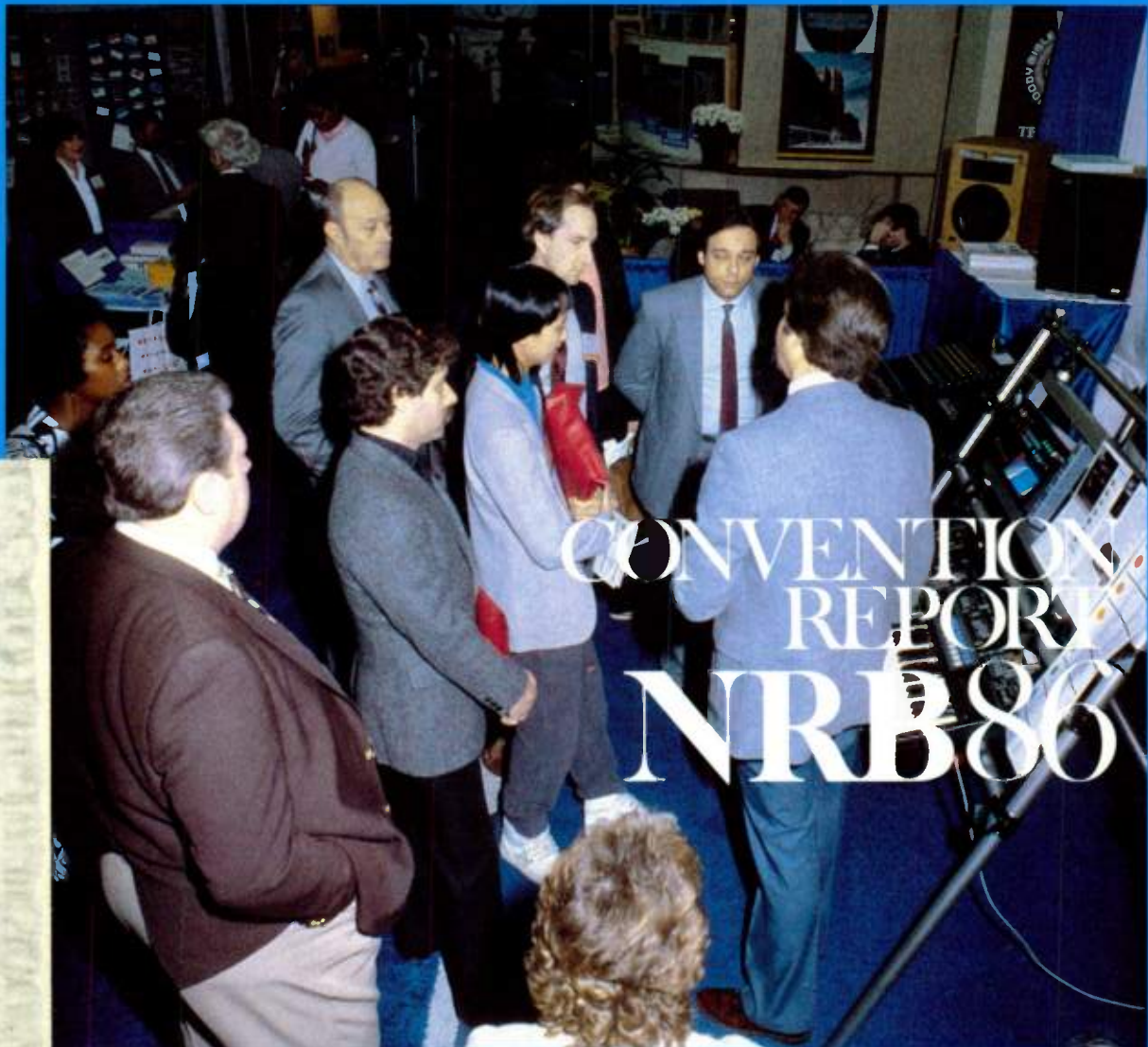


RELIGIOUS BROADCASTING

The Official Publication of National Religious Broadcasters

March 1986



SPECIAL FEATURE
The Best Local Programs



cred·i·bil'ity
worthy of belief

**YOU CAN
TRUST BOB!**

In an age of hearsay—
he documents the facts.

AMERICA'S TOP
TALK SHOW



Weekdays 4-6 pm EST

(Circle 125 on the Reader Service Card)

Communications Consultants Group / Box 36368 / Denver, CO 80236 / 1-800-227-0224

WRH



H.M.S. Richards, Jr.
THE VOICE OF PROPHECY



Kenneth E. Hagin
FAITH SEMINAR OF THE AIR



Marilyn Hickey
LIFE FOR LAYMEN



Rev. Peter Popoff
FAITH MESSENGER

*“Commitment
to
Excellence”*



These Broadcasters are among the many on KMJC that have made their “Commitment to Excellence” by bringing into your home each day, GOD’S living word.



*We welcome the opportunity to work with you and offer our assistance in spreading your ministry. How may we help you?
Call today for program schedule and broadcast data.*

(Circle 109 on the Reader Service Card)

910 AM - 5000 Watts, Full Time

The Christian Voice in San Diego County!

SAN DIEGO
P.O. Box 2908
San Diego, CA 92112
Telephone: (619) 579-0910

KMJC
Radio Master of Jesus Christ
Licensed to 33 Corp., California
Represented Nationally by
J.C. GATES & CO.

LOS ANGELES:
(NATIONAL SALES)
Contact: Juanita Haddy Landon
1944 Hillhurst Ave.
Los Angeles, CA 90027
Telephone: (213) 669-8066



ur Goal is Simple ...Supply the Highest Quality Equipment for the lowest possible price.



Write for FREE 1986 full-line catalog.
(\$1.00 for postage would be appreciated)

Panasonic
Professional/Industrial Video

J

ust call Jay Cole for prices that are wholesale ...and technology that's free!

If like other Christian ministries or Christian workers, your budget is limited, you want to spend every dime wisely. Jay has spent the last 18 years buying and providing audio and video equipment at wholesale prices. Why? To help you reach the world with the saving message of Christ.

So, if it's a Panasonic 3-tube professional broadcast camera, projection TV, a complete editing system, special effects generator, cassette tape duplicator, cassette tape player, or just 100 C-60 cassette tapes that you need, just call Jay, (501) 521-1758

Three Tube Cameras

Each camera listed comes with standard 2 line enhancement and cost is *without lens*

wv 555B

- 1/2" Saticon™ tubes
- 600 lines
- 80 lux min.
- (Retail) \$4,700
- (Your Cost) \$3,390

wv 555BN (Night Hawk) N-3

- 1/2" Newvicon® tubes
- 600 lines
- 20 lux min.
- (Retail) \$4,995
- (Your Cost) \$3,600

wv 888

- 2/3" Saticon™ tubes
- 650 lines
- 40 lux min.
- (Retail) \$7,400
- (Your Cost) \$4,990

wv 890

- 2/3" Puumbicon® tubes
- 600 lines
- 40 lux min.
- (Retail) \$9,700
- (Your Cost) \$6,990

mission service*supply

Rt. 4 Box 384 / Fayetteville, Arkansas 72701 / **(501) 521-1758**

(Circle 103 on the Reader Service Card)



CONTENTS

MARCH 1986

FEATURES

16 Convention: Touching Our Lives, Transforming Our World

by Dan Nicholas and Dan Wooding / Workshops, plenaries and the Media Expo attracted broadcasters from around the world to NRB '86

20 Programming: Help!

by Don Hawkins / A call-in radio program helps people in emotional pain

26 Radio: Dr. Cook's Radio Ministry

An interview / The president of NRB talks about *The King's Hour* radio program

32 Music: Setting Format Perimeters

by Bob Augsburg / Targeting your radio audience involves careful format planning

34 Books: Broadcasters and Publishers: Working Together

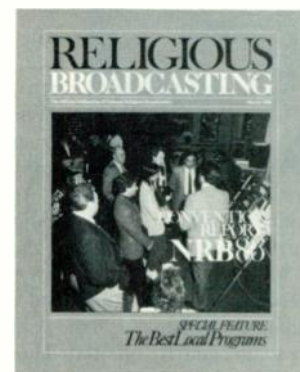
by Debra K. Klingsporn / When you need program material, a publisher can be your best ally

38 Media: Their Finest Hours

A salute to the most interesting, locally produced radio and television programs of 1985

COVER

This month's photo shows the exhibit hall of NRB '86 held in Washington, D.C. February 2-5. A complete report on the convention starts on page 16.
(Photo by Arlene P. Hughes)



DEPARTMENTS

4 Sign On

Comments by the President of National Religious Broadcasters

6 Media World

Pertinent items of national and international scope for broadcasters

10 NRB News

Coverage of media events and people related to NRB

32 Books

Bestseller List
Book Reviews

37 Music

Bestseller List

42 Broadcasters

Experiences and accomplishments of NRB family members

47 New Products

Newly marketed products that answer needs of the industry

49 Washington Watch

Trends and decisions of the Federal Communications Commission

50 Guest Editorial

Reaching More by Trying to Reach Less
by Gary M. Babb

52 Classifieds

NRB Bulletin Board for individual and group needs of the ministry

54 Late News

Last minute information of consequence to broadcasters

SIGN ON

How Does Getting Alone With God Affect the Christian Broadcaster?



