is it a story of success and failure. His story is one of daily obedience. While his name and face remain anonymous to many, millions of people shall meet Jesus Christ face to face and call Him Lord because Bob Bowman has remained faithful to God's call for 56 years.

Dr. Bowman, president and co-founder of Far East Broadcasting Company (FEBC) has been shaped and reshaped by God the Potter. He has had the imperfections of sin, doubt, fear, and pride squeezed and pressed from his spirit time after time.

There have been times of uncertainty and testing. "We have depended on the Lord for everything and He has never let us down," says Dr. Bowman.

Today at 75-years-old and still full time at FEBC, Dr. Bowman confesses that he is thrilled with life and all God is doing through the ministry. Day by day, he has yielded to the gentle pressure of the Lord's hand and become a useful vessel, a filled cup. By God's grace, he is a cup that has held the water of salvation to the parched lips of millions of souls.

Resisting the Potter

As a youngster, Bob Bowman received Christ as his Savior but didn't grow in that commitment. Throughout high school, he enjoyed the rush of being a star athlete both in football and basketball. Popularity and praise fueled his self-centered lifestyle but gratified his empty heart little. He was miserable.

One morning as Bob prepared for his before-school job, his mother delivered a sermon he had already heard. Feeling guilty about the wild oats he had sown the night before, he said, "Okay, you know that Bible school in Pasadena? I'll go there after graduation."

It was the Depression year of 1934 when Bob started Bible school. The teachers were gracious and gradually brought him to a place of genuine commitment to Christ. About that time, he met Eleanor, who is now his wife of 53 years. "A great marriage," he says smiling. "That same year I joined the *Haven*

of Rest ministry as a baritone in the quartet."

Taking Shape

For 12 years, Dr. Bowman enjoyed singing and working with *Haven of Rest* radio ministry in the Los Angeles area. "We were often invited to sing and preach in churches. God blessed abundantly," he remembers.

"It was while working with *Haven of Rest* that the idea of missionary radio began to take hold of my heart," says Dr. Bowman. "If Christian broadcasting could be effective in the U.S., why couldn't it be used effectively overseas? Through a mutual friend at Bible school, John Broger and I became friends and shared a vision for missionary radio which was stalled until after the war."

Immediately after the war, the Bowmans and the Brogers met and committed to the ministry of Far East Broadcasting Company. With \$1000 between them as seed money, they yielded to the Lord's calling, not having the slightest idea of the magnitude of the ministry in which they had embarked.

In Touch With the Potter

During Bible school days, Dr. Bowman learned that spending time daily in prayer and Bible study kept him pliable and willing to do things God's way. "That's a practice I still maintain. It doesn't take long to miss the joy of serving if I miss my time with God," he notes.

There have been times of uncertainty and testing. "We have depended on the Lord for everything and He has never let us down," says Dr. Bowman. "Millions of dollars worth of broadcasting equipment and millions of believers around the world today are testimony of God's faithfulness."

A Vessel of Value

"I'm an ordinary man and feel overwhelmed that God chose me for this job," Dr. Bowman concludes. "The rewards have been many, not the least of which are the dear friends we've worked, prayed, and played with these many years. My greatest joy, however, will be in heaven when I rejoice with those who have come to Christ through FEBC radio."

Virginia Churchill is the director of public information for Far East Broadcasting Company in La Mirada, Calif.

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CMBA Backs NRBMLC On Per-Use Options From ASCAP

CAMARILLO, Calif. (NRB)— The Concert Music Broadcasters Association (CMBA) intends to support the National Religious Broadcasters Music Licensing Committee's (NRBMLC) negotiating efforts with ASCAP.

In a recent letter to NRBMLC chairman Edward Atsinger, Tom Bartunek, operations director at WQXR in New York and a member of the CMBA's Music License Committee, stated that "the Concert Music Broadcasters Association Board has adopted a resolution by which the CMBA will support the effort of the National Religious Broadcasters association to achieve reasonable per-use options from ASCAP."

The CMBA, like other specialty broadcasters, has much in common with the NRBMLC. Its stations use a specialized and limited amount of the ASCAP (and BMI) repertoires. Further, the blanket license historically negotiated by the All-Industry MLC for use by most general audience stations is not acceptable to the CMBA.

NRBMLC executive director Russ Hauth said, "It's too early to tell what this

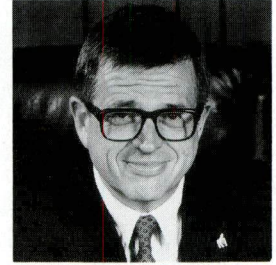
relationship will accomplish. We sense that the CMBA stations are serious and will want to press ASCAP and BMI very hard for a reasonable per program license, and we hope to be able to represent them in our upcoming ASCAP negotiations.

"It is encouraging that specialty, limited-use broadcasters may be working together to bring about possible reforms in the music licensing industry. A major step would be to accomplish a reasonable per program license as contemplated by the Department of Justice Consent Decrees that govern ASCAP and BMI activities.

"Beneficiaries of such a license could include variety-talk formatted stations, ethnic stations, and other specialty-formatted stations such as sports, children's, and comedy," Hauth noted.

NRB 91 Offers Opportunity For Organizations To Meet

PARSIPPANY, N.J. — Organizations and ministry groups represented at the 48th annual National Religious Broadcasters Convention & Exposition (NRB 91) in Washington, D.C., January 25-29, 1991, are encouraged to take advantage of opportunities during the event to meet with their members who are attending NRB 91.



CHUCK COLSON

Those groups interested in assembling their members together during the convention should contact Michael Glenn at NRB headquarters in Parsippany. The NRB telephone number is (201) 428-5400.

A full-color brochure describing NRB 91, including activities, general session speakers and musicians, workshops, the media exposition, lodging and travel information, plus a registration form begins on page 23 of this edition.

Among the speakers at NRB 91 will be retired Supreme Court chief justice Warren Burger, assistant secretary of Health and Human Services Kay James, Chuck Colson, Jerry Falwell, and Rex Humbard. U.S. President George Bush is also among the invited speakers.

To: National Religious Broadcasters Music License Committee (NRB/MLC) Subject: Authorization for ASCAP and BMI Negotiations/Proceedings

AUTHORIZATION

I hereby authorize the National Religious Broadcasters Music License Committee (NRB/MLC) to represent my station(s) in negotiations with ASCAP, for the period after December 31, 1990* and subsequently with BMI for the period after December 31, 1991. The Committee is also authorized to institute on behalf of such station(s) licensing fee proceedings, should they be necessary.

I understand that this authorization binds my station(s) to the outcome of such negotiation or proceeding, and I further understand that I cannot authorize more than one committee to represent my station for this period.

Station Call Letters

Telephone

(Please complete one authorization for each station)

Licensee Name

Group Affiliation or Name of Owner

Signature and Title

(Owner or Officer Only)

Date

*Once you sign this authorization, and the NRB/MLC files an application with ASCAP, you will be licensed with ASCAP for the period commencing January 1, 1991. ASCAP may not require you to sign an extension of your existing license, nor may they threaten with infringement litigation stations engaged in ongoing negotiations or proceedings. If ASCAP approaches you to sign any other license, threatens infringement litigation, or advises you that you are unlicensed, please contact the Committee immediately.

**PLEASE COMPLETE AND RETURN TO THE NRB MUSIC LICENSE COMMITTEE:
2310 Ponderosa Dr., Suite 29, Camarillo, CA 93010**

• NATIONAL •

World Wide Pictures Releases Major Film Series Production

MINNEAPOLIS, Minn. (NRB) — World Wide Pictures (WWP), the film and video ministry of the Billy Graham Evangelistic Association (BGEA), released its first major production for the 90s, a new four-part series on "Hope" designed as an evangelistic tool for use in churches.

In response to a survey regarding the toughest challenges pastors face in their ministry, WWP developed the Hope Series: Hope For the Family, Hope For the Lonely, Hope For Forgiveness, and Hope For Commitment.

Each 30-minute film features Billy Graham delivering a clear and bold message from the Bible and a dramatic vignette related to the film's topic and narrated in first person to enable the viewer to identify with each character. All four Hope films end with an opportunity for each viewer to reconfirm or make a first-time commitment to Jesus Christ.

Discovery House And Gospel Films Sign Video Agreement

MUSKEGON, Mich. (NRB) — Discovery House Publishers and Gospel Films, Inc., announced in July the signing of a new video distribution agreement between the two companies and their ministries.

The new licensing agreement is for the *Discovery Interactive Bible Study*® video curriculum produced by the affiliated division of the *Radio Bible Class*. This new product line packages four lessons around a biblically based theme and uses interactive video segments to create lively discussion in group settings.

Each program in the series of planned releases allows users to bring well-known Bible teachers and authors into a variety of settings, including adult Sunday school classes, home Bible study groups, high school youth programs, and personal Bible study. Several other titles are in production for 1991 release.

Baptists' RTVC Sees A Bright Future Despite Concerns

FORT WORTH, Texas (NRB) — Southern Baptist Radio and Television Commission (RTVC) trustees, holding

their fall meeting in Fort Worth, approved an \$8.9 million operating budget for the 1990-91 fiscal year — an \$800,000 increase over the 1989-90 budget — and predicted a bright future for the agency's ministry.

RTVC President Jack B. Johnson and trustees, however, expressed concern about the stability of the Southern Baptists' Cooperative Program. The concern is due to the fact that a moderate-fundamentalist controversy has led some moderates, including about 3000 who met recently in Atlanta, to consider new funding mechanisms that would bypass the Cooperative Program to support Baptist agencies and institutions.

Most of the \$800,000 increase in the RTVC budget over last year — a total of nearly \$600,000 — is expected to result in expansion of the commission's television delivery system and the ACTS network and to enhance the outreach of ACTS with new programming.

First U.S. Commercial Ka-Band Satellite Proposed By Norris

RED LION, Pa. (DBSN) — Norris Satellite Communications (Norris), based in Red Lion, has applied to the Federal Communications Commission (FCC) to construct two communication satellites, with plans to launch and operate one in the 30/20 GHz Ka-band, according to *DBS News*.

If Norris receives FCC approval for its system, it will be the first United States commercial satellite to provide service in the 30/20 GHz frequency band. The satellite, dubbed NorStar 1, will provide fixed broadcasting, mobile, and personal communications satellite services to the U.S.

John Norris, company president, said he has determined that there is a significant need for satellite service in the Ka-band and has also filed for Pioneer Preference, a request to the FCC to defer other applications for use of the band in order to give a head start to the pioneer.

Ka-band also can be used for enormous quantities of data at very high rates, thereby enabling the interconnection of super computers throughout the U.S.

Regent University Undertakes Search For Next President

VIRGINIA BEACH, Va. (NRB) — Pat Robertson, chancellor of Regent



BOB SLOSSER

University, accepted the resignation of school president Bob G. Slosser effective October 1 and announced that the Board of Trustees named Slosser as president emeritus. Dr. Robertson is acting as Regent's interim president. A presidential search committee has been appointed by the Executive Committee of the Board of Trustees.

The entering class this fall is the largest in the university's history, representing a 38 percent increase over last fall. The student body comprises students from 50 states and 20 nations. This past year, the school achieved a significant milestone in its history under Slosser's leadership when its name became Regent University.

Slosser also guided the university through the reaffirmation of the accreditation process with the Southern Association of Colleges and Schools which awarded a 10-year extension of Regent University's full accreditation. The American Bar Association awarded provisional accreditation to the Regent University School of Law. As president emeritus, Slosser will continue to serve the school in the capacity of development, writing, and instruction.

CLear-TV Ends Its Boycott Of Burger King Restaurants

TUPELO, Miss. (NRB) — Christian Leaders for Responsible Television (CLear-TV) announced they were ending the boycott of Burger King restaurants November 1. CLear-TV had called for a one-year boycott September 1 because of the company's sponsorship of sex, violence, profanity, and anti-Christian stereotyping on television.

Billy Melvin, the executive director of the National Association of Evangelicals, who serves as chairman of CLear-TV, said the boycott was being discontinued fol-

CONTINUED ON PAGE 40

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- ✓ Making prayertime a meaningful experience for your audience
- ✓ How to save money on premiums
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Radio Station ELWA, located on the outskirts of Monrovia, was forced to shut down in July due to the Liberian Civil War.

**MEDIA FOCUS
CONTINUED FROM PAGE 39**

Following several meetings which produced a mutual understanding between Burger King and CLeaR-TV.

"We are convinced that Burger King shares our concern about the quality of television programs, and will put that concern into practice in the future," Dr. Melvin said. CLeaR-TV's termination of the boycott precedes a national advertising effort by Burger King which has decided to clarify its position with the American public in support of traditional values on television.

The advertising was scheduled to run on Sunday, November 4, in daily newspapers throughout the country containing the message — "An Open Letter To The American People: Burger King wishes to go on record as supporting traditional American values on television, especially the importance of the family. We believe the American people desire television programs that reflect the values they are trying to instill in their children. We pledge to support such programs with our advertising dollars."

According to Donald E. Wildmon, executive director for CLeaR-TV, the coalition was notifying its members of the end of the boycott and urging them to once again patronize Burger King. "We are glad that this boycott has been brought to a mutually agreeable conclusion," he said.

"We encourage those participating to pass the word on to others that the boycott has ended," Wildmon added. "Equally im-

portant, we hope other advertisers will follow the lead of Burger King." CLeaR-TV is a coalition of approximately 1600 Christian leaders whose various groups have a constituency of approximately 60 million.

**Submissions Being Accepted
For The 1991 Scribe Awards**

MADISON, Wis. (NRB) — Submissions are now being accepted for the 1991 Third Annual SCRIBE Awards for radio news coverage. The four categories this year are radio news, feature, network/syndication, and college. There is a \$15 fee per entry in each category which includes a one-year subscription or renewal to SCRIBE newsletter.

Entries must have been broadcast during the calendar year of 1990 and must be postmarked by January 1, 1991. The entries must be received by January 7, 1991. For more detailed information call (608) 271-1025, or write to: SCRIBE, 5606 Medical Circle, Madison, WI 53719.

INTERNATIONAL

**Liberian Civil War Causes
Shut Down Of Radio ELWA**

CHARLOTTE, N.C. (NRB) — For the first time in its 36-year history, SIM International's radio station ELWA has had to shut down because of the civil war in Liberia. On July 4, heavy fighting surrounded the 137-acre campus of ELWA, located on the outskirts of Monrovia, marking the beginning of the end.

The forces of Charles Taylor's National Patriotic Front of Liberia (NPFL)

entered the campus on Sunday, July 22, and took control the next day. On Wednesday, July 25, a squad of government soldiers attempted to break through NPFL lines to move past ELWA. In the ensuing battle stray bullets killed four refugees and wounded six others.

There was, however, no exchange of fire between combatants on the ELWA campus. With reports of more government troops coming to the area, the decision was made to abandon the radio/hospital facility. Within three hours, 22,000 refugees, 16 bedridden hospital patients, and 10 missionaries fled behind NPFL lines.

Two days later the NPFL forced five missionaries back to ELWA to turn on the radio station for a special message by Charles Taylor. The next day, July 28, the NPFL escorted the missionaries to the Ivory Coast border and freedom.

Reports reaching SIM in Charlotte, state that government forces shelled the radio station the following week causing serious damage. Radio ELWA was silenced. Recently, Radio ELWA's broadcast ministry to West, Central, and North

Africa in over 40 languages had to be expanded to meet the increased demands of "The World By 2000."

With the war still raging, it is impossible to know when ELWA will be back on the air. SIM is committed to its role in "The World By 2000," and whether ELWA speaks to Africa from Liberia, or elsewhere, it will speak, say ministry officials.

Trans World Radio Has New Program For The Arab World

MONTE CARLO, Monaco (NRB) — Beginning last month, a new 30-minute Arabic program entitled *Walking Together* was being broadcast six evenings a week from Trans World Radio (TWR)-Monte Carlo. *Walking Together* presents the biblical view of God, creation, man, and salvation in ways that Arab listeners can readily grasp.

Starting with the daily concerns of the listener, the program's aim is to lead Arabs from indifference to a positive attitude toward Christ. The broadcast is jointly produced by Arab World Ministries, the Gospel Missionary Union, and TWR.

This team is pooling its editorial, technical, and financial resources to present the gospel to the Arab world. Both Arab World Ministries and Gospel Missionary Union regularly air Arabic programs over TWR.

HCJB Launches Special Programs In Persian Gulf

OPA LOCKA, Fla. (NRB) — Radio Station HCJB recently launched programs designed specifically for soldiers and residents in the Middle East. The daily hour-long broadcasts are in English and Arabic and air at 11:30 a.m. EST (1630 UTC) on the 13-meter band at 21480 kHz.

This new service is the brainchild of HCJB broadcasting director Glen Volkhardt, who noticed an increase in letters from Moslem listeners who wrote to defend their faith. "But their English is excellent, as is that of the diplomats who have been on the radio and television during this tense time," Volkhardt observed. "So I know there is an audience for English-language programs there."

THIS IS

MEDIA MONITOR

WITH REED IRVINE AND CLIFF KINCAID

BURGER KING HAS IT THEIR WAY

Christian Leaders for Responsible Television (CLear-TV) has called for a one-year boycott of Burger King, accusing the fast-food chain of being a "leading sponsor" of sex, violence, and profanity on the networks. CLear-TV, a coalition of 1600 religious leaders, said that Burger King ignored three written warnings against sponsoring such material.

One objectionable program sponsored by Burger King, according to CLear-TV, was the NBC mini-series, *People Like Us*, which portrayed homosexual lovers as caring, sensitive and rational human beings while an anti-homosexual character was portrayed as cold, uncaring, and vindictive. CLear-TV also says that Burger King sponsored shows on ABC and CBS that ridiculed Christian beliefs or practices.

But Cori Zywotow, director of media relations for Burger King, defended the programs her company sponsored, saying

that advertising was placed on them only after a "thorough review process."

The fall television season, according to some television critics, promises to be the raunchiest ever. Rick Marin, television critic of *The Washington Times*, says that the new season features a "loosening" of standards, while Tom Shales of *The Washington Post* says that the shows have been given "more leeway" in airing "blunter, cruder language."

Most attention has focused on a new CBS series, *Uncle Buck*, which shows a 6 year old girl saying to her brother, "You BLANK." "It caused a sensation" when the critics saw the episode, Rick Marin said. The show also featured dialog in which one young girl says that another girl's strange behavior is because she was ovulating. "This comes out of the mouth of a little 7 or 8 year old," Marin said. "It's been cut from the

show because it caused some complaints and the producers decided to get rid of it. But they did leave in the other controversial lines. And they intend to keep up that kind of thing."

The Post's Tom Shales reports that other new shows will feature other words or phrases that used to be off-limits on television. He said that while such language will anger media monitoring groups, the viewing audience probably won't object because it is accustomed to hearing such dialog on cable television and on the radio.

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9

Golden

MI

AWA

THE 1991 NRB "GOLDEN MIKE" AWARDS OFFICIAL BALLOT

A vote for only one nominee must be made in each category

RELIGIOUS BROADCASTING HALL OF FAME

- James Dobson (Focus on the Family)
- Jack Odell (Unshackled!)
- Al Sanders (Ambassador Advertising)

WILLIAM WARD AYER DISTINGUISHED SERVICE AWARD

- Ralph Carmichael (music contributor)
- Children's Bible Hour
- Bill Pearce (Nightsounds)
- Paul Ramseyer (Northwestern Radio)

RADIO STATION OF THE YEAR

- KSBJ-FM/Houston, Texas
- WFGW-AM/WMIT-FM/Black Mountain, N.C.
- WWDJ-AM/Hackensack, N.J.

TELEVISION STATION OF THE YEAR

- KSCB-TV/Sioux Falls, S.D.
- WCLF-TV/Clearwater, Fla.

RADIO PROGRAM PRODUCER OF THE YEAR

- Family News in Focus (Focus on the Family)
- Insight for Living
- Minirth-Meier Clinic
- Unshackled! (Pacific Garden Mission)

TELEVISION PROGRAM PRODUCER OF THE YEAR

- The John Ankerberg Show
- CBN - The Family Channel
- Southern Baptist Radio & TV Commission

TECHNICAL ACHIEVEMENT IN BROADCASTING

- Ambassador Network
- Skylight Satellite Network

BOARD OF DIRECTORS' AWARD

- James Baker (U.S. Secretary of State)
- Paul Harvey (syndicated broadcaster)
- T.W. Wilson (Billy Graham Evangelistic Assoc.)

PRESIDENT'S AWARD

- Robert Ball (Salem Broadcasting)
- Marlin Maddoux (USA Radio Network)
- Maranatha! Music

INTERNATIONAL AWARD

- 100 Huntley Street
- Robert Carlton Savage (HCJB) - Posthumously

Please mail completed ballot by December 15, 1990, to:
Golden Mike Award Voting

c/o National Religious Broadcasters / 299 Webro Road / Parsippany, NJ
Ballots sent by fax will not be accepted.

AWA

of continuous service in religious broadcasting):

The Baptist Hour (Southern Baptist Radio &
TV Commission)
Constantine & Elizabeth Lewshenia
Neil C. Macaulay
J. Vernon McGee
Slavic Gospel Association

To be presented at the
National Religious Broad-
casting Convention & Expo
Washington,
January 25-29,

The purpose of the National Religious Broadcasters (NRB) "Golden Mike" Awards is to recognize outstanding service and merit in religious broadcasting.

Through the Golden Mike Awards, it is the desire of NRB to provide a standard of excellence for the industry.

Through the years, it has been traditional for religious broadcasters to nominate their colleagues who have advanced the quality of programs and stations, utilizing new developments in technology to communicate the gospel. For the 1991 Golden Mike Awards, tradition is being taken one step further.

Not only have *Religious Broadcasting* readers offered nominations for each award category, but they will also vote on who should receive a Golden Mike. Given below is the procedure for the voting process which ends December 15.

1. The official NRB Golden Mike Award voting ballot appears here in the November edition of *Religious Broadcasting* magazine. The finalists for each category are listed on the ballot.

2. Voting will end **December 15**. Votes will only be tabulated from the actual ballot appearing in the November edition of *Religious Broadcasting* magazine. Ballots must be mailed, not faxed, to the NRB headquarters office by December 15.

3. Any reader of *Religious Broadcasting* magazine is eligible to vote.

4. Only one vote is allowed per category and a vote must be submitted for each category. Ballots not meeting this criteria will not be counted. For an explanation of each category, please see either the June or July/August 1990 edition of *Religious Broadcasting* magazine.

NRB PAST AWARD RECIPIENTS

Since 1985

DISTINGUISHED SERVICE AWARD

- 1985 Mark Fowler, FCC Chairman
Neal Doty & Sherman Williams, Redwood
Chapel, Clay Evans, What A Fellowship Hour
Orva Koenigsburg, Domain Communications
- 1986 Patrick Buchanan, Paul Bearfield
Bishop Samuel L. Green, Jr.
- 1987 Steve Allen, Joseph Barbera, Ted Engstrom
Paul Freed, John D Jess, Ralph Montanus, Sr.
Stephen Olford, Luis Palau
- 1989 Oswald C. J. Hoffmann, The Lutheran Hour
- 1990 Thomas Zimmerman, Robert E. Cook
E. Brandt Gustavson

RELIGIOUS BROADCASTING HALL OF FAME

- 1985 Jerry Falwell, The Old Time Gospel Hour
- 1986 Theodore H. Epp, Back to the Bible
(posthumously), M. G. (Pat) Robertson,
Christian Broadcasting Network
- 1987 Thos. F. Zimmerman
- 1988 Charles Stanley, In Touch Ministries
- 1989 J. Vernon Mcgee, Thru the Bible

MILESTONE AWARD

- 1985 Nation's Family Prayer Period
- 1986 William and Annie Schafer, The Lifeline Hour
Celia Webb, Norman Vincent Peale
- 1987 The Biola Hour, The Calvary Hour,
Samule Kelsey, Ernest C. Manning, Noah Ed-
ward McCoy, Sunday School of the Air,
Wealthy Street Baptist Church
- 1988 Park Street Church
- 1989 Back to the Bible Broadcast, Chapel of the Air
Haven of Rest, Radio Bible Class, KDRY/San
Antonio, TX, Berean Bible Society
- 1990 The Bible Study Hour, Jack Wyrzten
Chaplain Ray Hoekstra, Voice of Calgary, Back
to the Bible, The Frazier Gospel Hour,
John D Jess, Mel Johnson

RADIO STATION OF THE YEAR

- 1988 KJNP, KFIA
- 1989 KURL, KKLA
- 1990 WIHS, Middletown, CT

TELEVISION STATION OF THE YEAR

- 1988 WCFC-TV
- 1989 WPCB-TV
- 1990 WACX-TV, Orlando, FL

RADIO PROGRAM PRODUCER

- 1988 Focus on the Family, International
Media Services
- 1989 Hope for the Heart
- 1990 Money Matters

TELEVISION PROGRAM PRODUCER

- 1988 There's Hope
- 1989 Love Worth Finding
- 1990 Billy Graham Evangelistic Association

BOARD OF DIRECTORS AWARD

- 1988 Richard E. Wiley
- 1989 Sen. Bill Armstrong

TECHNICAL ACHIEVEMENT

- 1988 United Video
- 1989 Joseph Flaherty (CBS)
- 1990 Adventures in Odyssey

PRESIDENT'S AWARD

- 1989 Charles Colson
- 1989 Billy Graham

TRADE TALK

WJTL-FM/Lancaster, Pa., has been sold by Joy Public Broadcasting Corp. to Creative Ministries Inc. for \$500,000. The buying group includes Timothy N. and Cheryl Landis, John Smucker, Paul K. Logsdon, and Harry L. Thomas Jr. No format changes have been announced.

The average person listens to radio 23 hours and 40 minutes each week, according to a new study released by The Arbitron Company. The latest survey also reports that working women listen to over two hours more radio per week than women not working outside the home. For more information, call (212) 887-1318.

The **Arbitron/Billboard National Radio Format Database: Spring 1990** is reporting commercial religious radio stations have remained at a steady two percent of the listening audience (persons 12+, Monday-Sunday, 6 a.m.-midnight). The same report lists the religious format with a .9 share of persons 12-24. For more information, call (212) 887-1228.

Religious radio has added a net 79 new stations in the last year. The report, by **M Street DataBase**, shows 1077 stations now have a primarily religious format, up from 998 in October 1989. The increase was third behind news/talk/business (117) and oldies (114). Commercial stations make up 745 of all religious stations, with the other 332 stations being non-commercial. For more information, call (703) 684-3622.

Back to the Bible's daily Bible teaching program is the latest addition to *Project Desert Hope*, a shortwave outreach to the 200,000 U.S. troops stationed in Saudi Arabia. Broadcasting from the southern border of Lebanon, High Adventure Ministries started the broadcasts Labor Day to military personnel who have been issued all-band radios. Broadcasts include news, interviews, and hometown profiles, as well as inspirational features. For more information, call (402) 474-4567.

KFLQ-FM/Albuquerque, N.M., has begun a program of praying for service persons serving in the Persian Gulf. The

"shield of faith" has received more than 40 names from friends and family in the community around Kirtland Air Force Base. Each day the Family Life Radio affiliate picks one name for prayer and letters of support. Station manager Dan Rosecrans also writes to each soldier informing them the station prayed for them that day. For more information, call (505) 266-8688.

WAOK-AM/Atlanta, Ga., has been awarded the Marconi Award as the religious/gospel station of the year by the National Association of Broadcasters. Accepting the award, at the Wang Center for Performing Arts in Boston, Mass., was program director Michael Gamble.

Hanna-Barbera Home Video's *Greatest Adventure* series has received eight platinum awards and one gold award from the International Tape Association. Having already sold more than 1.5 million units, the tenth release, *Joseph & His Brothers*, was introduced this fall. For more information, call (818) 709-6900.

WRNA-AM/Kannapolis, N.C., is the 1990 Southern Gospel station of the year. Given by the Southern Gospel Music Guild, the award was presented in front of more than 10,000 attendees at the National Quartet Convention in Nashville, Tenn. For more information, call (704) 857-1101.

The first original Spanish production of Charles Dickens' *A Christmas Carol*, *Cancion de Navidad*, has already garnered two awards. Produced by Teleproducciones Vozandes (the television production department of HCJB) and Reforma TV of the Christian Reformed Church, the program was honored at the 13th annual Angel Awards ceremony. The project was also recognized with a Wilbur Award by the Religious Public Relations Council. For more information, call (305) 624-4252.

"Into the 90's with 90.1!" was the theme of the **KLRD-FM/Yucaipa, Calif.**, 1990 fundraiser. The four-day event raised pledges of over \$304,000, nearly \$12,000 more than last year. The record amount is still short of the \$56 per hour of programming the station projects it

will need. The contemporary Christian music station has just added a translator which includes Palm Springs and Coachella Valley in its listening area. For more information, call (714) 790-1848.

WBGW-FM/Evansville, Ind., has completed its first fundraiser after signing on the air in August. The telethon totaled more than 350 pledges for \$60,000. The station broadcasts a 60 percent teaching and 40 percent inspirational music format. Program services from Moody Broadcasting Network and Skylight Satellite Network are also used. For more information, call (612) 631-5000.

KJLY-FM/Blue Earth, Minn., completed its power increase and has added 275,000 listeners to its coverage area in southern Minnesota and northern Iowa (*Religious Broadcasting*, May 1990, pg. 21). The upgrade included increasing power to 50 kw, raising the tower to 500 feet, and moving to 104.5 mhz. The station is offering its services and advice to other stations considering expansion projects. For more information, call (507) 526-3233.

International Prison Ministry is celebrating its 50th anniversary by shipping more than 20,000 Russian New Testaments to the Soviet Union. During a tour this year, ministry head Raymond "Chaplain Ray" Hoekstra helped distribute Bibles in Moscow, Novgorod, and Leningrad. Also traveling with Hoekstra were former NRB executive director Ben Armstrong and his wife Ruth. For more information, call (214) 494-2302.

Paragon Advertising is celebrating 15 years of service to Christian broadcasting. Founded by John L. Pierce and his father John H. Pierce, the agency now represents 30 national accounts from its offices in Florence, Ky. For more information, call (606) 727-4000.

Stations, churches, and other ministries looking for a Christmas outreach this holiday season might consider **Prison Fellowship's Angel Tree** program. Begun in 1982 to provide a Christian-based Christmas to children of inmates, last year some 4200 churches sponsored Angel Trees which provided

gifts to 110,000 youngsters. Dallas-based Christian music, print, and video publisher Word, Inc., is involved in the 1990 campaign, designing Angel Tree book displays for use in bookstores and churches. The goal this year is to reach over 200,000 children with Christmas gifts and the Gospel. For more information, call (703) 478-0100.

The *Maranatha! Family Values Christmas Catalog* is in the mail. New offerings include: two Christmas carol tapes from Focus on the Family; selections from the award-winning music series, *Praise 13*; several new releases by the Maranatha! Singers; and several new audio and video products from the Family Entertainment Network. Individuals reviewing the catalog may be surprised to find six ministries listed in detail opposite the order form. When completing the form, purchasers may make a donation to the International Bible Society, Send International, Gospel Missionary Union, Samaritan's Purse, A New Beginning with Greg Laurie, or Bible Literature International. For more information, call (800) 245-7664.

Matilda Epp, wife of the late Back to the Bible founder and general director Theodore H. Epp, passed away October 21 at age 81. Born in Goltry, Okla., she married Epp in 1930 and moved with him to Lincoln, Neb., where the first *Back to the Bible* program aired in 1939. She is survived by five children, 14 grandchildren, and 14 great-grandchildren. For more information, call (402) 474-4567.

Edwin Hawkins accepted Album of the Year honors from the Gospel Music Workshop of America for his release *Face to Face*. At the gathering, Polygram/Lecton presented a scholarship award for the Edwin Hawkins Music & Arts Seminars which educates the local church through music and arts seminars. For more information, call (212) 333-8000.

Larry Alford has been named underwriter sales manager for WAYJ-FM/Fort Meyers, Fla. For more information, call (813) 936-1WAY.

Joseph P. Battaglia has been

promoted to vice president-National Sales & Promotion for radio station group owner Communicom Corp. of America. Battaglia will remain at flagship station WWDJ-AM/Hackensack, N.J., where he has been serving as general manager. Other WWDJ staff promotions include **Edward Abels** from local sales manager to station manager and general sales manager and **Frank Reed** to operations manager. Reed continues his programming responsibilities and morning show. For more information, call (303) 759-8481.

United Press International has announced Family Stations Inc., owner of 34 religious radio stations, has subscribed exclusively to UPI Radio Network news, audio, and supplemental services. UPI also signed Forrest Boyd to provide five-minute newscasts, actualities, and a religious discussion program in half-hour format on a syndication basis. For more information, call (202) 898-8254.

Nan Myers has been promoted to the new post of manager, Media Relations for The Arbitron Company. Meyers has been a press relations specialist with the company since 1986. For more information, call (212) 887-1314.

Ted Haney has accepted early retirement from FEBC Radio after 20 years of service. Since 1980, he has been executive director of the international radio and mission outreach. For more information, call (213) 947-4651.

Kelly K. Hannig has been appointed director of Research and Development for Gentner Electronics Corporation. His responsibilities will include coordination of product ideas, obtaining customer input on new or updated products, and overseeing all R&D projects for the audio electronic equipment manufacturer for radio and television stations, conference halls, and recording studios. For more information, call (801) 975-7200.

Amy Wilson has been named coordinator of Maranatha! Music promotions for The Benson Company. For more information, call (216) 337-3417.

Christian Best Sellers!

CLOTHBOUND

- (*) 1. *The Grace Awakening*, Charles Swindoll, Word Publishing
- (5) 2. *The Applause of Heaven*, Max Lucado, Word Publishing
- (4) 3. *Love Is a Choice*, Robert Hemfelt, Frank Minirth, and Paul Meier, Thomas Nelson Publishers
- (3) 4. *Love Hunger*, Frank Minirth, Paul Meier, Robert Hemfelt, and Sharon Sneed, Thomas Nelson Publishers
- (12) 5. *My Utmost for His Highest*, Oswald Chambers, Barbour & Co., Discovery House Publishers, G.R. Welch Co. Ltd.
- (6) 6. *Love for a Lifetime*, James Dobson, Multnomah Press
- (7) 7. *Comeback*, Dave Dravecky with Tim Stafford, Zondervan Publishing House, Harper San Francisco
- (2) 8. *Tom Landry: An Autobiography*, Tom Landry with Gregg Lewis, Zondervan Publishing House, HarperCollins Publishers
- (11) 9. *Honest to God?*, Bill Hybels, Zondervan Publishing House
- (16) 10. *The Man in the Mirror*, Patrick Morley, Wolgemuth & Hyatt, Publishers
- (10) 11. *The New Strong's Exhaustive Concordance of the Bible*, James Strong, Thomas Nelson Publishers
- (9) 12. *Love Is a Decision*, Gary Smalley with John Trent, Word Publishing
- (8) 13. *The Kingdom of God Is a Party*, Tony Campolo, Word Publishing
- (19) 14. *Love Must Be Tough*, James Dobson, Word Publishing
- 15. *Halley's Bible Handbook* H.H. Halley, Zondervan Publishing House
- 16. *Inside Out*, Larry Crabb, NavPress
- (15) 17. *Always Daddy's Girl*, H. Norman Wright, Regal Books (Gospel Light Publications)
- 18. *His Needs, Her Needs*, Willard Harley, Fleming H. Revell Co.
- 19. *The Focus on the Family Guide to Growing a Healthy Home*, edited by Mike Yorkey, Wolgemuth & Hyatt, Publishers
- 20. *Disappointment With God*, Philip Yancey, Zondervan Publishing House

PAPERBACK

- (*) 1. *This Present Darkness*, Frank Peretti, Crossway Books
- (2) 2. *Piercing the Darkness*, Frank Peretti, Crossway Books
- (6) 3. *The Blessing*, Gary Smalley and John Trent, Pocket Books
- 4. *Julia's Last Hope*, Janette Oke, Bethany House Publishers
- (16) 5. *Becoming a Woman of Excellence*, Cynthia Heald, NavPress
- 6. *Stick a Geranium in Your Hat and Be Happy!*, Barbara Johnson, Word Publishing
- (4) 7. *The Calling of Emily Evans*, Janette Oke, Bethany House Publishers
- (13) 8. *Joshua*, Joseph Girzone, Macmillan Publishing Co.
- 9. *A Daughter of Grace*, Michael Phillips and Judith Pella, Bethany House Publishers
- (8) 10. *More Than a Carpenter*, Josh McDowell, Tyndale House Publishers, Walker & Co.
- 11. *Riders of the Silver Rim*, Brock and Bodie Thoene, Bethany House Publishers
- (12) 12. *Growing Strong in the Seasons of Life*, Charles Swindoll, Multnomah Press, Walker & Co.
- (7) 13. *Hinds' Feet on High Places*, Hannah Hurnard, Tyndale House Publishers
- (5) 14. *A Mother's Manual for Schoolday Survival*, Kathy Peel and Joy Mahaffey, Focus on the Family Publishing (Word)
- (18) 15. *God Calling*, A.J. Russell, Fleming H. Revell Co., Barbour & Co.
- 16. *My Father's World*, Michael Phillips and Judith Pella, Bethany House Publishers
- 17. *Prayers That Avail Much*, Word Ministries, Harrison House
- (9) 18. *Mere Christianity*, C.S. Lewis, Macmillan Publishing Co., Walker & Co.
- (3) 19. *My Utmost for His Highest*, Oswald Chambers, Barbour & Co., Fleming H. Revell Co.
- (15) 20. *Stress Fractures*, Charles Swindoll, Multnomah Press

*Last month's position

This list is based on actual sales in Christian bookstores in the United States and Canada during September. All rights reserved. Copyright 1990 CBA Service Corporation and Spring Arbor Distributors. Distributed by Evangelical Christian Publishers Association.

During September, when *Religious Broadcasting* was involved with the theme of fundraising, we thought it would be appropriate to conduct a follow-up interview with Sharathon expert Todd Isberner. I trust it was beneficial for the many non-commercial stations that operate on this level.

This month, I felt it was time to explore several facets of commercial Christian radio. With the majority of commercial Christian stations being on the AM band, and desiring to further examine some of the particular challenges facing AM operators, Bob Lepine immediately came to mind.

The Future of Commercial Christian Radio

by Bob Augsburg

Bob's sales expertise is known by all in our industry. As general manager of KSLR-AM 630 in San Antonio, Texas, Bob is one who could help us all better understand these challenges. Bob is also the editor of the Management and Sales column in the bi-weekly *Christian Research Report*.

AUGSBURG: *In an era when many AM Christian stations are finding it difficult to even show up in the ratings, to what do you attribute the success of KSLR?*

LEPINE: I believe that people are going to hunt for quality radio . . . good radio, regardless of whether it is AM or FM. I think most of the research clearly indicates that it is the male cell group of between 18-34 who are the most concerned about audio quality. This is the group that buys the \$2000 stereo systems for [its] cars. They are the ones who probably cannot be lured away from FM radio.

However, women are less concerned with fidelity than younger men are. Also, men over 35 who grew up listening to AM radio do not have that same audio bias as their younger counterparts. People are very conscious about quality radio and if you have an AM [station] doing an excellent job, you can win over an FM [station] that

is offering a poor or mediocre broadcast service. There is no question that if identical formats are offered, people prefer FM, but AM (if it is overall more professionally implemented) can still do very well.

AUGSBURG: *Do you have a legendary type AM station in San Antonio?*

LEPINE: We do and I think that has helped to solidify the AM dial and has helped us here at KSLR. Besides the clear channel WOAI, we have a classic country AM that consistently shows up in the top 10 even though there are two country FM's in the market. The key is the niche of classic country they have carved out.

AUGSBURG: *With the shrinking of program revenue, how do you view the future of commercial Christian radio?*

LEPINE: I have felt for a long time that to be competitive in the 90s, managers and programmers are going to have to stop looking at programs as a source of revenue but evaluate adding a program only if it will enhance listening and accomplish your overall objective.

There probably always will be a few powerhouse stations in major markets that will be able to generate donor support for each of the programs they carry, but [those

"I think that Christian radio sales is going to be the key area that will determine the overall success of Christian radio in the 90s."

stations] will be the exception. The typical station in a medium market is not going to be able to continue to generate the donor dollars needed for a lot of programs.

I think that local advertising dollars are going to be the key to Christian radio's ongoing success. KSLR now generates about two thirds of [its] income from advertising dollars. This enables us to program our station to meet listeners needs, whereas, if I am at the mercy of programs for revenue, they often pull the programming strings and the overall quality often suffers.

AUGSBURG: *Do you feel that there is a*



BOB LEPINE

bright future for aspiring sales people in Christian radio?

LEPINE: Yes, but I wish there were more people who were interested in getting involved in the sales area. Most young people I talk to who are interested in Christian radio want to get involved in programming. I think that Christian radio sales is going to be the key area that will determine the overall success of Christian radio in the 90s. We can have well programmed stations without quality sales people and [the stations] will fail.

On the other hand, a mediocre station from a programming perspective with a good sales staff can succeed. Hopefully the success on the sales level will help improve the programming quality. With additional revenues, owners can more easily be convinced to hire more competitive on-air and programming people.

Here at KSLR, I tell our sales staff that they are the ones who keep this wonderful ministry alive in San Antonio. If you use a football analogy, which I often do in seminars, the fellows on the air are like the players who make the plays happen. The sales staff is likened to the owners who are responsible for bringing in the finances to make it all work, and hopefully to hire the better players.

In closing, I think one of the problems we face as an industry is that owners have not invested in professional sales people and professional sales training for their people. Also, we have traditionally paid low start-up salaries for new sales people and, consequently, we have attracted people who lack the professionalism needed to do the job and represent Christian radio in a quality manner.

Bob Augsburg is president of Programming Plus of Fort Myers, Fla., a company providing promo packages and music services to Christian radio.