All of us pay lip service to the idea that you cannot really have a successful day unless you have had a successful "quiet time" with your Lord. A private poll of my own, however, carried on through a number of years, has convinced me that most of us spend very little time alone with God. Yes, we pray, but generally it is the prayer of the "laundry list" where we are asking God to meet our needs; or it is the desperate cry of a heart that is in some difficult place, needing deliverance. To get alone with God, just to be with Him, however, seems to be a lost art.

When you follow the Bible's use of the word "sanctuary" you get a new idea of the value of spending time alone with God.

Psalm 73:3-24 is a case in point. The Psalmist says quite frankly that he was envious and discouraged, not to say angry, at the apparent prosperity of evil people, while good folk are "plagued and chastened." The whole idea was, he says, "too painful for me, until I went into the sanctuary of God: then understood I."

If there is one reality that none of us in broadcasting escapes it is that the manipulator, the finagler and the politician seem to get the breaks, while good folk who try to do right are ignored. The easiest thing at that point is to get bitter and cynical, or even to try to imitate the heathen methods of the unsaved.

How much better to get alone with God, so He can make you understand! "I went into the sanctuary," says the psalmist, "then I understood!" Asaph, the writer of this psalm, says he understood something about the ultimate doom of the wicked, and something about the faithfulness of a loving heavenly father: "I am continually with Thee: Thou hast holden me by my right hand. Thou shalt guide me with thy counsel, and afterward receive me to glory. Whom have I in heaven but Thee? And there is none upon earth that I desire beside Thee ... God is the strength of my heart, and my portion for ever!" Strangely enough, to be blessed and satisfied through time spent with God enables you to deal more calmly and effectively with people problems!

When you get alone with God, you gain insight into His ways and His plans. "Thy way, O God, is in the sanctuary." (Psalm 77:13) You learn God's methods, not in the classroom or in the textbook, but on your knees in the sanctuary. David said, "They have seen Thy goings, O God; even the goings of my God, my King, in the sanctuary." (Psalm 68:24) Your success—if we grant that you have done your homework and are maintaining a reasonably excellent level of production and programming—will depend not upon the latest gadget or gimmick, but upon the burden and the vision you receive when you are alone with God in the sanctuary.

When you get alone with God, you learn the secret both of strength (to produce, to perform, to persist, ultimately to succeed) and beauty (to honor and glorify your Lord by a shining life reflecting His presence). "Strength and beauty are in His sanctuary." (Psalm 96:6)

So, let's spend more time alone with God each day, to get to know Him, to understand people, to know His plans for us, and to gain that heavenly glow by which others can take "knowledge of them, that they have been with Jesus."

Robert A. Cook
President
National Religious Broadcasters

RELIGIOUS BROADCASTING

Vol. 18 No. 3

Executive Editor

Ben Armstrong

Managing Editor

Astrid B. Seeburg

Associate Editor

Daniel J. Nicholas

Assistant Editor

Tamara N. Browning

Art Director

Brad Scherr

Art Assistants

Susan Kubick

Lorraine Nevers

Advertising Director

Dolph Hintze

Advertising Assistant

Edda Stefanic

Technical Editor

Mike Glenn

Editorial Assistants

Sally Parker

Anne Dunlap

Contributing Editor

Richard E. Wiley

Circulation Assistant

Robert E. Bowen

National Religious Broadcasters

Dr. Robert A. Cook, "The King's Hour," Box 251, Tannersville, PA 18372. Jerry K. Rose, First Vice President, WCFC-TV/Channel 38, 1 North Wacker Drive, Chicago, IL 60606. Dr. B. Sam Hart, Second Vice President, Grand Old Gospel Fellowship, Inc., 610 Mt. Pleasant Ave., Philadelphia, PA 19119. Edna Edwards, Secretary, WFGW, P.O. Box 198, Black Mountain, NC 28711. Dr. David Clark, Treasurer, Christian Broadcasting Network, Pembroke Four, Virginia Beach, VA 23463. Dr. Ben Armstrong, Executive Director, NRB, CN 1926, Morristown, NJ 07960.

Editorial and Advertising Offices

NRB, 17 Eastmans Road

Parsippany, NJ 07054

201/428-5400.

RELIGIOUS BROADCASTING (ISSN 0034-4079) is published monthly, 11 times a year (July and August are combined). To receive a subscription fill out the form enclosed in this issue and send it with a check to RELIGIOUS BROADCASTING, Box 1174, Dover, NJ 07801. You may also be billed later.

Second class postage paid at Parsippany, N.J., with additional entry at Midland, Mich.

Printed in the U.S.A. © 1986 by National Religious Broadcasters, all rights reserved. Contents of this magazine may not be reproduced, in whole or in part, unless expressly authorized in writing by NRB. All editorial and production correspondence should be sent to RELIGIOUS BROADCASTING, CN 1926, Morristown, NJ 07960. RELIGIOUS BROADCASTING assumes no responsibility for return of unsolicited manuscripts, photographs and cartoons, and reserves the right to accept or reject any editorial and advertising matter.

RELIGIOUS BROADCASTING is indexed in the Christian Periodical Index.

Advertising in RELIGIOUS BROADCASTING does not necessarily imply editorial endorsement or approval by National Religious Broadcasters. Authors' views are not necessarily those of National Religious Broadcasters, its officers, board or membership.

POSTMASTER: Please send change of address to RELIGIOUS BROADCASTING, Box 1174, Dover, NJ 07801.

WINGS TO JERUSALEM '86



Dr. Ben Armstrong, Exec. Dir., National Religious Broadcasters, with (L to R) ... A. Ari Marshall, Chairman, The Lord's Airline, Inc., Special Assistant Wayne Smith and Reverend Demond Wilson aboard Flagship Jerusalem, soon to commence regularly scheduled service from Miami to the Holy Land.



THE LORD'S AIRLINE
Flagship JERUSALEM

Hemisphere & Woodbridge Hilton

(Circle 191 on the Reader Service Card)

A. Ari Marshall, Chairman & CEO

120 Wood Avenue South • Iselin • New Jersey 08830 • (201)549 3333

MEDIA WORLD



Rock Christian Network begins its programming schedule this month with the leadership of John and Anne Gimenez.

Hispanic Broadcaster Forms Christian TV Network in Virginia

CHESAPEAKE, Va. (NRB)—At the opening of its headquarters and television production studios recently, officials of Rock Christian Network, Inc. (RCN) announced their intention to go on the air later this month with a 24-hour-a-day "all-Gospel" programming service.

Chairman of the board, John Gimenez, pastor of Rock Church, Virginia Beach, told a crowd of several hundred that this network would see large results because of its goal to be a meeting place for Christians of varying denominations, affiliations, and doctrinal or theological persuasions.

Gimenez recalled April 29, 1980, when more than 540,000 Christians joined forces on the Capitol Mall in Washington, D.C., and prayed for God's grace on America.

"I stood praying with high church officials, evangelicals, charismatics, holy rollers and just plain people who wanted to see God do a miracle in the halls of government and in the heart of this great land and people," he said. "We stood as one giant, praying body lifting its voice to the Father and asking Him to hear us and heal our land." Gimenez said that RCN would be a daily continuation of that vision and spirit.

RCN plans to premiere its satellite transmissions on Palm Sunday, March 23. It will use RCA's Satcom IV communications satellite to send its signal out to approximately 2 million home dishes plus selected cable systems around the country.

Though incorporated as a separate non-profit entity, it has received its initial

capitalization of over \$1 million through gifts and pledges collected from friends and members of Rock Church where Gimenez co-pastors with his wife, Anne, who is also president of RCN.

Business and religious leaders comprise the RCN Executive Board of Directors, most notably the television evangelist Kenneth Copeland of Fort Worth, Texas, first vice-president; Charles Green, New Orleans, Louisiana, second vice-president; oil executive Richard Shakarian, Tustin, California, third vice-president; food broker Fred Teagle, Norfolk, Virginia, treasurer; and educator Homer Brockman, Virginia Beach, secretary.