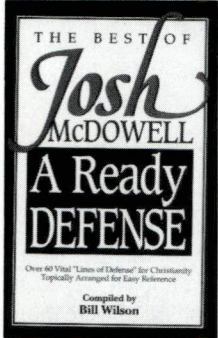
THE BOOK SHELF

A Ready Defense

by Josh McDowell

Here's Life Publishers

Josh McDowell was a college student fed up with religion. So much so that he set out to study Christianity in order to disprove it.



McDowell's research ended with surprising results — he became a Christian. In the years that followed, he has written several bestsellers on the subject of Christianity, the first entitled *Evidence That Demands a Verdict*.

A Ready Defense brings together evidences for the Christian faith from over 15 of McDowell's books in one easy-to-use volume. For quick reference, the book is topically arranged and divided into five sections: "The Bible and Its Reliability," "Jesus — His Humanity and Deity," "Christianity Compared With Other Religions," "Questions Most Asked About Christianity," and "The Uniqueness of the Christian Experience."

Included are facts on creation, archaeology, miracles, the virgin birth, the resurrection of Jesus, non-Christian religions, cults, the occult, and more.

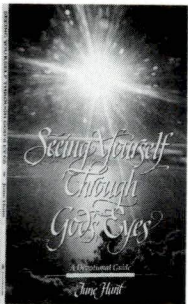
Seeing Yourself Through God's Eyes

by June Hunt

Hope for the Heart, Inc.

"Do you ever feel as if you are riding up and down on an emotional seesaw?" asks June Hunt, speaker on the *Hope For the Heart* radio broadcast.

Seeing Yourself Through God's Eyes contains 31 devotionals which Hunt calls



"spiritual aerobics," and are "especially helpful for those who are struggling with low self-esteem, or who have been emotionally or physically battered."

Hunt highlights the Scriptures which challenge human hearts to align with

God's heart. The daily exercises utilize reading, meditation, and praying daily on Scriptural truths.

She is also author of the *Counseling Through The Bible* tape series, and is a contributing writer for the *Women's Devotional Bible*, to be released this fall.

NIV Exhaustive Concordance

Compiled by John Kohlenberger and Edward Goodrick

Zondervan Publishing House

Authors John Kohlenberger and Edward Goodrick have completed a ten-year project in the completion of the *NIV Exhaustive Concordance*.

The concordance features a new numbering system for the Greek and Hebrew words. Two indexes show the correspondence between the new numbers and Strong's old ones. It was released last month.

Zondervan Publishers said that the project, which cost over \$500,000, required the invention of a special touch screen computer software program to accomplish the task. Zondervan suggests that "The NIV Exhaustive Concordance will be the new standard Christians will be using into the 21st century."

The God of Stones & Spiders

by Charles Colson

Crossway Books

In what he calls "letters to a church in exile," Chuck Colson urges Christians to let the church be the church and to faithfully serve God on the battlefield, rather than to slip quietly into voluntary exile.

The God of Stones & Spiders zeroes in on timely issues such as "The Celebrity Illusion," "An Antidote to Christian Bashing," and "Whatever Happened to Right and Wrong?" Other chapters cite both the moral crisis in our world and the love and power of God with honesty, clarity, and conviction.

Colson is the president of Prison Fellowship Ministries and author of several books, including *Born Again*, *Loving God*, and *Kingdoms in Conflict*.

When Choice Becomes God

by F. LaGard Smith

Harvest House Publishers

In the minds of a pro-choice genera-

CONTINUED ON PAGE 49

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Kathy S. Sanker
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CLASSIFIEDS

SITUATIONS WANTED

COMMITTED CHRISTIAN BROADCASTER wants to get off the road — Extensive experience in management, sales, programming, and engineering. Wishes to manage and become partner in station/group of stations. Special experience in station start-up or turnaround of station with poor performance. I am a family man. Bottom line oriented. Looking for a lifetime home. Please reply to Box 11V, National Religious Broadcasters, 299 Webro Road, Parsippany, NJ 07054.

EXPERIENCED MEDIUM MARKET program director seeking aggressive contemporary Christian programming position. I have strong format development abilities, leadership skills, and promotion skills. Excellent references. If you need a programmer who can make your station minister in a culturally compatible way, call Jeff Rivers at (409) 860-3385.

CREATIVE, ENTHUSIASTIC young woman seeks a position with a Christian video production company. Background: producer, director, graphic artist for local TV station responsible for all aspects of commercial production; concept, photography, lighting, editing & audio. Also computer graphic artist using a Commodore Amiga. For tape & resume, call Lynise at (503) 673-2232.

HELP WANTED

RAPIDLY EXPANDING INTERNATIONAL ministry seeks producer/director/editor with previous experience in major media ministries. Qualified candidates should have the ability to produce and direct entire programs, testimonial segments and commercials, and must be proficient in "hands-on" editing

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(CMX experience preferred). The ideal candidate will thrive on working independently under the constant time pressures of a daily and weekly program, but will derive great satisfaction from knowing that he/she is called by God to serve this ministry. Send resume and salary requirements to: Director of Human Resources, Larry Lea Ministries, P.O. Box 9000, Rockwall, TX 75087.

OVERNIGHT ANNOUNCER: 50,000-watt, non-commercial, FM station is seeking applicants for an overnight announcer. Position requires skills in production, news gathering and anchoring, and live air work. Send resume and air check to Director of Personnel, WBCL Radio, Summit Christian College, 1025 West Rudisill Blvd., Fort Wayne, IN 46807. EOE

CHIEF ENGINEER WANTED for "super" AM/FM combo station in the Carolinas. Must have experience in routine and emergency maintenance. Salary negotiable. Send resume to Box 11/E, NRB, 299 Webro Road, Parsippany, NJ 07054.

CHIEF OPERATOR for N.Y. market new UHF Channel 63 independent. Must have UHF experience. Participate in design, construction, equipment acquisition, installation, and on-air operation. Send resume to MBC, 170 Kinnelon Road, Suite 35, Kinnelon, NJ 07405.

FOR SALE

MIDWEST CHRISTIAN FOUNDATION, Oak Brook, Ill., is offering for immediate sale the following television equipment: 3 Ikegami HL79EAL W/power supply and shipping case, 3 Anton Bauer Camera Remote, 3 Canon J18x8.5 Zoom Lens, and 1 Sony BVH-500 Portable 1 Inch Recorder. Call Richard McKay at (708) 887-1515, FAX (708) 887-1525.

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... to your nearest mailbox and send for the latest copy of the free Consumer Information Catalog. It lists about 200 free or low-cost government publications. Just send your name and address to:

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CONSULTANT SERVICES

IF YOUR CHRISTIAN ORGANIZATION needs an agent to present your ministry program to television stations, call Brother Bob. If your Christian TV station has need of an experienced broadcast consultant for engineering, operations, sales or management, call Brother Bob. For help in the purchase of TV broadcast equipment, call Brother Bob at (919) 985-3447. At Robert J. Pelletier, Associates, we're committed to helping Christian broadcasters in service to God.

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THE BOOK SHELF
CONTINUED FROM PAGE 47

tion, choice has become the supreme right — and the right to choose has become God. LaGard Smith sorts through the controversial issues and gets to the heart of the matter in a clear writing style that is easy to understand.

When Choice Becomes God answers important questions, such as, "Is pro-choice more than pro-abortion?" "How could anyone be against something so American as choice?" and "Where is the pro-choice movement headed and what are the possible results for this country?"

Smith takes the reader beyond abortion to the implications of pro-choice, including homosexual rights and the right to die. He asks, "Is the pro-choice movement killing America's soul?" *When Choice Becomes God* shows the fallacy of individual preference over moral standards.

Moments With Majesty

by Jack Hayford

Multnomah Publishers

"God is so convinced of His capacity to make up people of large purpose, genuine significance, and high destiny that He keeps leading us forward," Jack Hayford writes in *Moments With Majesty*.

This statement is among many brief meditations written by Dr. Hayford, speaker on the *Living Way* broadcast and pastor of The Church on the Way in Van Nuys, Calif.

For 16 years, Dr. Hayford wrote a weekly column to his congregation. *Moments With Majesty*, a devotional giftbook, is a compilation of the best of these pieces

spanning the 12 months of the year.

Themes include expectation, comfort, remembrance, growth, power, triumph, prayer, praise, contemplation, faith, thanksgiving, and wonder.

Other books written by Dr. Hayford include: *Rebuilding the Real You*, *Restoring Fallen Leaders*, *Worship His Majesty*, and *Taking Hold of Tomorrow*.

43,000,000 WHO ARE THESE PEOPLE?



Who are these people? President Bush and Congress recently gave these 43,000,000 Americans their "Declaration of Independence," by signing "Americans With Disabilities Act 1990."

On that same day a new television network was born: America's Disability Channel. Launched on September 15, 1990, with 14.2 million cable TV subscribers, ADC has become the nation's only TV channel designed to celebrate and inform America about Americans With Disabilities.

ADC features sports, children's shows, musicals, news and a variety of informative programs from outstanding national disability organizations. This major population segment plus their family members is at the forefront of the media these days. People with disabilities are extremely interested in and open to faith programming. Studies reveal that this group is well above average in their buying power and are extremely product loyal.

When buying time for your ministry, here is a **TREMENDOUS NEW AUDIENCE.**

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MUSIC MATTERS

Can you imagine religious broadcasting without music? Think about it. It would be like a songbird without a song. As Christians, music should be an integral part of our being. From Genesis to Revelation, in both the heavenly and earthly spheres, the Bible is filled with music.

When David made his son Solomon king of Israel, he appointed 4000 Levites to praise the Lord with musical instruments. Or, take the Psalms, for example. Many of them were meant to be sung. Psalm 98 urges us to "sing to the Lord a new song, for he has done marvelous things." In short, music matters!

That's why Religious Broadcasting is pleased this month to present for the first time, "Music Matters," a column devoted to the latest and best in Christian music. Each month, music reviewer Darlene A. Peterson (who happens to be the wife of Religious Broadcasting's assistant editor) will introduce you to recent quality recordings.

A professional writer, Darlene has always been interested in music, literature, visual arts, theater, and film. One final note: be sure to check out December's "Music Matters" for Darlene's reviews of new Christmas releases. — The Editors

CLEAR VISION

Eyes of A Common Man

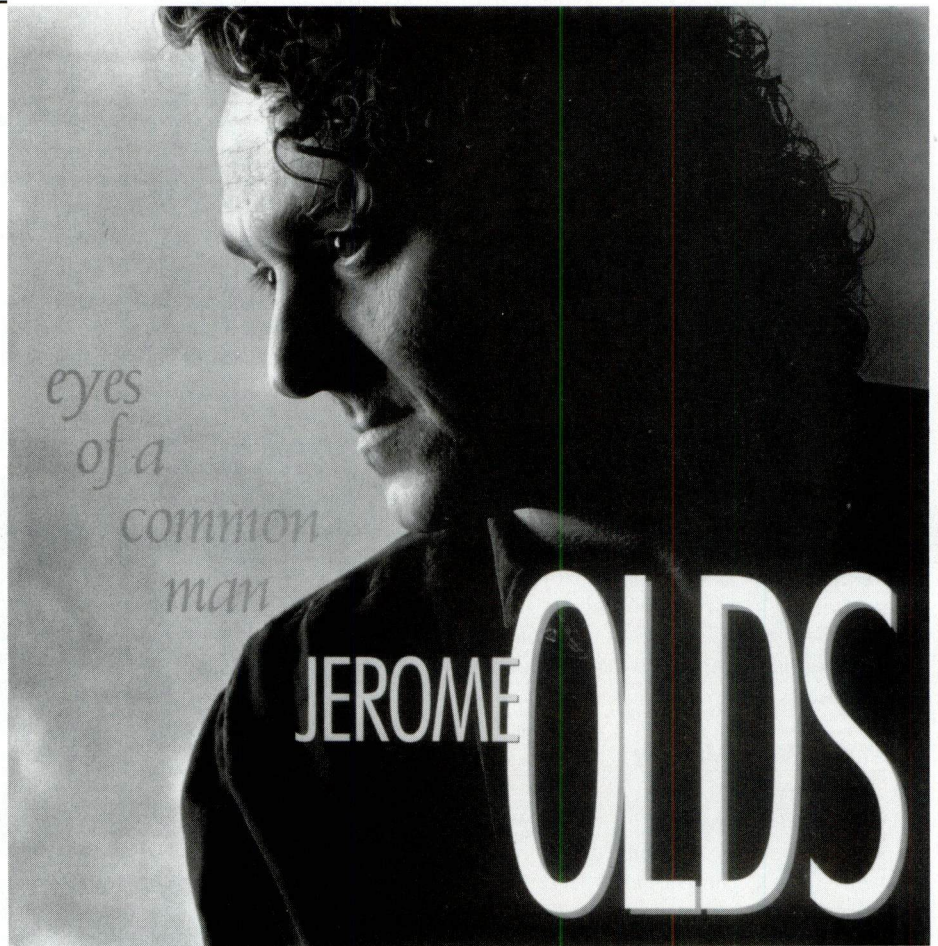
by Jerome Olds

Available on cassette or CD
Star Song Communications

When was the last time you looked at, I mean, really consciously saw a doorknob in your home? Our daily surroundings are so familiar that we don't tend to really see them any more. The same thing can happen in our relationship with the Lord, family, friends, and the hurting people in this world.

Through his *Eyes of a Common Man*, Jerome Olds helps us take a fresh, clear-sighted look at these familiar but vital relationships. Although salvation is the greatest thing that can happen to us, we can become familiar with it and take it for granted. But Olds won't let us.

In "Grand Escape," he takes the dramatic story of the Apostle Paul's conversion and applies it to all of us, with a truly joyous chorus that helps us



celebrate our thankfulness for our "grand escape into love" while exhorting those who haven't "escaped" yet to "let Jesus change your life."

"Family Man" takes us into the fields with a farmer and his son in a powerful portrait of solid faith that becomes a metaphor for the harvesting of souls:

*The fields that we labored in
Were not made of rock or sand
But the harvest of the heart
Chosen by the Son of Man*

The opening dialogue and background sounds in the beginning of "The Wounded" take us into the street where a man and his son are walking past homeless and hurting people. The man's young son, who hasn't yet developed the hard heart of his father, pleads, "Someone needs to [help him] . . . are we gonna help him?" "Come on, son" is the flat reply. The song exhorts us to examine our attitude toward "the

wounded" and to reach out and help:

You want to see Jesus?

Go where there's hunger and pain

Olds' voice has a wide range of expression, and the saxophone woven throughout many of the songs provides the perfect instrumental counterpart to it. Acoustic guitars and piano contribute to the warmth and intimacy of the musical setting, while a fine rhythm section, electric guitars, keyboards, and background vocals create layer upon layer of interest, standing up to repeated listenings.

In 1989, Olds exploded on the scene with his debut album *No Disguise*, which earned him a Dove nomination for Best New Artist in Contemporary Christian Music. No newcomer to music, Olds had been a performer for a number of years before he committed his talents completely to Jesus in 1987.

Eyes of a Common Man presents the work of a man deeply committed to his Lord and his music.

— Darlene A. Peterson

*In the spirit of thanksgiving,
National Religious Broadcasters
gratefully acknowledges the following
for their generous support
toward debt reduction during
NRB's 1990 fiscal year:*

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COOKING WITH COOK

Greater Is He That Is In You . . .



by Robert Cook

I like to "read" people. A quick glance, with results filtered through the computer of experience, often turns out to be surprisingly accurate.

The other day, while I was enjoying an enforced "vacation" in New York's Memorial Hospital, I remarked to the lady who was performing some service or other, "You have an interesting face! It tells me you have a big, generous heart, deep feelings, and a lot of temper."

She whirled around and said, "Who told you about me? I don't know how you found out, Mister, but you are right on target!"

We talked for a while, then, about that hot temper.

"Before you ever lose your temper," I told her, "you know it is going to happen. There is that small amount of indecision when you are saying 'shall I blow up, or not?' Finally you get tired of trying to control your anger, and just give up."

There is a Bible verse, I told her, that describes you — and the rest of us as well. Romans 6:19 says ". . . as ye have yielded your members servants to . . . iniquity; even so now, yield your members (i.e. members of your body, your personality — including your temper) to righteousness. "Righteousness" is another name for Christ. He is called "Christ, our righteousness."

Surrender is built into your bones. Ultimately you will give up to something or someone. It can be your temper, or instead, it can be your blessed Lord taking control, just "in the nick of time." Hebrews 4:16 says we can run to King Jesus with our problems, and receive His help "in the nick of time."

You'll give up any way — so why not

give up to Jesus before you blow up?

Mind you, this is all of God's mercy. We have nothing to bring to the business of living but the capacity to fail. But He is the Victor, and He mercifully takes over when we call.

Anything I tell you, I've been there. On one occasion I was listening to a litany of complaints that made my mid-section tighten like a fiddle string. I knew the explosion was coming! Silently I bowed my head and prayed, "Lord Jesus, take control!" At that very moment I felt the steam going out of the pressure cooker of my mind and I was calm once again.

Jesus *does* take control when you give up to Him!

You'll ultimately surrender to something — maybe something tragic — so why not surrender to your living Lord? And do it *before* you blow up! Not after!

"Greater is He that is in you, than He that is in the world!"

Robert Cook is chancellor of The King's College, the speaker on The King's Hour broadcast, and a member of NRB's Executive Committee. Dr. Cook lives in Tannersville, Pa.

LOOKING AHEAD

NRB CARIBBEAN REGIONAL CONVENTION

November 12-13, San Juan, Puerto Rico

NRB 48TH ANNUAL CONVENTION & EXPOSITION

January 25-29, 1991, Washington, D.C.

CHRISTIAN MANAGEMENT ASSOCIATION INSTITUTE

February 11-14, 1991, Chicago, Illinois

NATIONAL ASSOCIATION OF EVANGELICALS 49TH CONVENTION

March 5-7, 1991, St. Louis, Missouri

NATIONAL ASSOCIATION OF BROADCASTERS 69TH CONVENTION

April 15-18, 1991, Las Vegas, Nevada

ADVERTISER INDEX

Accuracy in Media	41
The ACTS Network	5
Bott Broadcasting Co.	7
Home Entertainment Network . . .	22
InfoCisión Management	2
Keystone Inspirational Network . .	33
National Right to Life	47
NRB Benefit Plan	35
NRB Dir. of Rel. Broadcasting . . .	9
NRB 91	23-30
Paragon Advertising, Inc.	bc
Robison Associates	40
Select Rel. Broadcasting Service .	21
The Silent Network	49
SkyLight Satellite Network	15
SpaceCom Systems	ibc
Specialized Media Sales, Inc. . . .	37
Thru the Bible Radio Network . .	ifc

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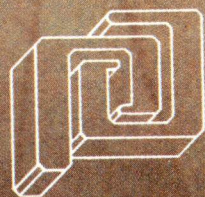
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PAGE 10



PAGE 30



PAGE 34

FEATURES

8 — Your Radio Station: Is It A Ministry Or A Business?

by Chuck Gratner / Which category does a Christian radio station fall into? The answer may surprise you.

10 — COVER STORY: Is Radio Enough?

by Kenneth C. Hill / A radio station in eastern Tennessee has taken Christ's words literally to reach beyond its coverage area and "go into all the world."

12 — Radio & Church Planting

by Frank Fiorenza / Scores of churches have been planted in South America thanks to the outreach of radio.

14 — The Biola Hour: Taking The Gospel To Its Listeners

by Evelyn Gibson / A long-running radio program has found fresh excitement among its listeners through personal contact and ministry.

16 — Family Radio's WYFR — A Global Tool Of God's People

by Ken Boone / Financially supported by less than one percent of its listening audience, a radio station has a message for all creation.

27 — Gateway to Joy: A Program For Women (and everyone else!)

by Elisabeth Elliot / How a program intended for women grew to include everyone in the listening audience.

28 — The On and Off-Air Ministry Of The Broadcaster

by Frank Minirth and Paul Meier / Some pointed and helpful guidelines for religious broadcasters are offered.

30 — The Battle For A Generation

by Ron Hutchcraft / The host of a syndicated program explains how radio can fight for young people's lives.

32 — Heir Waves: How I Started In Radio

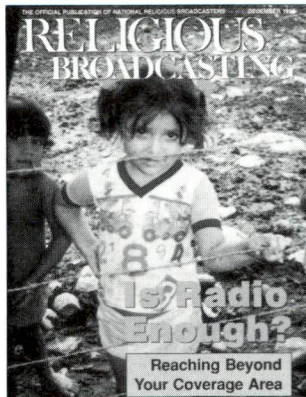
by David M. Virkler / A young boy's early exposure to religious radio eventually led to a full-time calling.

DEPARTMENTS

SIGNING ON	3
READERS' FORUM	4
WASHINGTON WATCH	6
INSIDE NRB	34
MEDIA FOCUS	36

TRADE TALK	38
PROGRAMMING ISSUES	39
MUSIC MATTERS	40
TECHNICALLY SPEAKING	42
CLASSIFIEDS	43

ABOUT THE COVER



IS RADIO ENOUGH?

Should Christian radio stations in the U.S. be reaching beyond their coverage areas to help meet the spiritual and physical needs of people around the world, like this little girl in Honduras? The operators of a station in Tennessee think so, and are doing something about it. The story begins on page 10.

Cover Photo: Joe Salyer

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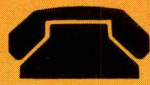


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(Circle 110 on the Reader Service Card)

How salty are you? That's not *my* question — actually, Jesus asked it!

In Matthew 5, Jesus tells us we are the salt of the earth. Then He asks a very serious question:

"If the salt loses its savor, how will the earth be salted?"

That means, as Christians, we must ask ourselves, "Am I salting my part of the earth? . . . Or have I lost my savor?"

There's a salt test in the Bible: it's found in Galatians 5, in a listing we often call the "fruit of the Spirit." Oddly, the test for saltiness is found in fruit!

To determine your saltiness, check your levels of love, long-suffering, gentleness, kindness, meekness,

and so on. These fruit are pure salt, and they are desperately needed in the world today.

How often have you seen the person who appears to be a salty saint at church on Sunday, but by Monday he has lost every sign of salty savor? How often have you and I been that unsalty saint?

Maybe it was that waitress who served the eggs too hard — maybe she was the one that made you forget your saltiness and got the better of your temper.

Maybe it was a business deal that came along and required just a touch of dishonesty. Maybe it was the madman at the intersection who nearly ran you off the road when you tried to merge. That will do it every time, if you're not careful.

In each case, it's easy to forget that Jesus has called us to be the salt of the earth by demonstrating the fruit of the Spirit.

I am convinced that America cannot survive without salty Christians. We are in desperate need of revival in this country. But revival does not start with sinners. It begins with God's people. It begins when God's people are filled with unconditional love and the other fruit of the Spirit.

When others see that fruit . . . when they taste the salty savor of the Christians' testimony . . . that's when they will turn to Jesus, the Source of that unconditional love.

Second Chronicles tells us that when God's people first humble themselves, then seek His face and turn from their wicked ways, then He will hear from heaven and He will heal their land.

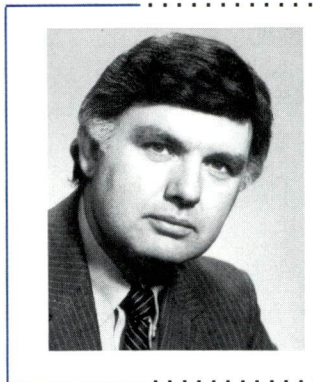
And when the land is healed, everyone benefits — even the meanest sinner. Even your worst enemy will receive the blessings of the healing of the land!

This is a profound truth: The responsibility for the healing of America does not rest in our Congressmen, nor our judiciary, nor our President, nor even in placard-carrying Christians.

The responsibility for the healing of America rests with the Body of Christ. You and I. It is a heavy responsibility, and each of us must take it seriously. We must be salt, full of savor. That kind of saltiness comes through prayer and submission to Christ. It comes from putting our bodies and minds into subjection, becoming living sacrifices as the Apostle Paul describes in Romans 12:1.

I believe God can use us together to bring healing to our land. Pray with me to that end, that God will continue to use us — you and me — as the very "salt of the earth."

Jerry Rose is the president of NRB and WCFC/TV 38 in Chicago, Ill.



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READERS' FORUM

Let's Be Creative

Dear Editor:

In the October issue [of *Religious Broadcasting*] I especially appreciated the article "Parting Religious TV's Troubled Waters." It pointed up the on-going need for creativity in religious TV. We've [at Calvary Baptist Church] discovered public access TV.

Here we've adopted the news format for a weekly half-hour news show. It has three major benefits: (1) It is a different, acceptable format which reduces viewer resistance; (2) It is piped directly into 37,000 homes; (3) It has a minimal financial commitment.

Wayne Detzler
"Religion in the News"
Meriden, Conn.

Directing The Problem

Dear Editor:

I feel I need to write in opposition to the National Association of Broadcasters'

(NAB) call to ban FM directional antennas [*Religious Broadcasting*, Late News, September 1990]. In my estimation, the problem is not the antennas, but the people behind them. I know a rigger who lost a major contract recently. He had set up a major directional upgrade for an FM station.

The day after the Federal Communications Commission (FCC) proof of performance was completed, the rigger was ordered by the licensee to ascend the tower and remove all screens and reflectors from the antenna, thus destroying its directional capabilities.

And why not? How often does the FCC actually perform inspections these days? Anyway, the rigger refused and was fired. He was replaced by a rigger who was not as concerned about the letter of the law, and made the change. This is, he said, a common practice among broadcasters.

Let's not kid ourselves. FM directional technology is very precise, and the FCC, for all its faults, is very good at engineering. Rather, greedy broadcasters are cheating and willfully causing the interference the NAB is complaining about. The FCC would take years to completely track down and document complaints from affected stations.

Since it is a remote possibility that FM directional antennas will be banned, the NAB should direct its attention to more serious matters. For example, the current requirements regarding "If" and "TV6" interference are out of date and unfair to non-commercial educational stations. They were designed in the 1950s and are not reflective of improvements in receiver technology.

For example, as a new FM at 88.5, we are required to protect TV6 stations up to 246km (153m) away. Now tell me: How many people can reasonably expect to pick up TV6 that far away? And the farther away from TV6 you are, the more protection it needs.

And what about cable TV? Ninety percent of all homes in our area receive cable service because VHF-TV reception is so poor. Still, we are required to protect 3000 residents from TV6 interference for a TV6 almost 70 miles away, despite the fact that there are only a handful of homes around our tower not receiving cable service. (We are required to provide FM traps for these, anyway!)

In order to meet the TV6 require-

ments, we were forced to apply for a directional antenna application or face starting up with a signal too small to make our operation viable. We will start at 1000 watts, but are required to direct our signal away from the major center of population because of TV6.

But at least, due to the availability of directional antennas, the people who will receive our station will get the luxury of a clear signal. Directional antennas are not the problem. Broadcasters who willfully break the law and archaic protection requirements which have made the directional antennas a necessity are.

Cliff Lethbridge
WWIA-FM
Palm Bay, Fla.

"Pitching" Ethics Aside

Dear Editor:

What a "shock" came to our ears when a station recently put us on "hold." What we heard was a faintly familiar voice, only at an increased speed. The sound would have been funny, except for the fact it was broadcast as a serious program. And, the producer had paid the prescribed rate for a full half-hour of air time.

What this station was knowingly doing was "pitching." The practice is illegal, and also raises license concerns by the Federal Communications Commission (FCC).

Even more disturbing was the station manager's cavalier attitude in stating he didn't think there would be a problem. Besides, he needed the time to squeeze in more commercial announcements. Wow!

Unquestionably, one of the major issues stations and broadcasters alike have to resolve is the length of actual programs. Whether this is accomplished by decreasing content or experimentation with digitalized equipment, the fact remains, surreptitious, unapproved "pitching" is against the law and violates the established signed contract.

Hopefully this practice, isolated at this point to one station, is not taking place elsewhere. For the sake of integrity, we need to work together, trusting, not suspicious of unprofessional broadcast ethics.

Al Sanders
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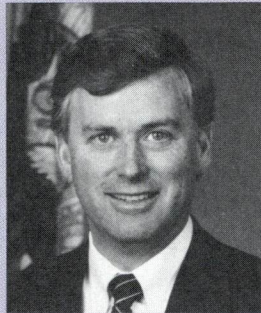
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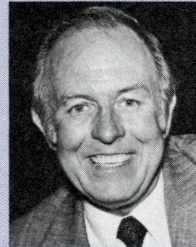
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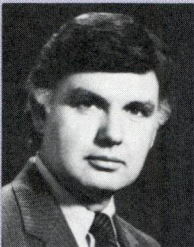
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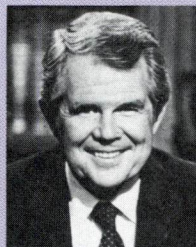
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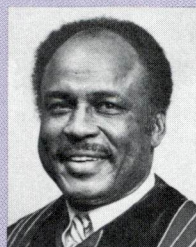
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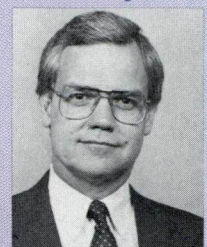
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The recent field audit of political advertising practices by the Federal Communications Commission (FCC) has raised concerns among many broadcasters about on-site station inspections by FCC personnel. These concerns have been heightened by recent increases in the amount of forfeitures that the agency may levy for violations of its rules. Under federal law, forfeitures now may be as high as \$250,000 for the most serious rules violations, a ten-fold increase from 1989.

Surviving Station Inspections

In a recent seminar entitled "Surviving Station Inspections," members of the Commission's Enforcement Division staff emphasized that broadcasters can

Common Violations Major Cause Of Failure During FCC Inspections

by Richard E. Wiley

"survive" inspections — and, if an inspection occurs, can minimize forfeitures — by regularly reviewing station operations and procedures for compliance with the rules.

The staff noted that stations are repeatedly cited for a handful of common violations that could be remedied through routine self-checking. In particular, one FCC official noted that stations should focus on keeping their public inspection files in order, including an up-to-date political file and a complete issues/programs list for each quarter of the calendar year.

Common Violations

In 1988, the agency found 1132 rule violations, a large number of which fell into 12 categories:

1. Emergency Broadcast System (EBS) violations:
 - EBS monitor receiver and/or tone gen-

- erator not operational or not installed.
 - Failure to conduct EBS tests.
 - Failure to have the EBS checklist and/or authenticator word list available.
2. Antenna tower painting, lighting, maintenance, and inspection.
3. Incomplete public inspection files.
 - Defective political file.
 - Missing or incomplete programs/issues list.
4. No designation of a chief operator.
5. Failure to post station or operator licenses.
6. Faulty station logs.
7. Transmitter operators on duty not licensed, unfamiliar with transmitter operation, or unable to see meters from operating position.
8. Broadcasting with incorrect operating power.
9. Carriers not on frequency.
10. Problems with remote control systems.
11. Failure to measure equipment performance.
12. Problems with fences around towers.

Station inspections are complaint-driven. Complaints regarding technical matters are generally investigated by a Field Operations Bureau office. Complaints that raise issues relating to non-technical rules may be investigated by personnel from the FCC in Washington.

After the inspection, stations are notified of violations through a written Notice of Apparent Liability. The licensee then may respond with a written explanation and, in addition, may request that the recommended forfeiture be reduced or canceled.

If the response is not deemed to be sufficient, the Commission will then issue a Notice of Violation and enter the forfeiture order. The order may be appealed through a petition for reconsideration. Once they become final, forfeiture orders are enforced by the Justice Department.

As the list above indicates, the FCC places particular emphasis on compliance with Emergency Broadcast System regulations. However, the Commission also is concerned about the communication of emergency information apart from the EBS system.

Service To The Public

Underscoring its belief that stations

must serve the public interest of all viewers in an emergency, the agency recently reminded television broadcasters that they are obligated to present emergency announcements *visually* and also may present the information *aurally*.

Stations can use any visual method

The staff noted that stations are repeatedly cited for a handful of common violations that could be remedied through routine self-checking.

to convey the information, including captioning, slides, or mechanical scrolling of information across the TV screen. Sign language may supplement, but may not replace, other methods.

These requirements are intended to ensure that the hearing-impaired can receive emergency information and notifications. The obligations arise any time a television station broadcasts information regarding an emergency — for example, during or after a tornado, hurricane, or earthquake. As with the specific rules described above, failure to fulfill this obligation may result in the imposition of sanctions.

Preparation is clearly the key to "surviving station inspections," as the title of the FCC seminar put it. Representatives of the agency's Field Office Branch recommend that stations regularly conduct self-audits to check compliance with Commission regulations. They also suggest that stations work closely with their FCC counsel to solve any potential problems well before possible violations give rise to an inspection.

Richard E. Wiley, a partner in the Washington, D.C. law firm of Wiley, Rein and Fielding, is a former chairman of the Federal Communications Commission and is general counsel for NRB. He was assisted in the preparation of this article by John C. Holiar, an associate in the firm.

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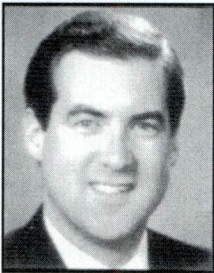
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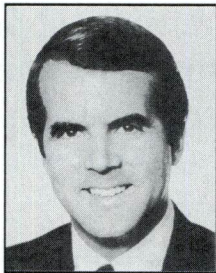
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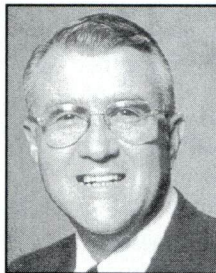
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Your Radio Station: Is It A Ministry Or A Business?

by Chuck Gratner

Is your radio station a ministry or a business?

If you ask the question this way, no matter which you choose, you will always come up with the wrong answer. It is neither one or the other, nor a mixture of the two. Saying it is both is closer to the truth but not very helpful when it comes to setting priorities.

I believe that a good answer to this question as to the nature of Christian radio will serve to greatly reduce one of the two major problems that infect many Christian stations. The first is the shortage of money. The other is the shortage of love. This second problem is caused, I think, because we have not clearly defined our mission.

Too often the answer to the question of ministry or business is dependent on how well the station is doing. If it is performing well financially, then of course it is a ministry and "obviously God is blessing it."

On the other hand, if cash flow is tight, priorities can shift real fast. Fire some people, dump some programs, add some programs, change the music, drop news, demand more sales, and on it goes. Money or ministry. One will become the priority, the other will come out in second place. Sounds like Matthew 6:24, doesn't it?

So the dilemma is this: If what you

have is not truly a ministry, there is no need for your station to exist. If it is not a healthy business, then you're not going to exist for long. Note: Whether your station is commercial or donor supported, either way, you are in business.

I believe that the only way we can resolve this question and keep our priorities straight is to realize that we ought to think of our station as a ministry *supported* by a business.

Think. What deep unmet needs exist within your coverage area? Make it your mission to fill those needs. That's what ministry means. You are free to do what you believe is really right concerning your listeners. Businessmen have needs too. They need customers, every day. You have customers within your audience. You are free to pursue the business of broadcasting with full vigor.

The idea that your station can

serve as a powerful ministry and function as a healthy business is not mutually exclusive. Realizing that the purpose of our business is to support our ministry will free us, to pursue excellence in both arenas with all our talents, skills, and resources.

So if this is an issue you have wrestled with, perhaps you now have a new perspective. Your station *is* a ministry (or ought to be); it is *supported* by an honest, healthy business.

Chuck Gratner is a consultant to station managers and lives in Dallas, Texas.

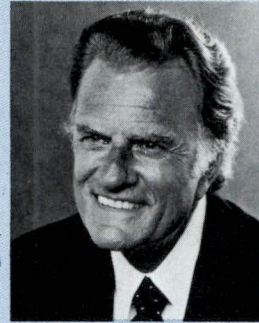
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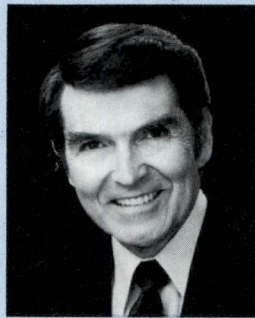
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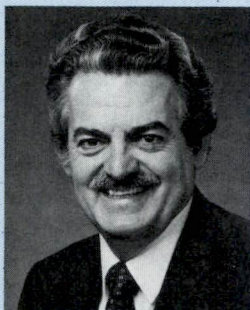
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Is Radio Enough?

by Kenneth C. Hill

Christ's words ring in your ears: "Go ye into all the world . . ." "All the world?" you think. I can hardly reach my coverage area, how can I reach the world?

With the emphasis on reaching the world by the year 2000, you may be caught with those thoughts. The truth is that most of us will not have the pleasure, or responsibility, of a megawatt international broadcast facility. However, there are many ways to reach the third world and those who have never heard . . . using your local station.

In 1984, shortly after coming on the air, WHCB-FM, an educational Christian radio facility that was all-volunteer at the time, began to look for ways to reach out beyond its coverage area. WHCB found "Bibles for the World" provided the station with packages of Bibles, shipping cartons, instructions, and address labels for mailing the Scripture to third world countries. From 1984 until 1988, WHCB mailed thousands of Scriptures. It was the start of an outreach effort that has grown in size and emphasis.

WHCB sought other ways to increase its "coverage" of the unreached world. In 1986, WHCB's general manager made a trip into Honduras with a World Reach evangelistic team. It was the first of eight trips he has made to Central America since that time, leading three evangelistic teams into the Valle Province on the El Salvador border.

Last year, WHCB sponsored a team of 11 men that went to LaPuya, Honduras. In that remote area nestled in the barren hills, the team visited from farm to farm, taking New Testaments and tracts. In the evenings, the team held evangelistic services in an elderly believer's house. Because of the overflow, the meeting moved into the front yard. With generator humming, the bare bulbs gave those in attendance the ability to see the singers and speaker in the darkness. Spiritual darkness was vanishing in the light of God's Word.

Since most participants on the evangelistic teams do not speak Spanish, World Reach provides translators and coordinates each aspect of the trip through Luis Vega, the World Reach Central American field director. The use of translators for a short effort has proven to work well. Fear of a different language, or culture, should not deter you from your goal of reaching out beyond your coverage area.

On that trip to LaPuya, WHCB and its team provided 35 local pastors with a Pastors' Training Conference, bought a horse for an itinerant youth worker to ride to the 13 churches in his charge, were used in the establishment of a church in a region where the closest congregation was a two-hour walk away, installed a local

How One Station Reaches Beyond Its Coverage Area



pastor, and funded the pastor for his first year of ministry. All of this, by God's grace and provision was done through a local radio station's effort to reach beyond its coverage area.

In the past year WHCB has become involved with World Gospel Outreach and its program to provide eyeglasses to needy Hondurans. Through the donations of new and used eyeglasses by WHCB and its listeners, more than \$50,000 worth of eyeglasses have been provided. One local station can make a difference in helping reach the lost for Christ and providing basic human needs.

Another opportunity came to WHCB when a request was received from a national church worker in Ghana, West Africa. The need was for Bibles and for Bible study material. Such items are often trashed in the United States when the dates on literature are no longer current. An appeal was broadcast in the spring of 1989 which resulted in 3150 pounds of Bibles, study materials, sewing machines, and typewriters being sent to Ghana.

Last spring an additional 9000 pounds of needed and useful items were shipped. The typewriters and sewing machines are being used in a vocational training program. The training is an attempt for Ghanians to provide new skills for workers and have an outreach for Christ.

The listeners have become so involved in the literature project, although the appeal has not been aired for months, they are still bringing their books and study guides to WHCB. This project has increased awareness of the station in hundreds of local churches where the station had never been mentioned before.

It is a time-consuming project, but is well worth the effort. If you do not want to become involved in literature distribution, but would like to air an appeal for used literature, Christian Salvage Mission is one organization that can aid you in distribution of the items you receive.

The opportunities to reach out are easily found, when you start looking for them. Recently, WHCB has become involved with two groups in Central America through Servant Ministries that want help in building Christian-formatted radio stations for their areas. The stations will be one-kilowatt AM stations to reach the area around each town. One group has permission from the government and needs to begin building, while the other is in the application stage.

A group in Malawi via Truth Inter-



One of the WHCB witness groups preparing to begin a morning of outreach in Central America.



LaPuya schoolboys talking with team members in the shade of their school's porch.



Honduran children receiving pencils and tracts from WHCB evangelistic team.



Children in LaPuya prior to a day of school.

national Ministries has asked for help in the establishment of a recording studio for the production of Chichiwa-language programs to be used in the churches in rural areas where the pastors and people are illiterate. WHCB commissioned a study of the reception of radio by the rural populations and found that very few radio sets capable of receiving international broadcasts are in use.

Most villagers who own sets have units that can only receive the local government AM signals. Even those are used very sparingly, since batteries are expensive and difficult to purchase. WHCB is coordinating an effort to use hand-cranked tape players and tapes from Gospel Recordings for use in the rural areas of Malawi. This will allow individuals and congregations who gather to clearly hear a presentation of the Gospel in their native language.

These opportunities have also provided locally produced programs. *Voice of Missions* is a program aired twice weekly on WHCB, with guests from cross-cultural ministries. Many of the interviews have been conducted when a WHCB staff member or volunteer is in the foreign field. The thrust of the broadcast is to make people aware of the need and opportunities of missions around the world.

Another recent addition to the local program schedule has been *Momentos de Fe*, a Spanish-language program featuring Hispanic gospel music and conversation. An outgrowth of this program has been Spanish Gospel Meetings sponsored by the station for the Spanish-speaking listeners in the coverage area.

WHCB is now working to place a

CONTINUED ON PAGE 12

RADIO & CHURCH PLANTING

by Frank Fiorenza

It was a very difficult challenge to accept, mainly because the question was asked openly in front of the board of directors of the organization I was working with. There seemed to be a negative attitude toward the radio ministry.

I had been told many times that ministry in radio required a lot of time and money and did not yield visible results. So their question was, "Frank, we appreciate your efforts to reach so many people with the gospel in Latin America, but how many churches were planted as a result of your radio ministry?" I did not give them an answer right away and the question did not come up again for awhile. But, unfortunately, my answer was "none."

The second time the same question was asked, I took it as a challenge rather than a rebuke. I needed to find a way to develop a project to win and disciple radio listeners in the context of a local church.