According to marketing director Jay F. Lindsey, formerly of J. Walter Thompson Advertising, RCN will enter the market with a unique program schedule featuring four hours daily of Hispanic programming aimed at the 17 million-plus viewers being recognized and courted by Madison Avenue and others in the media who have recently realized the buying and social power of this growing minority, but have overlooked their spiritual needs.

Three hours daily will be dedicated to Christian music television as an answer to what many within and without the church community feel is "an antisocial, antifamily medium" as represented by other music television programmers. Lindsey also said that the Christian TV viewing population has consistently been underestimated as proven by the recent A. C. Nielsen Metered Homes study which, he said, showed an additional 36,700,000 viewers weekly.

For the "insomniac and the spiritually-troubled," RCN will present its *Night Light* program featuring an all night on-camera

host and guest experts discussing topics such as marriage, abortion, job stress and, of course, God, with callers from across America.

"No Gospel network would be complete without its 'flagship' show," according to program director Lee W. Jackson, and RCN will have a most unusual one.

"Our concept is to go into the homes of known and unknown pastors, evangelists, religious leaders, para-church organizations, etcetera and show them in their element—church, home, office—for an in-depth look at their ministry, their individuality and their role in the overall church community," he said.

RCN will accomplish this, in part, through the use of its newly purchased transportable satellite uplink which was used to transmit the rock music benefit, "Live Aid."

The corporate entity was formed September 5, 1985, with a comparatively meager capitalization of \$10,000. "Our intention is not to evangelize the world, but to unify the church in a spirit of love and cooperation, preferring our brother, so that the world will see what the true church of Jesus Christ really represents. This we will do via television 24 hours per day, seven days a week," an RCN source said.

Evangelicals Will Convene This Month At 44th Conference

ST. LOUIS, Mo. (NRB)—The 44th annual convention of the National Association of Evangelicals will convene in Kansas City, Missouri, March 4-6, at the Hyatt Regency Hotel.

More than 1,000 individuals representing NAE-member denominations, churches, schools and organizations, as well as visiting dignitaries and media personnel, are expected to attend.

Participants will conduct business, adopt resolutions on political, religious and social issues and be challenged by various speakers, workshop leaders and musicians.

The theme of this year's convention, "Go ... Liberate!" reflects the biblical statement made by Jesus Christ in John 8:32: "You will know the truth, and the truth will set you free."

Principal speakers include internationally-renowned evangelist Luis Palau; Jack

AMERICANS AGAINST ABORTION

NATIONAL RALLY FOR LIFE

May 1, 1986
Washington, D.C.



Melody Green
National Director of
Americans Against Abortion

Each day in America, over 4,000 babies are killed by abortion. On May 1, the National Day of Prayer, thousands of Americans will stand together before God and man. With one heart and one voice, we will cry out for an end to the tragedy of abortion—and sound a trumpet call to action. As a Christian broadcaster, you can help share God's heart, and take part in this historic event.

Join with Melody Green, National Director of *Americans Against Abortion*, and Pastors Norman Stone and Jerry Horn of *Walk America For Life*, along with many national leaders including: Rev. Jerry Falwell, Tim and Beverly LaHaye, Dr. J.C. Willke, James Robison, Freda Lindsay, John Whitehead, John and Anne Gimenez, Loren Cunningham, Bob Weiner, Larry Tomczak, and others.

Also, leading Gospel Artists in a live performance of "Fight The Fight": 2nd Chapter of Acts, Phil Keaggy, Steve Green, Harvest, Steve Camp, Bob Ayala, Chuck Girard, Honeytree, Steve Archer, Chris Christian, and many others.

Available free of charge:

- **Extraordinary Steps**—a 28 minute documentary on *Walk America For Life*.
- **Baby Choice**—A stirring 8 minute presentation by Melody Green of Baby Choice and other aborted babies.
- Fully produced audio and video PSAs for the *National Rally For Life*.

For more information, or to schedule interviews with Melody Green, Norman Stone, or Jerry Horn, call (214) 963-8676.



Rev. Jerry Falwell



Tim LaHaye



Dr. J.C. Willke



Beverly LaHaye



James Robison



2nd Chapter of Acts



Phil Keaggy



AMERICANS AGAINST ABORTION IS A DIVISION OF LAST DAYS MINISTRIES

(Circle 186 on the Reader Service Card)



Hayford, pastor of The Church On The Way in Van Nuys, California; Stephen Brown, pastor, Key Biscayne Presbyterian Church, Key Biscayne, Florida; and secretary of the U.S. Department of the Interior, Donald Hodel.

President Ronald Reagan has been invited to address the convention.

Popular gospel singer and recording artist Sandi Patti will highlight the special music. Also featured will be outstanding soloist and song leader Gary Moore and two local Kansas City choirs—the Cathedral Choir,

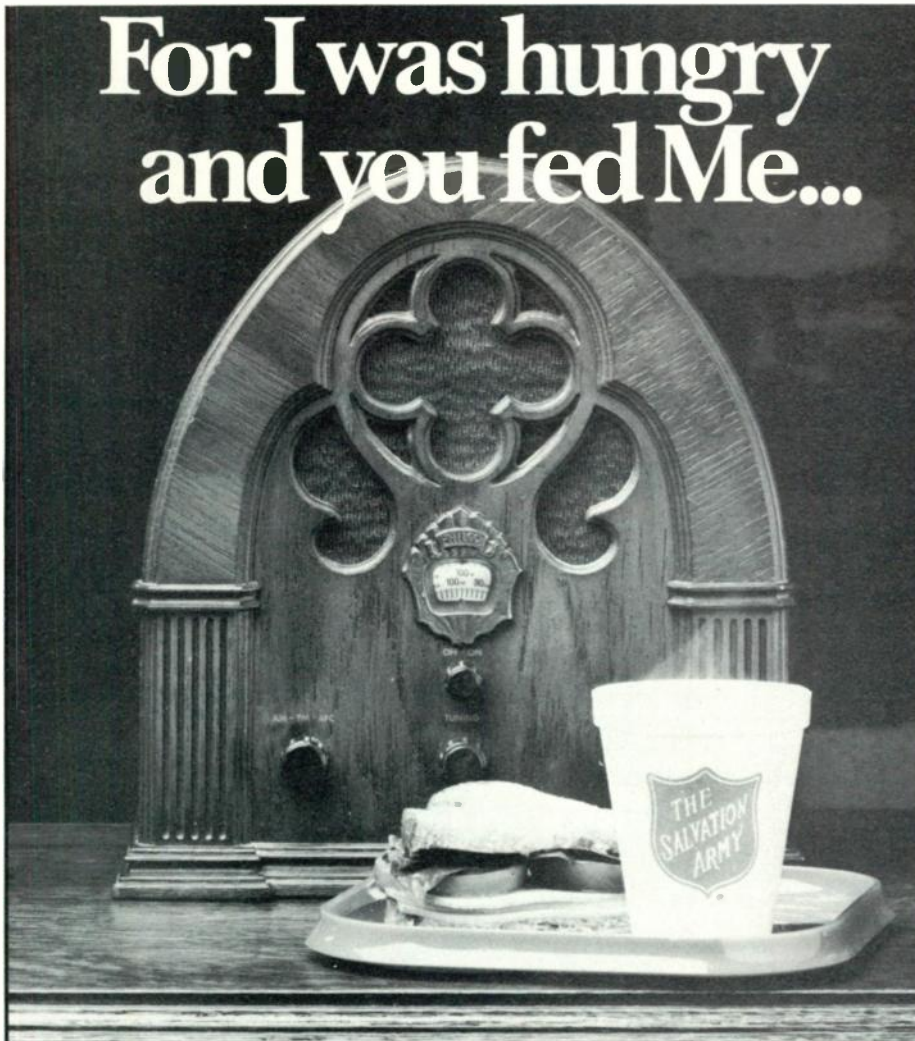
Northland Cathedral Assembly of God, and the Blue Hills Choir from the Blue Hills Community Church of the Nazarene.

Luncheon addresses will be delivered by David M. Howard, general director, World Evangelical Fellowship; David McKenna, president, Asbury Theological Seminary; Gordon MacDonald, president, Inter-Varsity Christian Fellowship; Myron Augsburg, pastor, Washington Community Fellowship; Ruth Senter, editor, *Partnership*; James W. Jackson, director, Christianomics Seminars; Richard Dobbins,

director, Emerge Ministries; Ben Armstrong, executive director, National Religious Broadcasters; and Donald B. Rinsley, professor of psychology, Kansas University.