My radio programs were broadcast on Trans World Radio (TWR) from Bonaire. Many other nations were reached at the same time. Since the Venezuelan Plains is the area here the TWR signal is very clear and powerful, I decided to concentrate my efforts on this country. My major concern was finding someone to help me with planting new churches among the radio listeners.

I knew a Venezuelan missionary who lived in the area. I shared with him my vision and he saw it immediately. We then shared the challenge with the pastors of six churches. As a result of this, we had a church growth seminar and some basic training. Then came the birth of Family Crusades Project. Our major goal was to contact radio listeners in the area, help them make a decision for Christ, and encourage them to join together with other new Christians to start a new congregation.

In one year of intensive ministry, the churches reported 65 new congregations. After a period of time there were more than 100. Amazing! It is a proven fact. People not only listen to radio programs (in many parts of the region, TWR was the

only radio station), but they are receptive to the good news of Christianity and are willing to open their hearts, to begin to study the Bible, and to lead a Christian life.

Some time has passed since then. I began to think of how the existing ministry could be expanded even more. As I thought and I prayed, I called my old missionary friend Gil-

berto Nieves. Before I had a chance to share my burden with him, he told me he had this vision for the radio ministry in the Plains area.

After going over some details, we had a church growth seminar with leaders of 40 congregations. They developed a goal of establishing 50 new congregations in one year. The exciting thing is that all these churches are daughter congregations of missionary Nieves' local church, the results of the first project! Some of these churches are larger than the mother church. Now the challenge is passed on to them. Many of the radio listeners have the opportunity of getting together with other new Christians in a local church. In just a few months, ten new churches have sprouted!

When I consider the question again — "How many churches were planted as a result of your radio ministry?" — I cannot give an exact number. But I do know that I took the challenge seriously, passed it on to others, and that it is working.

There are many good things we can do through radio ministry. The most thrilling is to know that people are coming to the Lord, lives are being changed, families are becoming united, and Christians are worshipping together as part of the Body of Christ in local congregations.

I believe that this is just the beginning of a tremendous harvest among radio listeners. There are thousands waiting for some kind of follow-up program to unite them in local congregations all over the world. Yes, I do believe in using Christian radio to strengthen believers and plant new congregations. There *can* be visible results.

Frank Fiorenza is the director of Family Crusades International in San Jose, Calif.

IS RADIO . . .

CONTINUED FROM PAGE 11

teaching program *La Escritura Habla* on shortwave to beam into Central and South America. That program features the president of CAM Churches of Honduras, Rev. Jose Sandoval, and was recorded in the WHCB studios. That program is presently being aired in Honduras.

You will find your efforts in reaching out to be eternally rewarding. There are also benefits for your station in the present. Local participation by your listening audience is increased. This helps you in your efforts to reach your coverage area. The enhanced listener participation also means increased conversation about your station in the local

community.

The favorable comments help in the projection of your station into the lives of your listeners. You reach outside your coverage area and better reach your community at the same time. WHCB has also found that a network of praying believers in other countries is now at work, praying for God's blessing on WHCB. The impact of that intercession will not be fully known in this life.

Take the challenge. Seize the opportunity to use your local station for global impact!

Kenneth C. Hill is president of Appalachian Educational Communication Corporation and general manager of its non-commercial and educational Christian station WHCB 91.5 FM in Bristol, Tenn.

For further information on organizations mentioned in this article, write:

Bibles For The World, Operation Saint Paul, Box 805, Wheaton, IL 60189; World Reach, Inc., Post Office Box 26155, Birmingham, AL 35226; World Gospel Outreach, Post Office Box 6250, North Little Rock, AR 72116; Christian Salvage Mission, 200 Free Street, Fowlerville, MI 48836; Servant Ministries, Post Office Box 5605, Kingsport, TN 37663; Truth International Ministries, 1111 N. Juniata Street, Hollidaysburg, PA 16648; Gospel Recordings USA, 122 Glendale Boulevard, Los Angeles, CA 90026; WHCB 91.5 FM, Post Office Box 2061, Bristol, TN 37621; CAM International, 8625 LaPrada Drive, Dallas, TX 75228.

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Evangelism Fellowship, Inc, PO Box 348, Warrenton, MO 63383, 314-456-4321; Reese Kauffman, PRES; Steve Bates, vp/services; Dwight Racke, prod eng
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by Evelyn Gibson

In growing numbers, *Biola Hour* listeners across the country are making first-time decisions for Christ at radio rally "Gospel Celebrations." In large part, the numbers are due to the unique ministry of David Hocking, *Biola Hour* Bible teacher. Ask him to describe his ministry and his reply is always — "a teacher-evangelist."

It's been David Hocking's consistent desire to win souls for Christ and to do it in the context of solid biblical teaching, which he does daily on the *Biola Hour*. More recently, the teaching ministry of the broadcast has been extended in radio rally meetings across the United States and Canada.

The *Biola Hour* has a rich history of meet-

ing God is using David and the *Biola Hour* team not only to build up Christians in their faith, but to see people won to the Lord Jesus Christ," he adds.

In addition to being the *Biola Hour* Bible teacher since 1982, David Hocking pastors the 5000-member Calvary Church in Santa Ana, Calif. He's the author of more than 30 books, commentaries, and booklets covering a wide range of Bible studies and biblical issues.

This past year, over 20,000 listeners attended *Biola Hour* Gospel Celebrations. More significantly, over 1000 people have acknowledged receiving Christ as Savior. Consistently, about ten percent of all attendees turn in specially provided "Spiritual Commitment Cards" indicating they are making some sort of commitment that evening. Subsequently, each person is invited to participate in a free Bible study follow-up course, and many others accept Christ as a result.

Hocking tells of a recent Gospel Celebration where he was introduced to a young man whose two friends had been witnessing to him. As Hocking tells it, "They got this young man to listen to the *Biola Hour* program and brought him to a Gospel Celebration. He trusted Christ that night!"

Another man sought him out and said he wanted some advice. As Hocking recounts the incident: "He made it clear to me that he wasn't a Christian, but asked what he could do to improve his relationship with his live-in girlfriend! He was serious, so I answered him straight. I told him that sex outside of marriage was sin, and that he needed to move out of that home.

"He looked startled and asked, 'Is Christianity really that demanding?' What a fantastic question! Apparently no one had ever challenged him like that before. We went into the Celebration and had a great time. My new friend was there and at the end of the meeting he indicated he had accepted Christ and would be moving out of his live-in relationship."

Co-sponsored by the *Biola Hour* and local Christian radio stations, the Gospel Celebration rallies originally were conceived to give listeners

The Biola Hour: Taking The Gospel To Its Listeners

ing needs as an outreach ministry of Biola University in La Mirada, Calif., where there are over 2500 students enrolled in undergraduate and graduate academic programs. Clyde Cook, president of Biola University, is a driving force behind the effectiveness of the *Biola Hour* ministry.

Dr. Cook explains: "Biola was founded 82 years ago to teach people the Word of God and help them use that knowledge to make disciples. Even though the university is now widely acknowledged as a national university with a broad range of academic programs, we still continue in the tradition evidenced by the ministry of David Hocking and the *Biola Hour*."

"As a missionary, I am thrilled with how



Biola Hour Bible teacher David Hocking takes time during each rally to answer questions and address the personal needs of listeners in attendance.

an opportunity to meet Hocking and hear him preach, "in-person," in their local city. Almost immediately, however, a distinct evangelistic thrust was added to overtly confront the scores of unsaved listeners who attend each meeting.

A popular feature is the contribution of the *Biola Hour Celebration Singers*. They're all the more unique because of their lead singer — David Hocking! Joining Hocking are Ron Soderwall and Beth Williams, both staff members of Calvary's church. This year, the *Celebration Singers* will travel more than 15,000 miles participating in the nation-wide meetings.

A winning formula has emerged as each rally is carefully orchestrated to provide a setting that combines worship, praise, and the preaching of God's Word. It's the *Biola Hour* — and more!

What takes place when a listener attends a rally?

First, each person is greeted at the door by an usher who gives out a *Biola Hour* packet including a ministry catalog, the Spiritual Commitment Card, and a registration card with *Biola Hour* offers and other materials of interest to listeners.

At 6:45 p.m., David Hocking begins an informal walk through the audience personally greeting the assembled guests. At 7:00, Hocking's microphone is turned on and he engages the audience in a lively session of questions and answers. For some, it could easily con-

tinue for the entire meeting. Reluctantly, the segment is ended so that the rest of the evening's program can continue.

From 7:30 until 7:50, the *Celebration Singers* present the first of two musical packages that involve attendees in worship. An offering is taken, announcements are made, and a final musical presentation by the Singers prepares hearts for the message to follow. The Bible teaching takes 45 minutes and the program officially concludes promptly at 9 p.m.

The meetings end as they begin, with Hocking making himself available to listeners who literally stand in line to greet him. He lingers in the auditorium for up to an hour answering questions, confronting the occasional complaint, and listening to people's deep personal needs and concerns. There's no rush. He's available until the last person leaves. It's what sets the rallies apart and makes them effective in the lives of thousands who attend.

From its first broadcast in 1934, the *Biola Hour* has been a source of inspiration and practical, biblical help. And, with over 1000 first-time decisions for Christ this past year, the Gospel Celebration has extended the *Biola Hour's* studio ministry and is reaping a harvest among its listeners.

Evelyn Gibson serves with the Ambassador Advertising Agency in Fullerton, Calif.

Consistently, about ten percent of all attendees turn in specially provided "Spiritual Commitment Cards" indicating they are making some sort of commitment that evening. Subsequently, each person is invited to participate in a free Bible study follow-up course, and many others accept Christ as a result.

by Ken Boone

The idea of running a noncommercial radio station in the middle of nowhere is enough to make most Christian broadcasters wince. But what about a remote one with no local listeners, no local support, and over two million dollars in bills to pay every year?

These are some of the peculiarities of WYFR. What's more, it's listener-supported — but less than one percent of its supporters actually listen to the station. Impossible? Yes, were it not for the station's range, program content, and the grace of God.

WYFR broadcasts internationally as a part of the Family Radio station group. It's the largest privately owned radio station in the United States, and dedicated to proclaiming the message that Jesus Christ died to save sinners.

Wherever it's heard in the world, WYFR asks no financial support from foreign listeners and receives nothing from most. Considered a missionary work, it is supported almost entirely by United States Family Radio Network listeners.

Production of the multi-lingual programming of WYFR requires a diversity of people. Yet the cultures and languages mix well. Sometimes a staff member will even greet a colleague of a different nationality in his friend's own language. More than cross-cultural regards, these greetings express affirmation, kinship, oneness in Christ.

Fifteen years ago, talk around Family Radio was only in English and Spanish. Now, however, Family Radio's Shortwave Department prepares programming for WYFR in ten languages: German, French, Arabic, Portuguese, Italian, Hindi, Russian, and Mandarin Chinese — as well as English and Spanish. The growing challenge of greeting co-workers with this fruit of Babel adds a cheerful touch to the work.

In The Beginning

The history of WYFR is as unique as its character. Begun in the 1930s as WRUL of Scituate, Mass., the station later earned wartime credits when it played a crucial role in saving 900 Norwegian ships from German capture and assisted United States communication to the world by transmitting the Voice of America.

In 1962 the station became WNYW, then WYFR ("Your Family Radio") in October 1973 when it was sold to Family Stations, Inc. The new owner would use this powerful broadcast tool to promote the Gospel worldwide.

From 1976 through 1979, Family Radio moved WYFR transmitters from their original site in Massachusetts to a 660-acre pasture near Okechobee, Fla. This change allowed facilities expansion, superior international signal propaga-



Family Radio's **WYFR** A Global Tool Of God's People

Production of the multi-lingual programming of WYFR requires a diversity of people. Yet the cultures and languages mix well. Sometimes a staff member will even greet a colleague of a different nationality in his friend's own language. More than cross-cultural regards, these greetings express affirmation, kinship, oneness in Christ.

tion, and the reduction of power expenses.

Still, the 28,000 kilowatt-hours-per-day consumption of electricity by station transmitters — enough to light a small city — generates a monthly power bill of \$70,000. Because WYFR uses standard electricity to radiate the spiritual light of Christ, Family Radio counts energy costs as an eternal investment in lives.

There are 12 100-kilowatt transmitters and two 50-kilowatt transmitters housed at the hub of the property occupied by the station. These are linked, spoke-like, to surrounding antenna arrays. Station operators match different transmitters with combinations of the 23 directional antenna systems to meet signal requirements of target areas.

Each day 274 transmitter-hours are beamed to Europe, Africa, and the Americas. Ironically enough, most WYFR programs come to the station recorded on standard audio cassettes —

tiny, but critical components in this powerful plant.

Global Listeners

The WYFR theme and call signal is a brass arrangement of the old hymn "To God Be the Glory." Played at the beginning and end of each transmission, it identifies the source as Family Radio. Thousands now associate this traditional tune with the Christ-centered music and talk for which the station is known.

Europe is specifically targeted as a mission field ripe for spiritual harvest. Across Europe, religion is seen in the elaborate cathedrals, prominent statues, and resounding church bells — some from Reformation years of the 16th century. But religious life has deteriorated. Now many of these things are merely nostalgia of the spiritual battles of Germany, the Netherlands, Scotland, Swit-

CONTINUED ON PAGE 18

Inside the WYFR facility near Okeechobee, Fla.



Listen...

I listen to your program everyday while I am at work.

Kathy S. Sanker

Kathy S. Sanker
Albany, Or.

*Your short programs
are a real blessing,
and informative
to young people.*

Linda M. Abbot, Petersburg, Ak.

*Hello,
I enjoy your daily
commentaries. They
really open people's
eyes, especially
mine.*

Ann Alzamora,
Ft. Lauderdale, Fl.



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FOCUS ON THE FAMILY

(Circle 112 on the Reader Service Card)

FAMILY RADIO'S . . . CONTINUED FROM PAGE 17

zerland, and other countries in the establishment of Protestantism.

The general European code of conduct for today leans towards hedonism. France, for example, is at times recognized for its sensual approach to life; Holland for its gratuitous carnality. To much of this population, surrounded by religious artifacts, the concept of knowing God means nothing.

The so-called "Gospel" delivered by many churches in Europe is not the biblical Gospel that calls all people sinners in need of spiritual cleansing by the blood of Jesus Christ. In contrast, the programs of WYFR take a firm stand on the Christ-centered teachings of Scripture.

As a result, listeners have some serious questions about what they hear from the station. "What's so important about differences of religion?" they write. "Why do you emphasize Jesus Christ?" "How can I get a Bible?"

Curious listeners will fill their letters with comments about, for example, the novelty of receiving a broadcast from the United States. But every letter, no matter what it says, is an opportunity for WYFR to point people toward Christ.

Listener mail is a priority for the staff, sometimes consuming up to half the working time of a foreign-language programmer. Personally written responses from WYFR encourage listeners toward spiritual growth. Family Radio then nurtures these spiritual interests by shipping listeners thousands of pieces of literature, including Bibles, annually.

Response from USSR listeners, until recently, amounted to a trickle. Still, WYFR continued to beam in the Gospel. Now, with the new Soviet policy of openness, the trickle of incoming mail has become a stream. Last year, Family Radio received 545 letters from the USSR, many with accounts of how WYFR introduced people to the Bible and sustained spiritually undernourished Christians in years past.

German listeners of WYFR mail about 150 to 200 letters to the station each month. Despite the fact that these people live in a society filled with religious tradition, daily there are some who hear the truths of the Gospel for the first time via WYFR. Many German writers ask for responses that include basic biblical instruction and counseling.

The Bible is repeatedly and slowly

read in English on German broadcasts, as well as others. At a tenth the speed of typical conversation, this attracts listeners with the bonus opportunity of learning correct English pronunciation and usage. Family Radio, however, sees the greatest value of "slow English" in its presentation of the Gospel.

Listeners in Central and South America hear the Spanish-language broadcasts of nearby WYFR loudly and clearly. Because of this, mail response from these areas averages about 500 to 600 letters monthly. The station readily responds to inquiries with Bible-based literature, if not Spanish-language Bibles.

Because many in these areas have grown to love God through what they've heard on the air but have no local church, some small group Bible studies center around a shortwave radio tuned to WYFR Spanish broadcasts.

China is a densely populated but distant target for WYFR transmitters. In 1982 Family Radio established a program-exchange agreement with Radio Taiwan, the "Voice of Free China." As a result, Family Radio's Mandarin Chinese broadcasts are now heard in China with the strength of a local station — thanks to the people and facilities of Radio Taiwan. In return, Family Radio carries some of Radio Taiwan's cultural programming over WYFR.

Two years ago, WYFR began beaming satellite-fed Family Radio Network programming to Canada. This is the eastern feed of Family Radio's United States programing designed for its FM and AM stations. Canadian listeners appreciate hearing the Gospel on the air, but mail and phone response indicates a number of Northern Europeans, U.S. citizens, and a few Australians are also listening.

Wide-Spread Staff

All of the 20 transmitting staff members at WYFR in Okeechobee are 3000 miles away from the 30-member programming team in Oakland, Calif. This is because of the centralized ministry structure of Family Radio, of which WYFR is but a portion.

WYFR's shortwave program personnel work alongside the domestic program department staff of Family Radio which produces separate satellite-fed programming for the more than 30 Family Radio stations in the United States. Both groups are served by the administration, accounting, graphics, printing, computer, cassette, and engineering

departments at the international headquarters in Oakland.

This centralization strategy saves Family Radio the cost of providing additional staff at each domestic station. The Oakland people specialize in their element of the ministry and thus allow local staffs to concentrate their efforts on regional concerns.

The WYFR shortwave programming staff needs to specialize. Programming in ten languages to most of the earth across 24 time zones is a challenge. But meshing variables like these together into a listenable, God-honoring set of programs is like running a perpetual set of broadcast production high-hurdles.

For example, Christ-centered music in the Hindi language is rare — especially in the United States. Building a library of usable Hindi songs is a task that literally requires picking pieces one at a time with the help of personal friends, contacts, and travel of the Hindi language producer.

At this time there is no one who speaks fluent Arabic at Family Radio. Therefore, WYFR Arabic programs are assembled with voice tracks, music, and other program elements mailed from outside sources. Because the Arabic program production engineer is an American who doesn't speak Arabic, he relies heavily on his stopwatch while recording. He never fully knows what he's prepared for broadcast. Yet, Arabic listener response continues to be positive.

Global Gospel Tool

Like other Christ-centered international broadcast ministries, WYFR strives to "go into all the world and preach the good news to all creation."

The people of the world don't purchase shortwave radios to receive Christ-centered radio, however. They have them because shortwave listening is a popular international hobby as well as a source of worldwide news and entertainment. It's a primary source of communication in almost every country.

That is why it makes sense to use this worldwide medium to spread the Gospel. Even if it appears, at first glance, that a shortwave facility like WYFR is just an expensive radio station in the middle of nowhere.

Ken Boone was formerly with the Family Radio Network. He is now president of Family Programs, Inc., a syndicated radio ministry in Paradise, Calif.

48th ANNUAL

1991

January
25 - 29

CONVENTION

NATIONAL
RELIGIOUS
BROADCASTERS

Since 1944

EXPOSITION

Washington
D.C.



48th ANNUAL CONVENTION OF Sheraton Washington Hotel, Washington, D.C.

Dear Friend,

Success and growth have prevailed in religious broadcasting! In the past decade, the number of religious radio stations has grown 69 percent. In that same period, television stations carrying religious programming have increased by over 1000 percent.

According to a recent issue of Fund Raising Management, religious charitable giving increased almost 13 percent in 1989, to an estimated \$54.32 billion. At the center of this dynamic growth is National Religious Broadcasters, an association representing over 75 percent of the religious broadcasting in the U.S. and the world.

From January 25-29, the leaders in religious broadcasting will gather in the nation's capital. They will set the agenda of religious broadcasting for 1991 and the decade ahead. Last year's convention drew over 7000 and NRB 91 promises to be bigger and better.

We cordially invite you:

To meet face-to-face with radio and TV executives, top denominational leaders, musicians, pastors, and those

FRIDAY • JANUARY 25, 1991

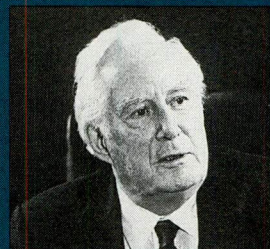
7:00 PM

Program Highlights

OPENING FELLOWSHIP GENERAL SESSION
BALLROOM

Speakers: Chief Justice Warren Burger (Ret.),
Joseph M. Stowell III, President,
Moody Bible Institute, Chicago, IL

Music: African Children's Choir, The Nelons

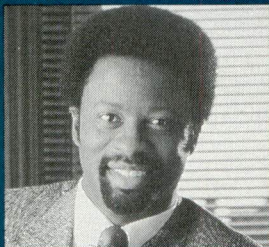


Chief Justice
Warren Burger (Ret.)