The long list of workshop leaders includes: Quentin Alfors, director, Greater Minneapolis Association of Evangelicals; Stanley Allaby, pastor, Black Rock Congregational Church; Dick and Rich Bott, Bott Broadcasting Company; Wade Coggins, executive director, Evangelical Foreign Missions Association (EFMA); Robert P. Dugan, Jr., director, NAE office of public affairs; Al Metsker, director, Kansas City Youth for Christ; Juan Carlos Miranda, director, Hispanic Ministries, The Brethren Church and Fuller Institute; Robert M. Overgaard, president, EFMA; Frank Tillapaugh, pastor, Bear Valley Baptist Church; and Ted Ward, educational programs and dean of international studies, Trinity Evangelical Divinity School.

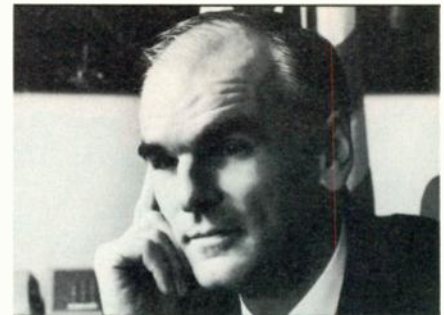
For I was hungry and you fed Me...



At The Salvation Army, one of our missions is to feed the hungry . . . and that includes those who hunger and thirst after righteousness. *Wonderful Words of Life* is a fifteen-minute weekly radio outreach featuring inspirational music

and messages. Air *Wonderful Words of Life* as a stimulating public service program in your market. For more information write to us at 1424 North East Expressway, Atlanta, Georgia 30329, or call collect (404) 321-7870.

Wonderful Words of Life
A Radio Ministry of The Salvation Army



Donald P. Hodel, U.S. Secretary of the Interior, will close out the NAE convention with a banquet address on March 6.

One eagerly-anticipated session is the Thursday afternoon "Point-Counterpoint" confrontation on the subject, "Liberation Theology." George Pixley, currently at the Colgate-Rochester School of Theology, will present the affirmative side while Emilio Antonio Nunez, an evangelical professor from the Central American Theological Seminary in Guatemala City, will counter with the negative position.

Pixley, the son of American Baptist missionaries to Nicaragua, received his Ph.D. from the University of Chicago. Nunez, whose book *Liberation Theology* was recently published by Moody Press, earned his Th.D. from Dallas Theological Seminary.

The National Association of Evangelicals is a voluntary association of individuals, denominations, churches, schools and organizations dedicated to "united action without theological compromise." NAE represents more than 43,000 local churches from some 70 Protestant denominations that are working together at national, state and local levels to strengthen the ministry of the

(continued on page 45)

(Circle 195 on the Reader Service Card)

Our Audience is **GROWING!***

Bott Broadcasting Company

Dear Sirs,

I want to "thank you" for your wonderful Christian station. I listen every day--every waking moment. I have had my spiritual eyes and ears opened to new truths this past year by listening to your station. I can't thank you enough for giving this to Christians who care and are seeking more of God's wisdom.

You also opened my eyes to political truth before the elections, and I have now become more involved than I've ever been in my entire life.

I am constantly witnessing to my friends about your station. I also have given out many of your listener guides. I use them in my work as an outreach leader in my church.

I praise the Lord for the programs you present to us daily.

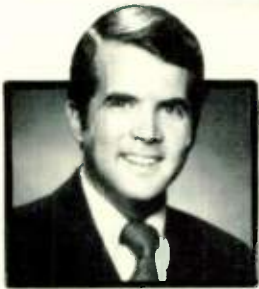
I am also conscious of your advertisers, and I make an effort to patronize them. Just knowing they advertise on your station makes me go there.

May God continue to bless you, your family, and ministry.

Love in Christ,

Beverly Atkins

Beverly Atkins
Wellston, Missouri



Rich Bott

*Our audience is **growing** in the knowledge of God's Word ... **growing** in involvement in today's Christian issues ... and **growing** in the work of winning others to the Lord Jesus Christ. Our audience is also **growing larger** because more people than ever before are depending upon **Bott Broadcasting Company** for Quality Bible teaching and Christian Information programming.



Dick Bott

Reach Families



... With Us!

Bott Broadcasting Company

KCCV
AM-1510
KANSAS CITY

KSIV
AM-1320
ST. LOUIS

KQCV
AM-800
OKLAHOMA CITY

WFCV
AM-1090
FT. WAYNE



(Circle 105 on the Reader Service Card)

EXECUTIVE OFFICES • 10841 EAST 28TH STREET • INDEPENDENCE, MISSOURI 64052 • (816) 252-5050



NRB NEWS



The NRB Board of Directors gathered after their annual meeting on February 5.

Officers Unchanged, NRB Leaders Re-elected, Board Members Added

WASHINGTON, D.C. (NRB) - The five officers of National Religious Broadcasters were re-elected February 5 at the Annual Business Meeting in Washington. Robert A. Cook started his second consecutive term as president by reading an inspirational Bible verse and commenting on the spiritual richness of the just completed annual convention. Cook is chancellor of The King's College, Briarcliff Manor, New York, and a daily radio broadcaster on *The King's Hour*.

Jerry Rose and B. Sam Hart were returned to office as first and second vice presidents, respectively. Rose is chairman and president of WCFC-TV 38 in Chicago and Hart is president of the Grand Old Gospel Fellowship in Philadelphia and a Christian broadcaster.

Secretary Edna Edwards manages WFGW and WMIT, two Christian radio stations in Black Mountain, North Carolina, and treasurer David Clark is vice president for marketing at the Christian Broadcasting network in Virginia Beach, Virginia. Both leaders will serve another year as NRB officers.

All but one of the other five Executive Committee members were re-elected during the same meeting. Robert Ball was replaced by Thomas Wallace. Voted in for another term were: Thomas Zimmerman and E. Brandt Gustavson, both former NRB presidents; Al Sanders and Richard Bott, Sr.

The Board of Directors benefits this year from the election of new members. Added to the Class of 1987 were: Elmore Clyde, William George, James Christensen and William Thompson. The class of 1988 now includes James Dobson and Donna Hofer.

A Class of 1989 was ratified by the membership in the same meeting. They are: Jimmy Allen, Southern Baptist Radio-TV Commission, Fort Worth, TX, Ed Atsinger, Salem Media, Camarillo, CA, Theodore Baehr, Good News Communications, Atlanta, GA, Sue Bahner, Radio Station WWWG, Rochester, NY, Robert Bowman, Far East Broadcasting Company, La Mirada, CA, David Breese, Christian Destiny, Hillsboro, KS, Bill Bright, Campus Crusade for Christ, San Bernardino, CA, David Clark, Christian Broadcasting Network, Virginia Beach, VA, John Daniels, Lutheran Laymen's League, St. Louis, MO, Stuart Epperson, KCFO-FM, Tulsa, OK, Brian

Erickson, Back to the Bible Broadcast, Lincoln, NE, H.O. Espinoza, Promesa, San Antonio, TX, Jerry Falwell, Old Time Gospel Hour, Lynchburg, VA, Billy Graham, Hour of Decision, Montreat, NC, B. Sam Hart, Grand Old Gospel Hour, Philadelphia, PA, Val Helliison, Haven of Rest, Los Angeles, CA, David Hendricks, WBYO, Boyerstown, PA, *Paul Kurtz, World Wide Pictures, Minneapolis, MN, Mike Maddex, WEEC, FM, Springfield, OH, David Mains, Chapel of the Air, Wheaton, IL, Al Metsker, KYFC-TV, Shawnee Mission, KS, *Sam Moore, Family Media, Inc. TV 24 Baltimore, MD, Thomas Murphy, Your Worship Hour, South Bend, IN, Robert Neff, Moody Broadcasting Network, Chicago, IL, Donald Nelson, KJNP, North Pole, Alaska, Carl Richardson, Carl Richardson Ministries, Brandon, FL, Jerry Rose, WCFC-TV/Channel 38, Chicago, IL, Al Sanders, Ambassador Advertising Agency, Fullerton, CA, Abe C. Van Der Puy, Back to the Bible Broadcast, Lincoln, NE, Tom Wallace, KFAX, San Francisco, CA.

(Editor's Note: * Indicates a new board member)

Convention Received Significant Satellite Television Coverage

WASHINGTON, D.C. (NRB) — NRB's Annual Convention and Exposition received considerable television coverage this year; the plenary speakers were seen in hundreds of cities via a live satellite feed.

The NRB 86 Satellite Network made it possible for the 43rd Annual NRB Convention to be heard and seen across the U.S. For the first time, in cooperation with the Success-N-Life Network, Rock Christian Network and Christian Broadcasting Network on video, and Northwestern College Radio, National Public Radio, Satellite Radio Network and WCTN-AM of Potomac, Maryland, on audio, NRB's Satellite Network afforded the benefits of the convention to people across the U.S. who might not otherwise attend.

(continued on page 12)

**NOW CLEARED
IN 15 OF THE
TOP 25 MARKETS**

Minirth-Meier Clinic

A daily, live call in program to deal with the stress filled problems faced by more and more people today—based not only on sound medical and psychiatric principles, but on the solid foundation of the Scriptures as God's Word.

- HOSTED BY **QUALIFIED** PROFESSIONALS
- AIRS AT 12:00 NOON, CENTRAL TIME
- 55 MINUTES IN LENGTH
- 5-1/2 MINUTES OF SPOT TIME AVAILABILITIES

(Circle 186 on the Reader Service Card)

THE MINIRTH-MEIER CLINIC is represented by the **MOODY BROADCASTING NETWORK**. For more information, call **MBN** at 800-621-7031. In Illinois 312-329-4433.



**MOODY
BROADCASTING
NETWORK**

A MINISTRY OF MOODY BIBLE INSTITUTE

MBN

(continued from page 10)

When NRB closed out its 28th Annual Convention in 1971, a precedent was established with the first religious radio broadcast transmitted live by satellite. From the convention floor, Wednesday night's proceedings were heard around the world that year via Intelsat facilities.

Success-N-Life, the official convention network, was providing production of live satellite coverage on Satcom IV/Channel 15 for NRB events. The signal was uplinked from the convention platform in the Sheraton Washington Ballroom. Both video and audio feeds were available to stations wishing to carry NRB programming.

Additional cameras and staffing were provided by Christian Broadcasting Network under the direction of Robert Schihl, CBN professor communications. CBN covered many of the work-shops and press conferences.

Success-N-Life carried a "live" nationwide feed for NRB events being held in the main ballroom.

Success-N-Life retransmitted from midnight to 5 a.m. the events of the convention day.

Working with SNL, Rock Christian Network of Virginia Beach (RCN) provided coverage on Satcom IV, Channel 4. RCN picked up events held in rooms other than the Sheraton Washington Ballroom and covered selected work-shops. Operating with four cameras and two crews, RCN produced a half-hour synopsis of the day's events that ran before the evening plenaries, featuring interviews and convention highlights.

WCTN-AM of Potomac, Maryland, was the official convention radio station. Under the direction of John Vogt, program director, WCTN covered major NRB functions and conducted interviews with convention personalities. All ballroom events were broadcast live over WCTN and Satellite Radio Network.

Northwestern College Radio, in cooperation with National Public Radio, presented both live and taped audio coverage. According to Paul Ramseyer, president, Northwestern Radio Network, all plenary sessions were carried live except for the Monday keynote session which ran at noon that same day.

Detective Work Saves Dutch Treat For NRB 86 Convention

WASHINGTON, D.C. (NRB)—A Dutch treat in which 10,000 flowers were flown over to Washington to beautify last month's NRB Convention, was nearly

spoiled when the huge consignment was missing.

The flowers, a gift from the Dutch Flower Bureau, were due to have arrived at the Sheraton Washington Hotel two days before the convention began on February 2.

"They were to have been here at the same time as some of our group from Evangelische Omreop (EO) Television in Holland," explained Ger de Ridder, head of Music and Special Events for the Dutch broadcasting group.

"When we arrived, we discovered to our horror that not only were they not here, but no one knew where they had got to."

Eventually, the EO "detectives" began phoning Holland, which was then well into Saturday, and discovered that the flowers had been routed from Amsterdam to Paris and then on to Dulles Airport in Washington.

"We called the Customs people at Dulles and they said the flowers were in a bonded warehouse and couldn't be released because they didn't have the right paperwork," said de Ridder.

"We knew that if they weren't released before that evening, they would be lost because they wouldn't have lasted the weekend without water."

This is when NRB '86 security chief, Nelson Meringola, came on the scene. "He got the head of customs on the line and the customs people gave clearance for the Department of Agriculture to

send an inspector to check out the flowers before their release."

The next problem was the inspector couldn't arrive until 6:30 p.m. and EO didn't have the transportation to pick up the flowers from the airport if they were cleared. "We finally agreed to pay the inspector overtime and also pay a person at customs to work overtime so we could get the flowers out of customs and here to the convention," said de Ridder.

"Then NRB kindly loaned us a van to collect the flowers. It was a case of hands-across-the-sea finally saving the flowers - and the day."

The Dutch Flower Bureau and EO have shared the cost of flying over decorators Nic Vandervoort and Jolanda Vander Jagt, as well as John Mandile, so that we could enjoy the splash of color around the stage and on the television set.

Because EO and NRB wanted the flowers to be fresh right up until the end of the convention, another 3,000 flowers were shipped to Washington from Holland on Tuesday.

Brazilian Broadcasters Will Hold "NRB" Convention This Month

WASHINGTON, D.C. (NRB)—While thousands of broadcasters celebrated the 43rd NRB Convention, the Brazilian Association of Christian Communicators (ABCC in Portuguese) is planning their first annual national convention for March 15-16. NRB executive director Ben Armstrong will speak at the meeting.

ABCC president Guilhermino Cunha, a pastor in Rio de Janeiro, Brazil, said the organization, which is sometimes called the NRB of Brazil, already has a membership of 250 persons since its inception in April, 1985. The membership includes four evangelical-owned radio stations. Trans World Radio of Brazil has also joined ABCC during a chapter meeting in Sao Paulo last October.

Cunha, who is also a lawyer, said he wants to work closely with NRB. "We need technological assistance. Brazilian communicators have much to learn," he said.

Out of the 250 members, the majority are involved in radio programs while a smaller number have television programs. Cunha said the televised programs cover several states while the radio broadcasts cover the country. All the programs are broadcast in Portuguese.

(continued on page 14)



EO Chief Bert Dorenbos was the man behind the flowers.

Television That Didn't Forget The Family



WKJL-TV 24 Baltimore

On December 24, 1985 a new concept in television programming came to Baltimore, Maryland. At last there is a television station that caters to the *entire family unit*. With a mix of syndicated programs, sports, childrens shows, classic films, and religious programs; TV-24 gives each family member a reason to tune us in, and a reason to keep us tuned in 24 hours a day.

We are proud to be serving the Baltimore-Washington religious community with quality religious programming including: Jerry Falwell, In Touch Ministries, and The 700 Club.

(Circle 223 on the Reader Service Card)

WKJL
4820 Seton Drive
Suite M-N
Baltimore, MD 21215
301-358-2400



(continued from page 12)

Cunha noted broad-based acceptance of ABCC, saying "We need unity and we are creating an atmosphere of oneness of Christian communicators. The leftists are speaking out and the Communists are vocal. We Christians must also be vocal."

This new broadcasters' organization is gaining visibility in a major way. Not even a year old, the group has supported a pro-life demonstration in Sao Paulo, by announcing it on the air.

While the ABCC is involved indirectly influencing government, Cunha is involved directly. Brazil's president Jose Sarney appointed Cunha last September to a committee to rewrite the Brazilian constitution.

Two weeks before coming to the NRB convention, a subcommittee asked the ABCC president to write the first draft of the preamble to the constitution. Cunha has studied other constitutions.



NRB Executive Director Ben Armstrong (left) consults the Brazilian broadcasting president.

B. Sam Hart Resigns Presidency Of Black NRB Committee

WASHINGTON, D.C. (NRB)— B. Sam Hart, president of the NRB Black Broadcasters Committee, resigned as president of the committee at the end of the 1986 convention. Hart is a founding member of the Black Broadcasters Committee and has been president for the past few years. He was replaced by Clay Evans of *What A Fellowship Hour*.

NRB Awards Given in Washington

Each year National Religious Broadcasters honors the best among the individuals and organizations that have contributed to the growth of Christian broadcasting around the world. More than 20 awards were presented during the 43rd Annual Convention and Exposition in February. These include:

Awards of Merit

Stations

Jim Patterson, KIRV
John Norris, WGCB
Ron Haus, Channel 42
Char Binkley, WBCL-FM

Programs

Marlin Maddoux, Point of View
Bill Bright
Billy Graham
Moody Presents
Glenn Plummer
Pat Boone
Paul Finkenbinder
Luis Palau

Milestone Award

Norman Vincent Peale
The Lifeline Hour

Distinguished Service Award

Patrick Buchanan
Paul Bearfield
Bishop Samuel Green, Jr.
Rosel H. Hyde

Hall of Fame

Theodore Epp
M. G. (Pat) Robertson

International Communications Award

Paul Crouch

International Leadership Award

Teng-hui Lee

The NRB Black Broadcasters Committee (BNRB) began in 1969 to try to gain access to the airwaves for black broadcasters. "The vast majority of stations in the mainstream (won't broadcast) outside of (their own) cultural and ethnic setting," Hart said. He added that often they will only broadcast a Black preacher if he is cross-cultural and does not sound Black or have Black music on his show.