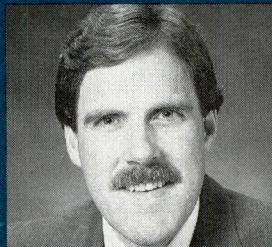
SUNDAY • JANUARY 27, 1991

10:00 AM

2:00 PM



Larnelle Harris



Martin DeHaan

MORNING WORSHIP SERVICE
BALLROOM

Speaker: Martin DeHaan,
Radio Bible Class,
Grand Rapids, MI

Music: Day of Discovery Singers

GOSPEL CONCERT
(BNRB)
BALLROOM

HISPANIC CONCERT (HNRB)
COTILLION

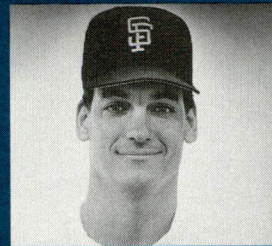
MONDAY • JANUARY 28, 1991

8:00 AM

12:30 PM



Dino Kartsonakis



Dave Dravecky

TV GENERAL SESSION
BALLROOM

Speaker: John Ankerberg
The John Ankerberg Show,
Chattanooga, TN

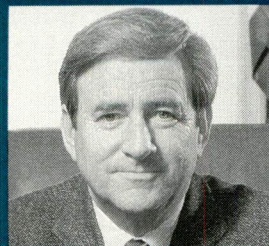
INTERNATIONAL LUNCHEON
BALLROOM

Speaker: Dr. Peter Kuzmic,
Principal of the Evangelical
Theological College, Osijek,
Yugoslavia

Music: African Children's
Choir, Ken Medema

TUESDAY • January 29, 1991

7:00 AM



Jerry Falwell



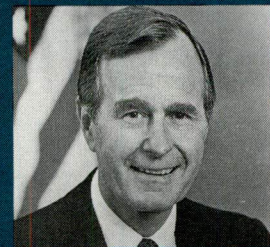
Steven Curtis
Chapman

CONGRESSIONAL BREAKFAST
BALLROOM

Speaker: Dr. Jerry Falwell, Old Time
Gospel Hour, Thomas Road Baptist Church,
Lynchburg, VA

Music: Old Time Gospel Hour Trio

Co-Sponsor: Thomas Nelson Publishers,
Nashville, TN



George Bush

NATIONAL RELIGIOUS BROADCASTERS

January 25 - 29, 1991

who are just entering the industry.

Attend workshops that cover the practical aspects of broadcasting, advertising, fundraising, radio and TV programming, evangelization through the media, and how the broadcaster can make a difference in social issues such as urban deterioration and reaching youth in America.

And visit with over 250 exhibitors in the 100,000 square foot exhibit hall. This is the largest trade show of its kind with the latest in electronic equipment, print media, and programming ideas.

In addition, general sessions will feature outstanding speakers, personalities, and the best in Gospel music. Don't miss this once a year opportunity! You will be invigorated and revived spiritually.

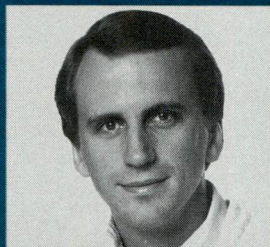
Sincerely,



E. Brandt Gustavson, Executive Director

SATURDAY • JANUARY 26, 1991

7:00 PM



Jerry Johnston



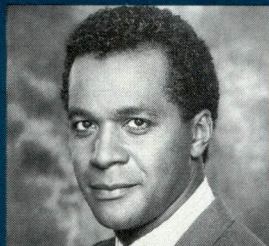
Kay James

EVENING GENERAL SESSION
BALLROOM

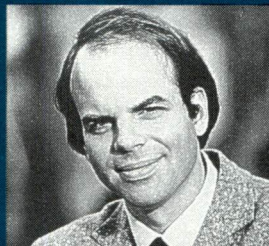
Speakers: Jerry Johnston, Jerry Johnston
Association, Overland Park, KS
Kay James, Assistant Secretary of Health and
Human Services, Washington, D.C.
Music: Ray Boltz

Co-Sponsor: SpaceComSystems, Tulsa, OK

7:30 PM



Clifton Davis



David Bryant

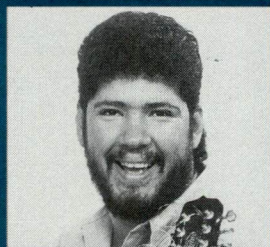
SUNDAY EVENING
GENERAL SESSION

"A Concert of Prayer"

Speaker: David Bryant

Music: Steve Fry, Babbie Mason

7:00 PM



Tony Melendez



Charles Colson

EVENING GENERAL SESSION
BALLROOM

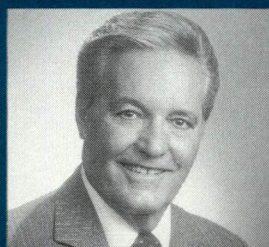
Speakers: Charles Colson,
Prison Fellowship Ministries,
Washington, DC, Dave Dravecky
Music: Tony Melendez,
Dino Kartsonakis

Co-Sponsor: SpaceComSystems,
Tulsa, OK

2:00 PM

PRESIDENTIAL
GENERAL SESSION
BALLROOM

Speakers: George Bush
(Invited), President of the
United States
Jerry Rose, President, NRB
Music: Tony Melendez,
Steven Curtis Chapman



Rex Humbard

7:00 PM

ANNIVERSARY BANQUET
BALLROOM

Speaker: Rex Humbard
Music: GLAD, Gerard Garno

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Washington, D.C. 20008
Room Rates: Single \$99
Double \$117

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2505 Wisconsin Ave., NW
Washington, D.C. 20007
Room Rates: Single \$69
Double \$69

Information Needed to Make Reservations

1. Name of convention
2. 1st, 2nd, 3rd choice of hotel
3. Arrival/departure dates
4. Number of rooms required
5. Type of room (single, double, etc.)
6. Number of persons in party
7. Arrival time
8. Credit card name, number, and expiration date*
9. Names of all occupants of room
10. Address
11. Telephone number

*If a credit card is not used, a deposit needs to be sent to the hotel within 15 days of receipt of confirmation.

NRB 91 Housing Bureau
Phone: 1-202-842-2930
1-800-535-3336 (U.S. & Canada)

Confirmation:
Regardless of how reservations are made, all hotel confirmations will be sent by mail. These confirmations are in addition to, and separate from, convention registration confirmations.

Media Travel U.S.A. is the official agency of the 1990-91 NRB Conventions. Specializing in the travel needs of broadcasters, Media Travel U.S.A. is teaming up with Delta and American airlines to provide for the travel needs of attendees and exhibitors to all NRB and other broadcast industry conventions. For complete information and to make reservations, call (800) 283-TRIP [in Florida (407) 575-7600].





Elisabeth Elliot

by Elisabeth Elliot

Because I almost never turn on a radio in the house (and my car radio is a poor one) I find it hard to believe there are millions who not only turn on radios, but even millions who hardly ever turn them off.

I guess that a good deal more than half of those listeners are women, many of them occupied in their kitchens or laundries, cooking, washing, ironing, and caring for children. Many are lonely women, single, widowed, divorced, ill, old. They long for a voice to speak directly, intimately, sympathetically to them.

No thought of ever being such a voice on the airwaves had ever entered my head when Jan Anderson (who is now Jan Wismer, and my announcer) suggested to me that I ought to do a short (maybe five-minute) daily program. She took it upon herself to make the proposal to the folks at Back to the Bible in Lincoln, Neb., and they accepted it — only it must be 15 minutes, not five, they said.

And so began *Gateway to Joy*. Back to the Bible had hoped for 50 stations in the first few months, instead there were a hundred. Mail began to come in at a rate the organization couldn't keep up with without additional staff.

I was overwhelmed. I tried to answer every letter forwarded to me — I've always believed simple courtesy requires it. But it became a physical impossibility. I answer as many as I can.

My purpose is to love Christ and to make Him loved.

sit down, as it were, at the kitchen table or in the passenger seat, and simply talk to people.

I supposed I was talking to women — what man wants to listen to a woman anyway? Surprise! Lots of men will listen if they think the woman isn't throttling them, trying to prove something, trying to demonstrate "equality" or some other partisan or political notion that the Bible doesn't teach us to value.

The plain old truth, even though spoken by a woman to women, turns out almost all the time to be applicable to everybody. And when you come to think about it, what Jesus said was, too, wasn't it? His messages laid hold of the consciences and hearts of all who were willing to listen.

The Water of Life is for all men as well as for the much-married Samaritan woman. The "You must be born again" is spoken not only to a Jewish ruler but to me.

An old man wrote that he had made a little garden and called it "Gateway to Joy." Even little kids are listening. One six-year-old boy told his mother, "It's Saturday. Only two more days and we'll hear Elisabeth Elliot!"

Letters have come from long-distance truck drivers, prisoners, men and women newly widowed, homeschoolers, a retired missionary, a house painter whose entire crew tunes in every day, and, oh so many from stay-at-home mothers who heave a huge sigh of relief to hear *somebody* say "You're doing the right thing!"

Sometimes they're letters of criticism or ar-

I believe with all my heart that every experience in life, if offered to Him, can become a "gateway" to joy.

Gateway to Joy: A Program For Women *(and everyone else!)*

I believe with all my heart that every experience in life, if offered

to Him, can become a "gateway" to joy. Nothing happens which does not constitute God's loving call — to learn to know Him and thank Him, to trust Him, to make of the happening an offering.

I try to show how the Gospel is the Gospel — good news for all of us, all of the time, relevant, alive, piercing to the very heart of our need, whether it be a desperate one or every day's most quiet one. I try not to preach but to

argument, but not often. Most are letters of deep gratitude from earnest people to whom the daily relating of the changeless Word to their turbulent, changing lives makes very deep, very clear and practical and unavoidable sense.

Elisabeth Elliot is the host of the Back to the Bible daily radio program *Gateway to Joy* and the author of several books, of which the most recent is *A Path Through Suffering*. She lives in Magnolia, Mass.

by Frank Minirth and Paul Meier

Since becoming friends in medical school in the 1960s (we were "cadaver mates") and business partners in the 1970s, we have shared a mutual desire to help hurting people and to have a ministry for Christ. We wanted to have a real impact for the Lord through our careers and lives.

We dreamed of different ways we could do this. First, we reflected on the major influences that had been determining forces in our lives.

We needed to have a clear, realistic understanding of who we were before we could set personal goals. The influences we identified included circumstances, choices, Christian groups, formal education in medicine and theology, and spe-

The On & Off-Air Ministry Of The Broadcaster

cial individuals who gave us stability and encouragement.

But, most importantly, the act of trusting Christ formed the foundation of our personal lives, careers, and ministries. We are committed to knowing Christ and making Him known. Sharing the message is the major purpose God has for us.

All of these things worked together to refine our thinking, reaffirm our convictions, and help us set our goals. It is a testimony to God's grace that He has used us, just average people from average backgrounds, and has allowed us to see many of our dreams come true.

Following the Dream

In 1976, we began a private psychiatric practice in Dallas. Through our practice, it was our hope to develop a standard of medical and psychiatric care which would reflect our commitment to Christ and our dedication to the treatment of the whole person as a physical, emotional, and spiritual being. It is our strong conviction that integrating Scripture into our counseling, medical practice, and educational resources is essential.

God has blessed us abundantly, bringing unbelievable opportunities our way. We now have branch clinics in 16 cities throughout the nation. It is through these clinics and our Christian professional staff that we can help people on a very individualized basis — face-to-face at their individual points of need.

Realizing that pastors do 80-85 percent of the counseling in the United States, we also planned to spend time training pastors in counseling at a local seminary. Today, we still teach and produce educational resources to benefit those in the helping professions.

A New Opportunity for Ministry

We knew that when people are physically, emotionally, and spiritually healthy, they can be more effective for Christ. God has provided many channels for us to have an impact on people's lives in this way. But God was soon to open a door through Christian radio that would make it possible for us to reach many more people. We could minister to thousands, even millions, of people instead of just helping the few who could physically come to the office for treatment.

We first went on the air as guests on a local radio talk show in the late 70s. In 1983, we went nationwide with a five-minute program, *Psychiatry and You*.

But by far our most exciting opportunity came as a result of our joining the Moody Broadcasting Network (MBN)

in 1985 with a nationwide call-in program designed to answer listeners' questions in the area of psychiatry and counseling. *The Minirth-Meier Clinic* program has allowed us to share practical, "down-to-earth" principles from a biblical perspective.

The Minirth-Meier Clinic Program

We believe this program allows us to reach people for Christ and enables us to reach individuals in a timely, unique, personal way.

Our goal is to provide the most helpful information possible, based on a firm Christian foundation. It is a total approach to healing lives by integrating sound biblical, psychological, and medical principles, and addressing each listener's heart, mind, and body.

The live, daily call-in format of the program was created for the purpose of dealing with everyday problems at the point where people are hurting — right now, today! Many listeners need help with sensitive issues such as substance abuse, anxiety, anger, marital problems, and child-rearing.

Callers are encouraged to begin seeking a solution to what may seem an insurmountable problem. Callers as well as other listeners gain great comfort in discovering that they are not alone in their problems.

James 3:1 says, "Not many of you should presume to be teachers, my brothers, because you know that we who teach will be judged more strictly." The Christian broadcaster's responsibility to the listening audience is not to

Frank Minirth



be taken lightly. The following are some insights the Lord has impressed upon us. These are things we must all take to heart as we seek to serve Him through the medium of Christian broadcasting:

1. The teaching and commentaries need to be accurate — biblically, historically, and scientifically. The information given over the air must be based on a firm Christian foundation that is true to the Word of God.

It is a Christian broadcaster's objective to aid listeners in attaining a healthy level of spiritual maturity. Through this dynamic and powerful medium, there are several biblical approaches we can use to help our listeners. 1 Thessalonians 5:14 identifies the following:

- to urge or exhort
- to warn
- to encourage
- to help
- to be patient

2. Those teaching or speaking need to hold firmly to the inerrancy of Scripture.

Our approach is to stress the foundational and fundamental nature of Scripture. We always measure anything from psychology by the Word of God which is our final standard. All psychological principles are compared with the Scriptures and are rejected if found to be in conflict

CONTINUED ON PAGE 44

Paul Meier



NATIONAL RELIGIOUS BROADCASTERS

COMPREHENSIVE BENEFIT PLAN



Are Your Group Health Insurance Costs Getting Out Of Control?

Are You At Risk If Your Plan Has Financial Problems?

Under The NRB Plan, The Answer To These Questions Is "NO!"

THE NRB PLAN OFFERS REAL VALUES

When you select the NRB Health Plan you will receive outstanding medical coverage and service at a reasonable and stable cost. Benefits include life, medical, dental and vision care insurance.

FINANCIAL STABILITY

The Plan is fully insured by a major insurer that is rated A+ Superior by AM Best Rating Service. Once premiums are paid the employer assumes no further risk.

PREMIUM STABILITY

The risk is spread over a large group of employees, and premiums are "pooled." Therefore, a small employer's unfavorable claim experience will not result in a large premium increase or the cancellation of that employer's insurance, as other plans sometimes do. The escalating cost of health service necessitates rate increases, but the pooling effect gives stability to the premium structure.

If you would like to find out more about the Plan, please contact:

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(Circle 250 on the Reader Service Card)

by Ron Hutchcraft

There is a battle raging for a generation of young people. Radio is a major battleground — the forces of darkness are everywhere on the radio dial, capturing teenage hearts. The forces of Christ have barely shown up.

The devil's strategy is to neutralize one generation spiritually — then he can have all the others that follow. He seeks to create a generation where lost young people know nothing about Christ and Christian young people aren't living for Him. With suicide, sex, and Satanism everyday facts of life among our teen-agers, he appears to be winning that battle for teenage lives. The darkness wins, not because it is so strong, but because it is largely *unopposed* in the battlefields that really count. Like radio.

When a teenager gets in the car, he turns on the radio. He wakes up to radio, goes to sleep with radio, and seems to have radio headphones "surgically implanted in his ears." When Teenage Research Unlimited asked young people about the viewing/listening influences in their lives, the power of FM radio was clear. While 22 percent listened to AM radio each week, 80 percent watched television, and 87 percent spent weekly time with tapes, 97 percent listened to FM radio every week.

There is no medium that has the attention of teen-agers as FM radio does. And if we want to fight for this decisive generation where else can we find 97 percent of them?

The Battle For A Generation



Ron Hutchcraft

How Radio Can Fight For Young People's Lives



Ron Hutchcraft talks with his young panel of experts on *Saturday Night Alive*.

But most lost teenagers don't even know Christian radio exists. And most "found" teenagers consider the local Christian outlet as "my mother's station." Often they feel they are hearing little that would say "listen" in their language. The devil, on the other hand, knows their listening language well — and uses it to monopolize their minds with his messages.

"Michelle" wrote to me recently from a background hostile to anything Christian. She said, "My parents would kill me if they found out I was writing this letter or if I got Christian mail." She found our program, *Saturday Night Alive*, by accident.

"Michelle's" spiritual vacuum had led her to Christian radio through dial searching. She says, "Most of it was over my head . . . I didn't want to be like the radio people — dull, solemn people who never laughed or fiery pessimistic preachers. "Michelle" was struck by the music (which "wasn't funeral music") . . . by "teenagers — real teenagers who seemed to believe what they were saying" . . . by the fact that "you even cracked jokes." The battle for "Michelle's" life was won through radio — "You had the something I was missing. It was Jesus." Then, "nearly two months passed before I met a Christian. Radio was my lifeline."

There are millions of "Michelles" out there, skimming the radio dial for the answers they need in a package they will listen to. And there is a multitude of *Christian* teenagers who *know* there is a station where Christ is Lord — but they have passed it by because they feel there's "nothing for me there."

But "Michelle" — and so many others who write week after week — are telling us that Christian radio *can* reach this generation. We have two choices — either program for them or forfeit them to secular radio. They *will* listen to radio . . . they *will* be shaped by radio. Will it be *Christ's* message they hear?

The youth culture is, as every parent knows, a *separate* culture — with heroes, values, language, and music all its own. Like a native culture in Africa or Asia, we must reach them with a missionary strategy, presenting Christ in a language and package they will understand.

It takes some courage and vision to dedicate some radio hours to reach teenagers. When the Moody Broadcasting Network launched a Saturday night format blocked for young people, they did some cost-counting first. They knew the music tastes of the people they wanted to reach were different from those of the people who pay for Christian radio. They know that teenagers don't pay the bills. But they had a mandate from the Lord to launch into the radio battle for kids lives . . . whatever the risks. It's a choice a trailblazing evangelist like D. L. Moody would have made.

The incredible reports of lives changed,

lives saved, lives reborn have proven it is worth every risk. This is front lines stuff!

So much more needs to be done. Every Christian radio station needs to join the battle for this generation! It can be done with programming in which . . .

1 Love and respect are communicated for a teenager and his world. One listener said she listened because what she heard "was not patronizing, not judging me as a teenager."

2 Teenagers hear other teenagers. The voices of their peers say, "This is for people like me."

3 There is music that captures and keeps their attention. Music is the language of this generation, and they make a *musical* decision as to whether this program is for them.

4 There is a *block* of programming (e.g. —Saturday night) where young people know they can land for a while.

5 The pace changes frequently (e.g. — discussion, music, drama, teaching, humor, phone calls). They are impatient listeners.

6 Real-world topics are approached with Biblical straight talk. One young listener expressed that he was "instantly hooked by your no compromise, find-it-in-the-Bible attitude." I am amazed by the young people who tell us they take notes on every program — "especially the verses." Kids really want *answers*.

I refer to our mail and experience because that is what I know, not because one program is the answer. Hard-hitting programs for young people are Christian radio's exciting "frontier." Together, we must courageously and creatively develop a plan of attack and powerful weapons to "seek and to save" this generation. Our little "beachhead" has convinced me it *can* be done . . . it *must* be done.

A *maintenance* mode will cost us a generation. An *attack* mode could make the eternal difference.

Somewhere today a "Michelle" is scanning her radio, in search of something that touches her heart. By God's grace and our commitment to reach her, she will find more than darkness on that dial. She will find Jesus.

Ron Hutchcraft is the senior director for Metropolitan Youth For Christ in Wayne, N.J.

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and Satanism every-
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Like radio.**



The radio ministry of David Virkler has grown from a borrowed basement studio in 1964 to its own full-time production facility today.

by David M. Virkler

Everyone tensed as the giant sweep hand on the studio wall clock crept toward air time. Informal chatter trailed off into jittery quiet. The red light blinked on, boldly announcing "On The Air." Rev. Clyde Gault, intense young pastor of the Beacon Gospel Tabernacle in my upstate New York hometown, sped through his welcome and quickly introduced the male quartet, which cued themselves into musical gear off mike with a pitch pipe since no pianist was available.

Stepping in close, Hans, Art, Frank, and Paul broke into a rousing gospel song, blended by practice and dogged determination. Paul, who sang in that enthusiastic laymen's foursome, was also my father.

Gault preached with rapid-fire delivery, urging his unseen audience to heed the claims of Christ, generously lacing his fervent message with Scripture. Gault's jacket slowly dampened as perspiration soaked his best and only Sunday suit. The quartet cued themselves again, edged in for a final song, and stepped back from the mike, fading down while a closing announcement wrapped things up.

Quickly it was over. The red light winked off, Gault relaxed, and everyone breathed easier. It wasn't very professional, but it was obviously sincere. Farewells were said and we left for our various Sunday breakfasts and church services.

It had all happened before most Christians were stirring and long before most of the world was even awake.