Hart who was re-elected as NRB sec-

ond vice president, said that during the past few years as the whole stream of the NRB has moved upwards, the BNRB Committee has been more successful.

Hart said that there are several reasons why he has decided to resign, saying he has "many responsibilities" and he is "tired." Hart will, nevertheless, remain on the NRB Executive Committee and be involved with the Eastern Chapter. Hart also said that he would help with the BNRB committee.



Clay Evans was elected president of Black NRB.



B. Sam Hart decided not to continue as president of Black NRB.

THE TIME

"We are approaching a major turning point in the history of civilization. A concentration of world evil, of hatred for humanity is taking place and it is fully determined to destroy our society. The situation in the world is not just dangerous. It isn't just threatening. It is catastrophic.

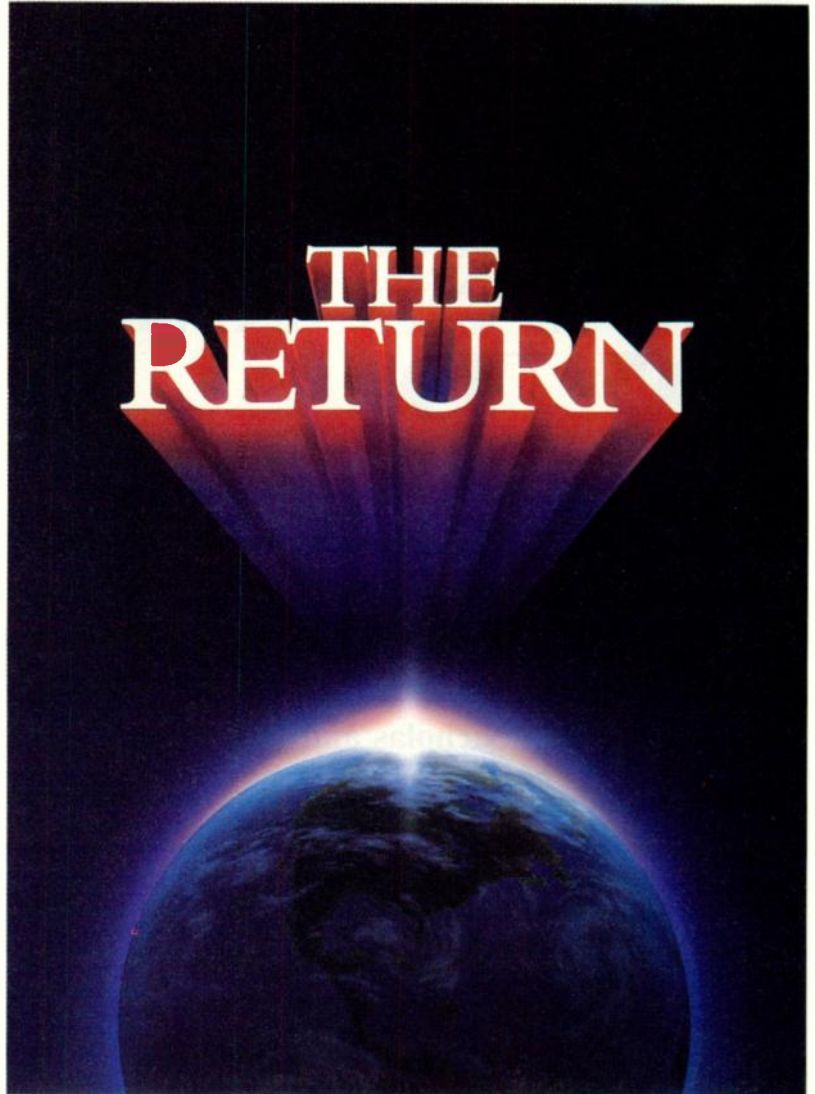
Alexander Solzhenitsyn
Nobel Prize Winner, 1970

IS NOW !

Dateline . . . CAPFE . . . the center for analysis and prediction of future events . . . top scientists of the world have been brought together for one purpose. Discover the future of planet Earth.

In the World Room, CAPFE's main-frame computer is digesting reams of raw data.

Was mankind's last hope being considered by the computer? Would it find an answer that could save the human race from extinction?



A MIKE EVANS NATIONALLY TELEVISED EVENT

An extensive media campaign has been planned to support the airing of THE RETURN in major markets across the country. A large viewing audience will be virtually guaranteed through the following promotions:

- billboards in high-traffic spots
- extensive radio and TV spots
- major newspaper and magazine ads

(Circle 185 on the Reader Service Card)

THE TIME IS NOW! BOOK THE RETURN

YES! I would like more information on airing THE RETURN.

Please send a 3/4" copy of THE RETURN for my preview.

Please have a media buyer contact me.

NO! I am not interested in airing THE RETURN for the following reasons: (see attached)

Name _____

Company _____

Title _____

Phone number (_____) _____

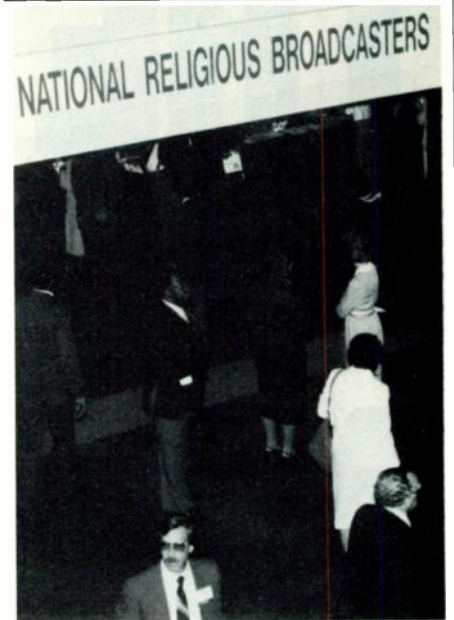
The Return, Media Center, P.O. Box 686, Bedford, TX 76021

TOUCHING OUR LIVES TRANSFORMING OUR WORLD

by Dan Nicholas and Dan Wooding



More than 250 companies exhibited in the 1986 Media Expo Show.



Hallway conversations helped participants catch up on NRB News.

The NRB Convention and Exposition proved again that Gospel broadcasting is touching lives and transforming the world

The tragic explosion of the space shuttle Challenger which killed the seven-member crew and captured hearts around the world also dominated the thoughts of many during the opening days of NRB's 43rd Annual Convention and Exposition last month.

Prayers were offered for the families of the brave space pioneers, the 10-member NRB Executive Committee passed a resolution expressing their sympathy about the disaster, and the shuttle was also mentioned in comments by evangelist Billy Graham and President Reagan. A film clip produced by the Christian Broadcasting Network was shown during a plenary meeting.

Both President Reagan and Vice President George Bush were unavoidably unable to bring speeches to the convention, which drew crowds from every continent, because of shuttle-related schedule changes. Reagan was preparing his annual State of the Union Address when the shuttle exploded less than 20 minutes after blast off from Florida. His report to a joint session of Congress on the domestic and foreign fitness of the nation was rescheduled to NRB's third day.

President Videotapes

In a brief videotaped statement for the religious broadcasters, the President said, "It has been 65 years now that the good news of the Gospel has been beamed out across the nation's airwaves, helping to change the world for the better by inspiring us to change our lives for the better." Reagan was echoing the convention's theme of "Changing Lives to Change the World."

Speaking of sanctity of life for the unborn, the President also said, "The measure of a humane society is the protection it gives to those who are weak, innocent, vulnerable, and unable to protect themselves." The chief executive also reviewed briefly his position on school prayer, tax fairness and his drive to stop the spread of communism in Nicaragua and Angola. Throughout the convention similar political and spiritual themes were highlighted. This was only the second year Reagan has not attended NRB since taking office in January 1981.

The State of the Union Address on Tuesday kept Vice President Bush from making his second speech in as many years to the NRB. To demonstrate support for Christian broadcasting and its increasingly large number of followers, Bush and his wife, Barbara, welcomed NRB Executive Committee members at his Washington home on Convention Tuesday. The White House director of communications, Patrick Buchanan, addressed the NRB's FCC Luncheon the same day. In a wide-ranging speech, he unapologetically outlined the variety of conservative views for which he is known.



The 10-Member Executive Committee was Installed February 5, 1986



Thousands of media professionals converged on NRB 86 registration clerks.

Change Coming

M.G. (Pat) Robertson captured considerable attention at the 43rd Anniversary Banquet on February 5. Speaking to a sellout crowd of Christian media professionals Robertson said, "In this body, in your audiences around the nation, there are men and women of character, of leadership, of integrity, of intelligence." He urged involvement of Christians in the political process.