My life's most memorable moment came a few years later when I personally received Christ in a nearby church, but the brief broadcast was filed away for important reference.

For several Sunday mornings, at Dad's invitation, we had driven the 14 miles from Baldwinsville to the downtown Syracuse radio studios of WSYR, he to sing and I to watch. I

Heir Waves: How I Started In Radio

waited in the lobby, looking through the slanted, double-paned glass separating curious visitors from gifted performers.

That morning, Dad said, "You can come inside, but don't you dare laugh, cough, sneeze, talk, or shuffle your feet." Although I had no intention of ever making any of the forbidden sounds, a sudden fear gripped me that all of them would somehow happen at once. But if Dad would trust me, I would risk it. We walked into the studio where programs really happened.

Thankfully, none of those distractions occurred while I sat alone on the risers at the far side of the studio watching the pastor preach, the quartet sing, and the cool-headed engineer brood over his many intriguing gadgets in the tiny control room.

The actual broadcast was brief. Its impact, although indistinct at the time, was permanent. I

had witnessed a live radio broadcast. I had observed five early risers who loved their Savior more than sleep. More personally, it was a heady encounter with Dad's living testimony, a vital Christianity without veneer, a Christianity willing to rise early, to use precious gas during the rationing war years so he could serve the Lord and reach the lost.

During that indelible Lord's Day broadcast, it had dawned on my impressionable young mind that the miracle of radio had sped the essence of their devotion to an unseen and unnumbered central New York audience. My vision for a radio ministry began that morning when I was ten years old.

Twenty-five years after that Sunday morning excitement, *The Word and the World*, a program of biblical commentary and interview, would begin airing on nearby WMHR-FM from a high hill on the outskirts of Syracuse, significantly expanding our growing radio ministry. Today, WMHR is one of 40 outlets airing *The Word and the World*.

An interim boost between that first impression and its later implementation came from radio ministries at Northeastern Bible College when live *Morning Meditations* and Sunday evening broadcasts originated from the school, where I

The actual broadcast was brief. Its impact, although indistinct at the time, was permanent. I had witnessed a live radio broadcast. I had observed five early risers who loved their Savior more than sleep.

was studying for the ministry.

During my five-year pastorate following graduation, Rev. Paul Anderson returned from an evangelistic crusade in Costa Rica and asked my help to fulfill a promise he had made to begin a follow-up radio ministry. We produced broadcasts which went into Panama and the British West Indies, as well as Costa Rica.

In 1961, I left my pastorate to establish Dedication Evangelism, declaring in my resignation message that I would be "dividing my time between . . . present-

ing the Lordship of Christ in local churches and gospel broadcasting which can reach millions in minutes." However, it was not until 1964 that the dream of reaching "millions in minutes" inched toward reality.

While conducting evangelistic meetings in a small Pennsylvania town, the host pastor asked me to speak for two weeks on a free daily program shared by the local ministerium and aired on the town's single commercial AM station. Every listener could hear only that station because of the town's relative isolation and the towering hills.

I assumed that Christians would seize this fantastic evangelistic tool which could effectively reach such a captive local audience. The pastor had no broadcast enthusiasm, but at my urging he inquired about the station's rates. Not even the super bargain of 50 cents a minute changed his mind. I suspect that in his boyhood his father had never taken him to an early morning live radio broadcast.

Several months later, my personal negotiations with the station were finalized. On Sunday morning, April 12, 1964, the first broadcast of *The Word and the World*, then a half-hour program, was aired over WFRM in Coudersport, Pa. The 30 minutes cost \$12.60, less than fifty cents a minute, a stupendous bargain. It began at 7:30 a.m., about the same time that the six of us had watched the second hand sweep toward air time 20 years earlier.

Or were there seven in the studio that early Sunday morning in 1944? Jesus reminded His followers that where two or three gather in His Name, He would be there. Six of us had met in Jesus' name in the context of early morning live radio evangelism to fulfill His command to "Go into all the world." By faith, godly men have always seen and obeyed "Him who is invisible," as Hebrews 11:27 states. I saw only those who saw Him. However, through them, God was lighting a fire in my heart that would still burn long after the igniting spark had flickered out.

I didn't understand it then. I do now.

David M. Virkler is the founder and director of Dedication Evangelism, Inc., in Towaco, N.J. Besides *The Word and the World*, he produces *NEWSpoint*, a daily, one-minute commentary currently aired 1300 times per month. The above article has been reprinted with permission from *What God Did For Me*, Mildred Stone, ed.

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Black Tie Is Optional At The NRB 91 Anniversary Banquet

PARSIPPANY, N.J. (NRB) — Organizers of the 48th Annual National Religious Broadcasters Convention & Exposition (NRB 91) have announced that both semi-formal and formal (black tie) wear are acceptable at the 48th Anniversary Banquet. The gala banquet will be held in the Sheraton Washington Ballroom on Tuesday evening, January 29, at 7 p.m.

The event will be the culmination of NRB 91, which runs from January 25-29 at the Sheraton Washington Hotel in the nation's capital. Rex Humbard will be the Anniversary Banquet's main speaker, with music provided by *GLAD* and Gerard Garno. For more information about the banquet or other convention events, please contact convention coordinator Elaine Sutherland at (201) 428-5400.

NRB Executive Director Plays Role In Presidential Meeting

PARSIPPANY, N.J. (NRB) — More than a dozen evangelical leaders, including National Religious Broadcasters (NRB) executive director E. Brandt Gustavson, met with U.S. President George Bush on October 30 to express their concerns in regard to recent actions by the Administration towards moral issues.

Held in the Roosevelt Room of the White House, the meeting dealt with the presence of homosexual leadership at two Presidential bill signings this year, funding for the National Endowment for the Arts (NEA), the crisis in the Middle East, and the abortion issue.

The meeting was requested by the National Association of Evangelicals (NAE) and the Christian Life Commission of the Southern Baptist Convention (SBC). Robert Dugan, director of the NAE's office of public affairs, and Richard Land, chairman of the SBC's commission, served as primary spokesmen for the evangelicals.

Dr. Gustavson was appreciative for the opportunity to meet with the President and bring the evangelicals' concerns to light. He noted, "Mr. Bush was very open to hear our concerns and to express himself about them. Gov. (John) Sununu also gave helpful input to the issues presented. We left with the feeling that we evangelicals will have considerably more access to the White House principals and staff."

Prior to the meeting with the Presi-

dent, according to the Baptist Press, several of the evangelical leaders said the invitations to the homosexual leadership had caused more distress in the churches than any other action taken by the Administration. Homosexual activists had been invited to the Hate Crimes Statistics Act signing in April and the Americans With Disabilities Act signing during July.

In response to the issue being raised by the evangelicals, based on a report by the NAE, President Bush reportedly said, "I was not overly thrilled when [the invitation to gay activists] happened. A signal was put out that we're condoning that lifestyle, which caused an understandable furor."

On the matter concerning the funding of controversial art via grants from the NEA, the evangelical leaders expressed disappointment over the President's no-restriction approach to funded artwork. In addition, the NAE's Dugan called for the resignation of NEA chairman John Frohnmeyer.

During the meeting, President Bush was given some of the photographic "art" produced via an NEA grant. According to the NAE, the President grimaced and said, "Funding of this filth has no place . . . we will fight it in every way possible." President Bush, however, reaffirmed his opposition to restrictions on art funding saying he opposes censorship.

The church leaders went on to express their prayerful support for the U.S. troops serving in Saudi Arabia and the Middle East as part of Operation: Desert Shield. Dr. Gustavson requested the President's signature on a National Day of Prayer

Resolution for the U.S. Military in the Middle East.

Introduced into the House and Senate by Representative John Duncan of Tennessee, the resolution called for November 2 to be set aside as the day of prayer. According to Dr. Gustavson, the President was extremely willing to lend his support to the bill.

"It was an opportunity to express to Mr. Bush the fact that millions of evangelicals are praying for him in his role as Commander-in-Chief," explained Dr. Gustavson. "I asked for his approval for the Day of Prayer Resolution and also asked for his help in promoting awareness of it.

"Even with a very tight schedule, Mr. Bush made a recorded message the very next day which was released to over 1100 callers to the White House," Dr. Gustavson noted. "Many of those calls came from NRB-member radio stations that were urging their listeners to participate in the day of prayer."

The group of evangelical leaders also expressed its appreciation for the President's pro-life stance on the abortion issue. President Bush, however, was encouraged to take an even more visible stand as an advocate for the unborn. In addition, the President was asked by SBC president Morris Chapman to give a five-minute pro-life address via national television on Sanctity of Human Life Sunday, January 20, 1991.

At the close of the meeting, the group asked Chapman to close the meeting in prayer, which he did, praying for the President, the nation, and a peaceful resolution to the crisis in the Persian Gulf. Attending



Evangelical leaders met with President Bush at the White House on October 30.



Dr. Titus Coltea and Sammy Tippit (left and center, respectively) present a Bible to Stephan Koshanu, mayor vice president of Kishinev, Soviet Moldavia.

stadium in the Republic of Moldavia. Thousands responded each evening to place their personal faith in Jesus Christ.

Soviet television beamed Tippit's messages throughout Moldavia, eastern Romania, and parts of the Ukraine to more

than 15 million people.

God's Love In Action and Every Home For Christ provided training for believers in the Soviet Union and Romania to make a gospel presentation in every home of each city where Tippit preached. Over 50,000 responded to the literature distribution in Moldavia by enrolling in a Bible correspondence course.

Just prior to Tippit's arrival in Kishinev, every member of the Moldavian Parliament was presented with a Bible and an invitation to the evangelistic meetings. Tippit officially presented the mayor, president of the city council, and members of the council with a Bible in the Moldavian language.

Tippit had been arrested during 1974 in the Soviet Union and two years ago in Romania for preaching the Gospel. He stated, "For me to have been arrested in these countries previously for preaching the Gospel, and now to preach in the great stadiums and on television — it is truly a miracle of God."

THIS IS **MEDIA MONITOR** WITH REED IRVINE AND CLIFF KINCAID

HIGH COURT TO HEAR 'RIGHT-TO-LIE' CASE

The Supreme Court has just given a major victory to anyone who believes that the American media should be accurate in what they report. It has agreed to review a lower court decision that decreed, in effect, that journalists have the right to lie—that they can put quotations around sentences that were not actually spoken by the persons they interview.

This astounding opinion came out of a Federal appeals court in San Francisco, in a libel suit brought against the New Yorker magazine and one of its writers, Janet Malcolm, and the publishing house of Alfred A. Knopf.

The offended party was Jeffrey Masson, a psychoanalyst who did extensive work on the methodology of Sigmund Freud. Malcolm interviewed Masson at length for the New Yorker articles which were later published in book form by Knopf.

Masson claimed the writer put words in

his mouth. She wrote, for instance, that Masson called himself "an intellectual gigolo." She also wrote that he told her he intended to turn Freud's old home, now a museum, into a place of "sex, women and fun." There were other outlandish statements attributed to Masson as well.

Masson claimed foul—that author Janet Malcolm made up the quotations. He sued for libel and asked \$10 million damages. But a court in San Francisco threw out his suit, claiming that even if the quotes were not literal, they conveyed the intent of what he said in the interviews. We note in passing that writer Malcolm taped most of their 40 hours of interviews—but admitted these challenged statements and others were not made in front of a recorder.

The San Francisco appeals court upheld the dismissal—and this is where the "right to lie" element enters into the case. The court said that a writer can use inexact quotations

so long as they are "rational interpretations of ambiguous remarks" or don't alter the "substantive content of unambiguous remarks." A dissenting Judge, Alex Kozinski, charged that his colleagues were putting their "benediction on the practice of fabricating and doctoring quotes.... The right to deliberately alter quotations is not, in my view, a concomitant of a free press." The Supreme Court apparently is troubled by implications of the "right to lie" decision as well, and now has voted to review the case—to see if Masson's original libel suit should be brought to trial.

Where are big media companies on the journalists' right-to-lie issue? Silence.

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Christian Best Sellers!

CLOTHBOUND

- *(1) 1. *The Grace Awakening*, Charles Swindoll, Word Publishing
- 2. *The New Millennium*, Pat Robertson, Word Publishing
- 3. *"Good Morning, Holy Spirit"*, Bennie Hinn, Thomas Nelson Publishers
- 4. *The Two Side of Love*, Gary Smalley and John Trent, Focus on the Family Publishing (Word)
- (2) 5. *The Applause of Heaven*, Max Lucado, Word Publishing
- (3) 6. *Love Is a Choice*, Robert Hemfelt, Frank Minirth, and Paul Meier, Thomas Nelson Publishers
- (5) 7. *My Utmost for His Highest*, Oswald Chambers, Barbour & Co., Discovery House Publishers, G.R. Welch Co. Ltd.
- (4) 8. *Love Hunger*, Frank Minirth, Paul Meier, Robert Hemfelt, and Sharon Sneed, Thomas Nelson Publishers
- (8) 9. *Tom Landry: An Autobiography*, Tom Landry with Gregg Lewis, Zondervan Publishing House, HarperCollins Publishers
- (6) 10. *Love for a Lifetime*, James Dobson, Multnomah Press
- (7) 11. *Comeback*, Dave Dravecky with Tim Stafford, Zondervan Publishing House, Harper San Francisco
- 12. *Courtship After Marriage*, Zig Ziglar, Oliver-Nelson Books, (Thomas Nelson Publishers)
- (9) 13. *Honest to God?*, Bill Hybels, Zondervan Publishing House
- 14. *Eternal Security*, Charles Stanley, Thomas Nelson Publishers
- (13) 15. *The Kingdom of God Is a Party*, Tony Campolo, Word Publishing
- 16. *Kids Who Carry Our Pain*, Robert Hemfelt and Paul Warren, Thomas Nelson Publishers
- 17. *Children at Risk*, James Dobson and Gary Bauer, Word Publishing
- 18. *Wisdom*, Larry Lea, Thomas Nelson Publishers
- (19) 19. *The Focus on the Family Guide to Growing a Healthy Home*, edited by Mike Yorkey, Wolgemuth & Hyatt, Publishers
- (10) 20. *The Man in the Mirror*, Patrick Morley, Wolgemuth & Hyatt, Publishers

PAPERBACK

- *(4) 1. *Julia's Last Hope*, Janette Oke, Bethany House Publishers
- (1) 2. *This Present Darkness*, Frank Peretti, Crossway Books
- (2) 3. *Piercing the Darkness*, Frank Peretti, Crossway Books
- 4. *Jerusalem Interlude*, Bodie Thoene, Bethany House Publishers
- (7) 5. *The Calling of Emily Evans*, Janette Oke, Bethany House Publishers
- (3) 6. *The Blessing*, Gary Smalley and John Trent, Pocket Books
- (10) 7. *More Than a Carpenter*, Josh McDowell, Tyndale House Publishers, Walker & Co.
- (8) 8. *Joshua*, Joseph Girzone, Macmillan Publishing Co.
- (5) 9. *Becoming a Woman of Excellence*, Cynthia Heald, NavPress
- 10. *Good Grief*, Granger Westberg, Fortress Press (Augsburg Fortress, Publishers)
- (6) 11. *Stick a Geranium in Your Hat and Be Happy!*, Barbara Johnson, Word Publishing
- (13) 12. *Hind's Feet on High Places*, Hannah Hurnard, Tyndale House Publishers, Walker & Co.
- (9) 13. *A Daughter of Grace*, Michael Phillips and Judith Pella, Bethany House Publishers
- 14. *The Satan Seller*, Mike Warnke, David Balsiger, and Les Jones, Bridge Publishing
- (11) 15. *Riders of the Silver Rim*, Brock and Bodie Thoene, Bethany House Publishers
- (20) 16. *Stress Fractures*, Charles Swindoll, Multnomah Press
- (18) 17. *Mere Christianity*, C.S. Lewis, Macmillan Publishing Co., Walker & Co.
- (17) 18. *Prayers That Avail Much*, Word Ministries, Harrison House
- 19. *Preparing for Adolescence*, James Dobson, Regal Books (Gospel Light Publications), Bantam Books
- 20. *The Last Confederate*, Gilbert Morris, Bethany House Publishers

*Last month's position

This list is based on actual sales in Christian bookstores in the United States and Canada during October. All rights reserved. Copyright 1990 CBA Service Corporation and Spring Arbor Distributors. Distributed by Evangelical Christian Publishers Association.

TRADE TALK

The Evangelical Council for Financial Accountability's (ECFA) Board of Directors has announced the appointment of **Clarence Reimer** to the position of interim president of the ECFA. During the last three years, Reimer served ECFA as its director of member review and compliance. Reimer assumed his new responsibilities as of November 1 following the announced resignation of **Arthur Borden**, president of ECFA for the last nine years. Among his many accomplishments with ECFA, Borden oversaw the organization's rapid growth to over 650 members, adoption of landmark fundraising standards, and the administration of the National Religious Broadcasters' Ethics and Financial Integrity Commission (EFICOM).

American Christian Television System (ACTS) of Fort Worth, Texas, has appointed **Cade Garrison** as the western regional manager of its network. Formed in May 1984, ACTS carries family-oriented programming, as well as a wide range of Protestant, Catholic and Jewish programs. Garrison will work with churches, cable systems, and television stations in the western United States to market the network and help organize churches into local ACTS boards. For more information, call (817) 737-4011.

Mary Anne Skeba, art director for Cornerstone TeleVision, Inc. (CTV), was recently presented with the Broadcast Designers' Association 1990 Silver Award for Scenic Design in the Local/National Set Design category. The award was given for Skeba's set design of *Project 90*, a program produced locally and syndicated on two satellite systems and several television stations. Skeba was among 2700 entrants to the competition.

Evangelist **Billy Graham** held a special worship service November 11 on the flight deck of the U.S.S. Cushing, a naval destroyer which had just arrived in Hong Kong from the Mediterranean after three months of support for Operation Desert Shield. Dr. Graham was piped aboard and had honors rendered, given the rank equivalent of a four-star admiral while on the ship. He personally met with nearly every one of the several hundred officers and crew in attendance.

Speaking from Psalm 23, Dr. Graham gave a straightforward gospel message to the group consisting of both Protestants and Catholics.

WPIT-FM/Pittsburgh, Pa., began its "Prayers For Peace In The Middle East" campaign on November 14. WPIT, known as "Pittsburgh's Family Station," and Family Bookstores are sponsors of the event and are encouraging individuals to sign their names with a brief message on one of five banners on display at participating Family Bookstores or at the studios of WPIT-FM. Red ink is being used to write the names and messages on the white and blue banners that are available for signing through December 8. The banners will then be shipped to the troops participating in Operation Desert Shield. For more information, call (412) 281-1900.

Jack Odell, announcer, writer, and director of Pacific Garden Mission's (PGM) radio drama *Unshackled!*, was honored earlier this year by the mission for his 37 years of affiliation with the gospel broadcast. On the occasion of his 75th birthday, Odell was presented a service plaque by PGM superintendent David G. Saulnier. Odell succeeded Eugenia Price as writer/director of the broadcast in 1955, having begun as announcer two years earlier. The *Unshackled!* series, which features true-life stories, began in September 1950 and is now heard on more than 860 stations world-wide.

WSFJ-TV 51/Thornville, Ohio, has appointed **Ed Griffis** as its new program director. Griffis has held several programming, production, sales, and management positions in radio, television, and print media. Most recently, he served as station manager for WEFC-TV 38 in Roanoke, Va. For more information, call (614) 833-0771.

Effective January 1, **Steve Brown** will no longer pastor the Key Biscayne Presbyterian Church in Key Biscayne, Fla. Brown, who is the continuing host of the *Key Life* radio program, cited a heavy writing and speaking schedule as cause for his resignation. He has pastored the church for 17 years.

According to various studies on the growth of the broadcast industry as a whole, religious stations, particularly non-commercial FMs, are clearly leading the way. In other words, more new Christian-formatted stations are signing on the air than any other single format in the country.

That should be cause for rejoicing. But before you shout a hardy "hallelujah," I submit several suggestions for consideration. Hopefully, these suggestions will challenge those of you who are fortunate enough to be involved in formulating a new start-up broadcast facility.

Christian Radio: Do It Right From The Start!

by Bob Augsburg

Deliver Quality Programming

If nothing else but our title is read this month, it probably would be sufficient to communicate the message that is burning inside of me. I cannot emphasize enough the importance of doing things right from the start.

Does that mean we must equip our stations with the very finest state of the art equipment and impressive lobby furnishings? Not necessarily. Although it is important to keep in mind that the professional layout and appearance of your station will facilitate employee productivity and enhance credibility in the minds of visitors, the most important facet of your ministry is the on-air product you are going to deliver.

Bear in mind that the majority of listeners will rarely, if ever, pay a visit to your station. Their opinions will be formed almost exclusively by what they hear on their \$40 clock radio every morning. I'm not, however, trying to minimize the importance of good reliable equipment.

Obviously, even the most skilled mechanic must possess the necessary tools to do quality work. But, it has been

my observation over the years that there is an attitude displayed by many station owners that the equipment must be the finest money can buy with little regard for the most important facet of the station — the people.