"We're going to see a change in this nation and you're going to be a part of it," Robertson added. A standing ovation was given Robertson and several "Christians for Robertson in '88" poster boards were waved near the front of the hall. At one point several were shouting,

(continued on page 18)

(continued from page 17)

"We want Pat. We Want Pat" over the loud, enthusiastic applause.

A Robertson supporter distributed 500 campaign buttons urging Christians to vote for the *700 Club* co-host should he decide to seek the nomination. The CBN founder and president, meanwhile, concluded with an Old Testament reference, saying, "And who knows but God has called you to the Kingdom for such a time as this." Although he did not make the rumored announcement that he might run for the Republican nomination for President in 1988, the significance of his statements were not lost on the NRB audience.

Successful Expo

One of the most unforgettable aspects of NRB 86, many said, was the Media Expo, under the direction of Michael Glenn. "Christian communicators are not only broadcasters; many are pastors and educators. At the convention, we try to meet all of their needs," Glenn commented. A variety of displays could be seen in the 100,000 square-foot trade show, everything from the latest studio camera to a live broadcast of Robert Tilton's *Success-N-Life* talk show to a full-sized puppetmobile under the supervision of a children's programmer named Captain Hook.

Nationally-known personalities including John DeLorean, Norman Vincent Peale, Cory SerVaas, and Richard ("Jaws") Kiel worked the trade show



President Robert A. Cook consults NRB staffers.

during its three-day life. Some of these were present in the new NRB Personality Booth.

Evangelist Billy Graham and entertainer Pat Boone headlined the Presidential Plenary Session. A 1986 award recipient for his TV special *Inside Russia*, Graham said the shuttle accident has bonded Americans together in a way unprecedented since the assassinations of Martin Luther King and President John F. Kennedy. Boone warmed the NRB crowd for another year with traditional and popular tunes.

Family Values

NRB 86 opened its four-day stay at the Sheraton Washington Hotel in Washington, D.C., with a February 2 speech and video presentation by Christian psychologist and author James Dobson, who is president of Focus on the Family. Dobson made a rare public appearance to discuss pornography and a variety of social issues of importance to evangelicals and to premiere a video digest of *Turn Your Heart Toward Home*, his newest family life film series. The California broadcaster, who is heard on more than 800 radio outlets, serves on a government panel that has been examining the harmful effects of smut.

A relatively unknown Black preacher from Dallas, Anthony Evans, was one of the most popular plenary speakers at NRB 86. He pastors Oak Cliff Bible Fellowship, teaches at Dallas Theological Seminary and amplifies the Bible for the Dallas Cowboys football team and the Dallas Mavericks basketball squad. In a carefully prepared and articulately delivered sermon Evans discussed the Humpty Dumpty nursery rhyme by linking the story to life in a broken world. His radio ministry, *The Urban Alternative*, will be carried nationwide on the Moody Broadcasting Network beginning next month.

In explaining his presence on the NRB platform, Evans joked that an NRB official telephoned to ask if he believed in free speech. When the caller was assured that Evans did believe, the preacher was asked to "come and give one."



Capacity crowds were present for most NRB-sponsored banquets.

(Inside convention photos by Mel Chamowitz)

(continued on page 44)

OUR 7 MILLION VIEWERS ARE REACHING OUT FOR YOUR MINISTRY REACH THEM FOR LESS WITH V P N

JOIN THE BEST ON VPN RIGHT NOW!

Jimmy Swaggart
Robert Schuller
Rev Ernest Angley
W.V. Grant
Gerald Derstine
Zola Levitt
Search
Jack Van Impe
Daily Christian
Living
Church Triumphant
Randall Osborne
Let Us Arise
Small World
Mel Solomon

Fr. Mike Manning
Jerry Falwell
Fred Price
Larry Jones
James Robison
Jewish Voice
John Osteen
Forward in Faith
What Makes You
Tick
Irene Huston
Dennis Adams
Orizzonti Cristiani
Children of the
Broken Hearted

World Vision
700 Club
Jim Bakker
Ben Haden
Bob Tilton
Kenneth Copeland
Jimmy Snow
Today, The Bible
& You
Turning Point
Bishop John Sheriff
Dr. Richard Ravelli
Amazing Facts
Please Help
Me Live

Richard Roberts
John Ankerberg
David Paul
Bob Jones
Marvin Gorman
Sound of the Spirit
Ken Green
Christian Lifestyle
Magazine
God's News Behind
the News
Am Yisrael
Silent Scream
Moriss Taylor
Merrill Eichenberger

VIDEO PROGRAM NETWORK STATIONS INCLUDE:

CALIFORNIA: VPN TV 18
VPN TV 48
VPN TV 48
VPN TV 6
VPN TV 54
VPN TV 3
VPN TV 10
OREGON: VPN TV 22
WASHINGTON: VPN TV 3
TEXAS: VPN TV 27
GEORGIA: VPN TV 26

LOS ANGELES 3,200,000 Viewers
SAN FRANCISCO 1,300,000 Viewers
SAN DIEGO 400,000 Viewers
SANTA ROSA 85,000 Viewers
MODESTO 75,000 Viewers
VALLEJO 75,000 Viewers
CHICO 42,000 Viewers
PORTLAND 800,000 Viewers
SEATTLE 556,000 Viewers
HOUSTON 503,000 Viewers
ATLANTA 280,000 Viewers

VPN KEEPS GROWING AND SO CAN YOUR MINISTRY

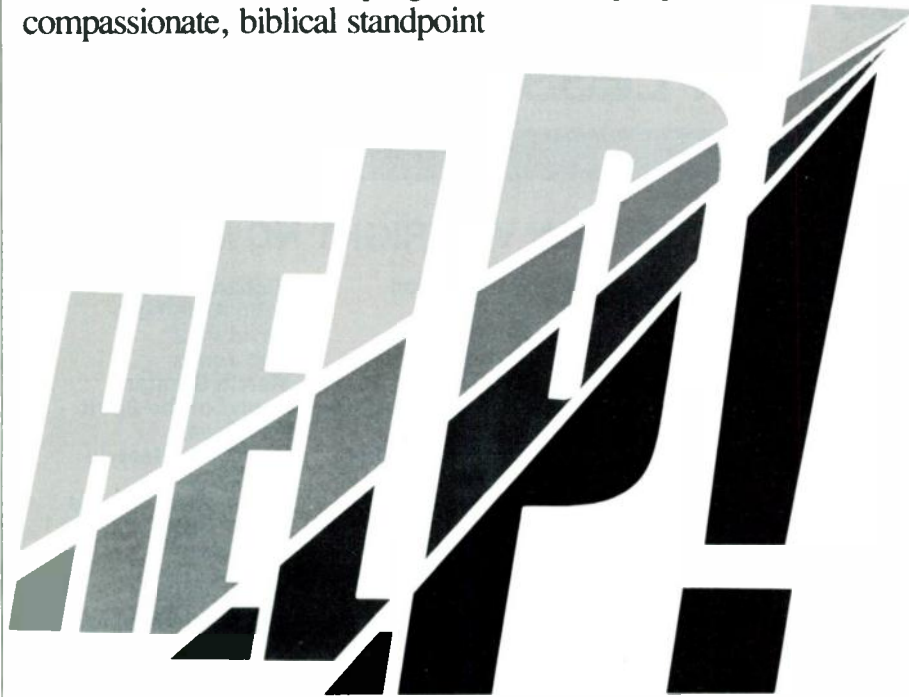
FOR SPECIAL LOW NETWORK MINISTRY RATES CALL COLLECT

ROLFE AUERBACH (916) 894-1000
GENERAL MANAGER EXT. 101

VIDEO PROGRAM NETWORK

584 Rio Lindo Ave., Chico, CA 95926 · 230 Fifth Avenue, New York, N.Y. 10001

A Christian radio call-in program counsels people from a compassionate, biblical standpoint



BY DON HAWKINS



The Minirth-Meier Clinic call-in radio show started in October 1985. Hosted by Dr. Frank Minirth, left, and Dr. Paul Meier, right, the program airs on approximately 110 outlets. In the center is host and executive director Don Hawkins.

LISTEN to the radio in any community in the country and you can hear people participating in "call-in talk shows." In fact, a recent survey by the Association of Media Psychology conducted in New York and Los Angeles indicated that one out of two people has listened to this kind of program.

Given the growing popularity of advice-giving call-in programs in the secular media with "radio therapists" such as Dr. Ruth Westheimer, it seemed that 1985 was an appropriate time to launch a Christian alternative to this immensely popular radio format. Thus, the *The Minirth-Meier Clinic* call-in program was started in October 1985.