Hire Professional Staff

Think about it for a moment. If a studio is equipped with \$100,000 worth of gear, including every bell and whistle imaginable, but behind the mike and morning drive is someone whose sole experience amounts to being a DJ in a local roller skating rink, what kind of sound is the station likely to have?

When planning your station budget, remember that a quality, professional staff is one of the most important investments you can make.

There also needs to be an ample amount of funds built into the initial budget for other programming enhancements so the station can sound first class from the first day of operation. In addition to experienced professional personnel, be sure to secure an appropriate Jingle/ID package, voice-over drops, and a production music and sound effects library.

See The Big Picture

Another observation I have made in talking to soon-to-be station owners is

Bear in mind that the majority of listeners will rarely, if ever, pay a visit to your station. Their opinions will be formed almost exclusively by what they hear on their \$40 clock radio every morning.

the lack of understanding in even the basics of radio operations. Often, well-meaning pastors and lay leaders decide

that their church should start a radio station in the same manner that they decide to start a bus ministry.

The central motivation often is driven by what the station can do to promote their church or school as opposed to the bigger picture of what Christian radio can do in the community at large. Pre-conditioned format prejudice is also prevalent in many start-up operations.

For example, there may already be several inspirational-type stations in a given market, but because the particular church or organization starting this station has conservative taste, it is unlikely that any other format will ever be considered. There is already so much format duplication in American Christian radio.

New niches need to be filled, but that requires an open mind and the setting aside of any personal agenda or desire to please one's limited circle of influence, such as friends, members of the board, or church members. Often these groups seem to be focused solely on raising the funds to build the radio station with very little insight of what to do once it is on the air.

Make Changes Now

Reflecting back to the mid-1970s, when I became involved in Christian radio, to the present, we have certainly experienced a healthy growth from a quantitative perspective. There are over 1000 religious stations in the United States. However, if we could somehow see a graph of the quality level of Christian radio, I'm afraid we would see how much work still needs to be done.

I believe that in the mid-to-late-1990s we are going to see a reduction in the amount of stations programming Christian formats but a higher commitment to professionalism. The marketplace, both commercially and non-commercially, will demand a quality product. To quote a line from the new gospel tune recorded by The Winans: "It's time . . . time to make a change and we are the people who can do it."

Bob Augsburg is president of Programming Plus, a firm which produces The Monthly Supporter promo package for Christian radio stations across America. He is also president and general manager of WAYJ-FM in Fort Meyers, Fla.

CENTURIES OF CELEBRATING "THE REASON FOR THE SEASON"

Centuries of celebrating the birth of our Savior have produced a rich array of music that stretches back in time. The variety of recordings available this Christmas season reflects that array — everything from medieval to modern is represented.

Many of the artists involved in creating these recordings have worked hard to achieve quality and freshness, which is no easy task because department stores, commercials, and TV specials flood our ears with the traditional tunes each year.

However, I think that there will always be something special in how Christian performers express these songs because as believers, they are singing something meaningful — straight from the heart.

One of the most meaningful Christmases I ever celebrated was when I was sick in bed with the flu. As I lay there drifting in and out of sleep, I listened to a Christian radio station that was continuously playing Christmas music and reading Scriptures related to Christmas.

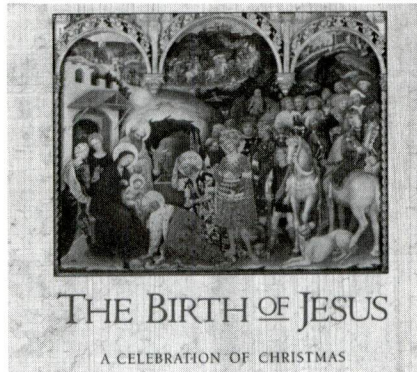
Flat on my back and forced to slow down, I was able to meditate on the words of carols that just might have become background music in the usual Christmas busyness. In the quietness, I was able to experience a joy that was more than a word repetitively printed on wrapping paper. This Christmas, I would encourage you to make time to meditate on "the Reason for the Season."

— Darlene A. Peterson

The Birth of Jesus BY JOHN MICHAEL TALBOT

produced by Billy Ray Hearn
The Sparrow Corporation

John Michael Talbot has researched and reconstructed beautiful Medieval and Renaissance meditations on the birth



of Christ and all that it means to mankind. In listening to the Christmas music available this year, it seemed there were two ways to achieve a fresh sound: concoct something new or rediscover old treasures — this recording has done the latter.

To quote from the introductory notes that come with the recording, "We hope we have used just enough of the ancient to give the whole project a sense of rootedness, and enough of the contemporary to make it approachable to modern listeners."

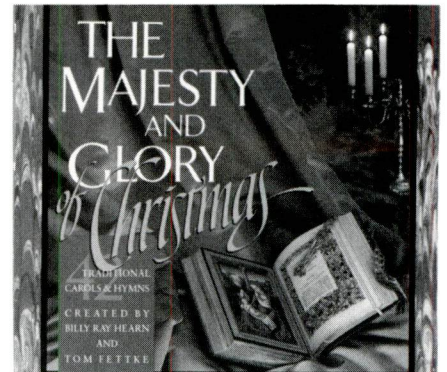
Maybe it's because I have played wind instruments (including the recorder), but I love the rich interplay of the various acoustic wind and string instruments. The National Philharmonic Chamber Orchestra of London brings the beautiful arrangements to life with great skill and feeling.

The Ambrosian Men's Choir and Junior Boys Choir of Desborough School, Maidenstream Berks, England, along with John Michael Talbot's own expressive voice make me think of the angelic choirs of heaven. And all gives glory to Jesus. — D.A.P.

The Majesty and Glory of Christmas

produced by Billy Ray Hearn
and Tom Fettke
The Sparrow Corporation

The title of this recording says it all. A symphony orchestra, talented soloists, and a choir present 42 traditional hymns and carols in settings that are truly majestic and glorious. Although most of these songs are familiar, the quality of the arrangements, musicianship, vocal and instrumental solos, and recording it-



self place this long-playing recording far, far above the category of "just another collection of carols."

The Majesty and Glory of Christmas gives us a panoramic view of the musical inspiration resulting from 2000 years of contemplating the birth of our Lord. Medleys of hymns and carols are grouped around themes such as "Born Today," "Rejoice," "A Gift From God," and "The City of David."

These themes build to a climax in the final track — which is the only fitting finale for such a stirring collection — the Hallelujah Chorus. This recording is truly fit for a King. — D.A.P.

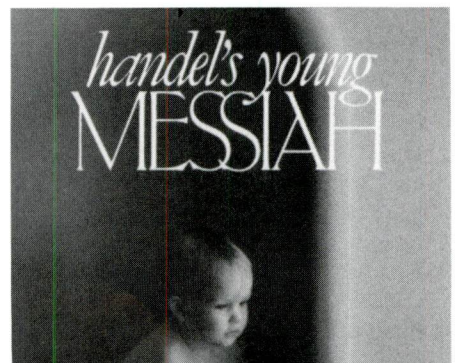
Handel's Young Messiah

produced by Paul Mills, Don Hart,
Neal Joseph, & Norman Miller
Word, Incorporated

When writing the "Hallelujah Chorus," Handel was so moved that he wrote these words in his journal:

"I think I did see all Heaven before me and the great God Himself."

Indeed, for the past 250 years Handel's *Messiah* has undoubtedly had much the same effect on countless listeners. Drawing on contemporary talent and arrangements, *Handel's Young Mes-*



siah was designed to appeal to a contemporary audience.

Already I can hear the purists grumbling, but my advice to them would be to give this rendition a chance. For this recording is reverential to the original even as it updates it, and the whole is certainly reverential to the Messiah Himself.

Matthew Ward, *First Call*, *The Imperials*, Sheila Walsh, Russ Taff, Wayne Watson, Annie Herring, Twila Paris, *Whiteheart*, Cynthia Clawson, and Phil Driscoll add their voices and musical talent to an orchestra and choir in this performance which has gone on a special tour. I enjoyed hearing these contemporary artists tackle the intricate and ornamental vocal solos.

Each artist or group brought something unique and personal to the interpretation of the piece, giving it a beautiful texture. *Handel's Young Messiah* is a good example of both the diversity and unity in Christ — the diversity of the individual artists and their unity in their devotion to their Lord and Messiah. — D.A.P.

Our Christmas

produced by Loren Balman,
Michael Blanton, Terry Hemmings et al.
Word/Reunion Records, Inc.

An assembly of contemporary Christian musicians is also featured in *Our Christmas*. Each of the artists takes a traditional carol or hymn and transforms it into a new creation through innovative instrumental and vocal arrangements.

Each of the songs takes on the touch of a handmade, heartfelt Christmas greeting. Hearing familiar carols in new settings with expressive vocals made me really listen to and contemplate the words again.

Because each song is so unique and personal, it is hard for me to name favorites, but the melancholy, velvety treatment of "God Rest Ye Merry Gentlemen" performed by Kim Hill and Phil Keaggy (with the kind of intricately woven, crisp acoustic guitar you'd count on from such a duo) stands out, as does Roberta Flack's haunting, expressive "What Child is This?"

The variety and range of expression are what make this recording. The other artists featured are Michael W. Smith, Al

Green, David Meece, Bryan Duncan, Amy Grant and Sandi Patti (a duet), *First Call*, Mylon LeFevre, and Russ Taff. — D.A.P.

Christmas Instrumental

produced by Tom Brooks,
Michael Coleman, and Ed Lindquist
Integrity Music, Inc.

Purely instrumental, I found this recording relaxing and radiant with Yuletide sounds. Hymns and carols come alive with triumphant horns, delicate strings, and full orchestral majesty. *Christmas Instrumental* is a haven of beauty and tranquility amid hectic holiday schedules. — D.A.P.

Praise & Worship Christmas

produced by Tom Brooks,
Michael Coleman, and Ed Lindquist
Integrity Music, Inc.

Add a worship leader and a large group of enthusiastic voices to the *Christmas Instrumental* music and you get *Praise & Worship Christmas*. Those of you who like to sing along will want to join right in when this recording comes through the speakers.

Those of you who like to listen will be uplifted and inspired by the enthusiasm of the people singing. 'Tis always the season to praise and worship the Lord, and what better way to do it than with Christmas carols. "O come let us adore Him. . . ." Amen! — D.A.P.

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SPEAKER SYSTEM FEATURES ACTIVE SERVO TECHNOLOGY

The Professional Audio Division of Yamaha Corporation of America has introduced the MS60S Monitor Speaker system, which is a compact-powered, two-way loudspeaker with an 8-inch low frequency speaker and a bullet-type high-frequency unit.

The MS60S features YST, a technol-

VP88 Stereo Microphone, the first model in a new line of video production microphones. The VP88 is a single-point stereo condenser microphone incorporating two independent elements to produce a classic Mid-Side (MS) stereo signal.

The VP88 incorporates two condenser microphone cartridges mounted in a coincident fashion to produce a stereo signal that is fully mono compatible. The Mid capsule faces directly forward, utilizing a cardioid polar pattern while the Side element is perpendicular to the Mid element and employs a bi-directional pickup. The outputs of these elements are available to the user in either stereo or MS modes.

Operating on either phantom or battery power, the VP88 also offers a low-frequency roll-off switch, shock-mounted cartridges, and a built-in pop filter to reduce pickup of unwanted noise. Lightweight and compact, the versatile VP88 can be operated as either a camera- or fishpole-mounted unit as supplied.

The user net price for the VP88 is \$995, which includes battery, carrying bag, foam windscreen, swivel adapter, and Y-splitter cable. For more information, contact: Shure Brothers Inc., Customer Services Department, 222 Hartrey Ave., Evanston, IL 60202-3696, or call (800) 257-4873.

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SIGNATURE LIBRARY



LEADER OSCILLOSCOPE

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Leader Instruments has produced a new 100 MHz oscilloscope, the Model 1100. The 1100 is a 100 MHz 3-channel, dual-time base oscilloscope, featuring 6-trace capability with 500uV maximum sensitivity and 5ns maximum sweep speed for easy analysis of low level and high speed signals.

The 1100 is user friendly, and has all of the features expected in a 100-MHz oscilloscope, including alternate triggering, alternate time base, and variable holdoff. The high intensity CRT and extensive triggering controls provide a very bright and stable display of even complex signals.

TV-V1, TV-V2, and TV-H sync separator circuits allow for optimum triggering of video signals. Alternate timebase allows for simultaneous observation of vertical and horizontal TV signals. For more information, contact: Mike Hoyer, Leader Instruments Corporation, 380 Oser Ave., Hauppauge, NY 11788, or call (800) 645-5104 [In New York call (516) 231-6900].

broadcasts the signals to wireless pocket size, lightweight, and inexpensive FM receivers. The system may be used indoors or out and there is no limit to the number of receivers the system can handle.

The Easy Listener Hearing System basic package consists of one 551A and one 551T Base Station, three receivers, three lightweight headsets, a wall charger, and all appropriate accessories. For more information, contact: "Easy Listener" Phonic Ear Inc., 250 Camino Alto, Mill Valley, CA 94941, or call (800) 227-0735 [in California (800) 772-3374].

SIGNATURE MUSIC LIBRARY INTRODUCES CD COLLECTION

Signature Music Library has released a collection of broadcast spot-length music beds. Four compact disc volumes contain 126 themes, each with a 30- and 60-second cut. The themes offer a wide range of styles.

Signature Music is licensed through a one-time payment for synchronization rights. For more information, please contact: Bill Mullin, Signature Music Library,

ogy which, by using a negative output impedance amplifier, yields extended low-frequency response for the size of the unit, and improved sound quality. The MS60S measures 17-1/2 x 10-1/2 x 9-1/2 inches in size and weighs 22 pounds. It has three inputs.

Input one via a 3-pin XLR-type connector and phone jacks are utilized for Inputs two and three. The MS60S features a built-in equalizer with the low-frequency band centered at 70 Hz with +/- 8dB of control. The MS60S cabinet is constructed of high impact thermoplastic, and features two mechanical connection points for bracket mounting, a floor stand, a rack-mount adapter, or other custom mounts.

Suggested retail price for the MS60S is \$575. For more information, contact: Yamaha Corporation of America, Professional Audio Division, P.O. Box 6600, Buena Park, CA 90622-6600, or call (714) 522-9312 or (818) 986-4643.

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IF YOUR CHRISTIAN organization needs an agent to present your ministry program to television stations, call Brother Bob. If your Christian TV station has need of an experienced broadcast consultant for engineering, operations, sales, or management, call Brother Bob. For help in the purchase of TV broadcast equipment, call Brother Bob at (919) 985-3447. At Robert J. Pelletier, Associates, we're committed to helping Christian broadcasters in service to God.

EXPERIENCED MEDIUM MARKET program director seeking aggressive contemporary Christian programming position. I have strong format development abilities, leadership skills, and promotion skills. Excellent references. If you need a programmer who can make your station minister in a culturally compatible way, call Jeff Ribers at (409) 860-3385.

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DJ/ANNOUNCER with 10 years on-air radio experience including news, production, MD, PD, and operations management seeks position with Christian music station, preferably youth-oriented. Contact Box 12N, NRB, 299 Webro Road, Parsippany, NJ 07054.

THIRD GENERATION BROADCASTER desiring to serve the Lord with my talents. I have a background in radio station ownership, management, and brokerage. I will be a great help with acquiring stations. I am looking for a position in management in the southwest or south central U.S. However, I will consider any area. Contact Box 12J, National Religious Broadcasters, 299 Webro Road, Parsippany, NJ 07054.

HELP WANTED

GENERAL MANAGER — Ministry-minded radio professional to lead a full-time commercial medium-market Michigan Christian AM start-up. Experience in national and local sales. Knowledge of FCC rules preferred. A person who can bring it all together — one who's in it for the long haul. EOE. Resume, references, and photo to: NCC, 33523 Eight Mile Rd. A3., Suite 130, Livonia, MI 48152.

ACCOUNT EXEC — Ministry-minded radio sales professional to be part of a new Michigan medium market full-time commercial AM station. Experience in

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ANNOUNCERS — Ministry-minded radio personalities for all shifts on a new medium market full-time Michigan AM. Work in an enjoyable environment and serve the Lord at the same time. EOE. Resume, tape, references, and photo to: NCC, 33523 Eight Mile Rd. A3., Suite 130, Livonia, MI 48152.

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THE ON & OFF-AIR . . . CONTINUED FROM PAGE 29

with them.

We have found that while psychiatric research and psychological studies can be helpful in assessing human needs, the bottom line answers are provided from the Scriptures.

3. The topic material needs to be applicable to daily living.

In today's world, Christians face many of the same complex issues and problems that plague non-Christians. And they often wonder, "Where can I turn for help?"

That's where Christian broadcasters can be an important part of the answer. Our listeners are suffering from painful relationships, grief, anxiety, addictions, depression, guilt, anger, and fear. As a team, we can minister to the needs of our listeners.

Through music, talk shows, and other formats, we have an opportunity to educate, challenge, reinforce, and even inspire millions of people every day. This is not only emotionally and spiritually helpful, but it can often be the catalyst

for positive and profound changes in the lives of our listeners.

4. Christian broadcasters need to concentrate on their own devotional and prayer life.

God loves for us to spend time with Him, talk with Him. He wants to be our very best friend. Since Christian broadcasters are sinners saved by grace, we, too, are tempted by improper and selfish motives. Just like other Christians, we need to spend time in God's Word to maintain a healthy perspective and to keep our priorities with His will.

The Word builds us up. Daily Bible reading and prayer will solidify our relationship with the Lord, and Scripture memory will enable us to meet the demands of even the most hectic schedule.

Many Christians in media ministries find it hard to maintain the physical, emotional, and spiritual balance needed to prevent burnout from occurring. It is difficult to find enough time to rest, exercise, spend time with the family, meditate on Scripture, and take care of ourselves.

Why are so many broadcasters susceptible to burnout? First, we are placed

in the glaring spotlight of the public eye. Some of our listeners can be critical. They actually expect us to be perfect. This pressure is particularly acute if we are involved in "live" radio programs, without the possibility of editing.

Closely linked to this is the fact that we are responsible. We seek to be conscientious, both as servants of God and as servants of the people to whom we minister. Responding to these responsibilities may lead to burnout. It is important to develop priorities and perspectives in our daily lifestyles that are pleasing to God. We must make our own spiritual life a priority.

5. Broadcasters need to realize that sibling rivalry has been around since the days of Cain and Abel.

Sad to say, attacks on a public ministry will not likely come from non-believers, but will instead come from within the family of believers. We must put aside our jealousy of one another, our greed and competitiveness, and focus on the overall purpose of our outreach to "go and make disciples of all nations" (Matthew 28:19).

6. It is important to realize that broadcasting will probably be a temporary aspect of one's ministry.

Broadcasting offers only a brief opportunity to help people. Life, itself, is brief. It is normal to hope that someone will be doing the same thing 20 years from now; but at the same time, it is arrogant to make this assumption. None of us knows if we will even be living tomorrow. Everything we do, day by day, is as the Lord permits. So we should keep a sense of purpose clearly in mind and a vision for the future.

It's a wonderfully fulfilling experience to be able to help other Christians so that they can be more effective for Jesus Christ. And certainly a major purpose of Christian broadcasting is to renew hope and peace.

Together we can have an impact for the Lord by helping people live fruitful, happy lives. The Lord has graciously blessed all of us by providing us with technology, opportunities, and biblical guidelines for sharing Christ with individuals all over the world. Let us pray that we will one day hear Him say, "Well done, good and faithful servant" (Matthew 25:23).

Frank Minirth, M.D. and Paul Meier, M.D., are co-founders of the nationally-known Minirth-Meier Clinics.

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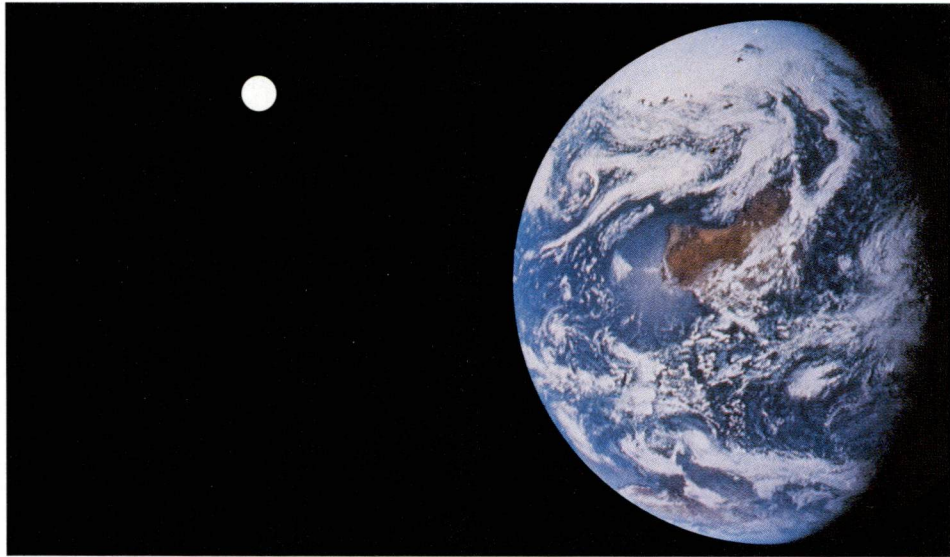
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