As plans were laid with the Moody Broadcasting Network to start this ministry, organizers recognized that there existed a number of successful national Christian call-in programs. However, most national Christian radio programs which have used the call-in format have been issues-oriented, programs in which listeners phoned in to express opinions and/or to gain information. Our program seeks to fill a different need.

We have discovered a significant opportunity exists to minister to literally thousands of people in emotional pain through a call-in program in which people receive direct, personal and practical counsel from compassionate, biblical professionals. That is the essence of what *The Minirth-Meier Clinic* program is all about. Hosted by qualified professionals, the program airs at 12 noon (central time) and is 55 minutes in length. Released through the Moody Broadcasting Network in Chicago, the program is on about 110 outlets.

Is there a need for this kind of programming? Evidence from both secular and Christian sources answers strongly "yes!"

According to Christian psychiatrist Dr. Frank Minirth, one-third of all hospital beds currently in use in the United States are treating people with problems that are,

NOBODY COVERS TEXAS LIKE UNIVERSAL BROADCASTING

THE ALL NEW

KWJS-AM 1360

Serving Dallas-Fort Worth Metroplex
"Christian Lifestyle Radio"
 National and Local Ministries . . .
 Two-Way Talk . . . News, Sports,
 Traffic, Weather, Business

If It's Happening in the Metroplex
 Evangelical Community . . .
 You'll Hear It On **KWJS** Radio

KTEK-AM 1110

Serving Greater Houston
"Christian Information Station"
 National and Local Ministries . . .
 Two-Way Talk . . . News, Sports,
 Traffic, Weather, Business

If It's Happening in the Houston
 Evangelical Community . . .
 You'll Hear It On **KTEK** Radio

KWJS . . . *It's Coming Again*

Jack Rabito
 General Manager
 1705 West 7th St.
 Fort Worth, Texas 76102
 (817) 335-2400

KTEK . . . *Coming Soon With
 Five Times the Power,
 Double the Coverage*

Burt Perrault
 General Manager
 Suite 1110, Arena II,
 7324 S.W. Freeway
 Houston, Texas 77074
 (713) 270-KTEK



FOR MORE INFORMATION CONTACT **DICK MARSH, Vice President**
818-577-1224

(Circle 111 on the Reader Service Card)

UNIVERSAL BROADCASTING CORPORATION

3844 EAST FOOTHILL BOULEVARD • PASADENA • CA 91107

GREATER NEW YORK-LONG ISLAND **WTHE-AM** MINEOLA NEW YORK • GREATER WASHINGTON, D.C. **WDCT-AM** FAIRFAX VIRGINIA

GREATER PITTSBURGH **WARO-AM** CANONSBURG PENNSYLVANIA • GREATER CHICAGO-NORTH SHORE **WWX-FM** HIGHLAND PARK ILLINOIS

GREATER MILWAUKEE **WYLO-AM** JACKSON WISCONSIN • GREATER INDIANAPOLIS **WGRT-AM** INDIANAPOLIS INDIANA • GREATER ST. LOUIS **WCBW-FM** COLUMBIA ILLINOIS

GREATER KANSAS CITY **KCNW-AM** FAIRWAY KANSAS • GREATER MINNEAPOLIS-ST. PAUL **KUXL-AM** GOLDEN VALLEY MINNESOTA

GREATER FORT WORTH-DALLAS **KWJS-AM** FORT WORTH TEXAS • GREATER INDIANAPOLIS **WAT-FM** DANVILLE INDIANA • GREATER HOUSTON **KTEK-AM** ALVIN TEXAS

GREATER SAN FRANCISCO OAKLAND **KEST-AM** SAN FRANCISCO CALIFORNIA • GREATER LOS ANGELES **KMAX-FM** ARCADIA CALIFORNIA

to some extent, psychiatric in nature. "Suicide is the tenth leading cause of death in this country," Dr. Minirth said. "People are hurting in America, and Christians are hurting, too." Dr. Minirth and his colleague, Dr. Paul Meier, both teach at Dallas Theological Seminary, training pastors who, according to Dr. Meier, do 85 percent of the Christian counseling that takes place in America today. However, Dr. Meier added, "There are some issues which are difficult for the average pastor to handle such as seriously depressed, suicidal individuals, those with eating disorders and those in danger of psychotic breaks." In fact, one purpose of *The Minirth-Meier Clinic* radio ministry is to provide information concerning competent professionals who counsel from a Christian perspective in areas across the country.

Biblical, Professional Counsel

Some people in both the secular and Christian arenas have raised questions about the value of such call-in "advice" programs. However, according to Dr. Jacqueline Bouhoustosos of the California State Psychological Association, not only had one out of two listeners surveyed in the Association of Media Psychology study listened to call-in programs, but "most of them showed positive responses ... they felt that they listened not for entertainment so much as for learning about things they could use in their own lives." According to Dr. Bouhoustosos, there was a difference between "listeners" and "callers," although the survey indicated that people in both categories experienced the same benefits. Callers were interviewed before they went on the air, after they were on the air, and three months later to find out whether there were changes. Dr. Bouhoustosos said, "We found that changes do occur; the people seemed to be getting better, and they felt that they had improved. They saw themselves managing better." If this kind of response can be shown to result from secular call-in "advice" programs, we see an infinitely greater potential from one which provides

answers from a biblical perspective.

Many of the thousands of letters received during the first two months of *The Minirth-Meier Clinic* indicate that this program is providing specific information which is bringing about positive changes. As one pastor wrote, "I rejoice in your radio program; I've seen myself going downhill, but because of your radio program, I realized that 'burnout' was my problem. It had even affected my marriage. Many of your programs have helped me to begin the way back."

A man wrote from a Midwest prison to share how the program had motivated him to seek a reconciliation with his wife and to pursue ongoing counseling when he is

families cope with the stresses of modern living."

Compassionate Emotional Support

Not only do the programs provide specific answers for questions and practical advice for healthy living, they also provide another important quality needed by Christians—emotional support. As Dr. Minirth explained, "In beginning this ministry, we had three major goals. First, to be biblical—we want every aspect of our ministry to be biblically sound. Second, to be professional—we want to be good medical doctors and deal with psychiatric principles as thoroughly as we can. Finally—and this is not of lesser importance—we

Lending emotional support one-to-one is a major reason for the success of call-in radio programs

released. A letter from an evangelist's wife requested additional details concerning what steps to take in order to overcome a personality disorder. Requests for tapes, publications and information have come from a host of professionals, including a public school superintendent and the head of a regional nurses' association.

Dr. Meier said, "It is our goal to make these programs as educational as possible. We not only want to answer questions for those who call in—that's an important part of what we're doing—but we are also interested in sharing as much practical information as possible to help individuals and

want people to know that we care. It is our goal to be compassionate. Dr. Meier and I really do care about people and we want each of our programs to communicate this."

So far, hundreds and hundreds of letters have mentioned this "compassion factor" as being one of the reasons for the program's growing popularity. As one manager of a southeastern radio station said: "Your program is fast becoming the most popular one we carry, and I think the reason is people sense that the doctors really care."

According to Dr. Bouhoustosos, emo-

WHAT ARE THE FIVE TOP SPORTS SHOWS ON NATIONAL CHRISTIAN RADIO EVERY WEEK?

SPORTS FORUM is not only the top sports show on Christian Radio across the U.S. every week... it's the only national sports show on Christian Radio. SPORTS FORUM interviews hundreds of sports personalities who share their personal testimonies and talk about their sport. Current shows interview Tom Landry, Darrell Porter, Kevin McHale, Mike Schmidt, Steve Largent, Rosey Grier, Ken Hutcherson, Mychal Thompson, and many other well known, and not so well known Christian athletes.

SPORTS FORUM is hosted by Keith Erickson, former Olympian and NBA standout. Keith was a member of two John Wooden NCAA championship basketball teams at UCLA and a starting forward with the NBA Phoenix Suns and the Los Angeles Lakers. For the past five years he has been part of the television and radio broadcast team for the World Champion Los Angeles Lakers.

SPORTS FORUM is a Monday through Friday, weekday program and on many stations scheduled weekends. SPORTS FORUM programming is distributed without charge.

There are two one minute sponsor spots open in each show.

SPORTS FORUM IS A NEW Christian sports radio show getting the Gospel out through personal testimonies. Your station will be enriched with SPORTS FORUM PROGRAMMING. Give it a try.

**SPORTS
FORUM**

A DAILY SPORTS INTERVIEW RADIO PROGRAM

Produced and Distributed By Advertising & Marketing Network
1451 Quail, Suite 207, Newport Beach, CA 92660 (714-476-1140)



COPE

"Our topic is depression, and we want to hear from you. The number is (800) 433-5757."

With that invitation from producer-host Mike Frazier, *Cope* was on the air October 1, 1984. It was the first broadcast of the live, call-in counseling program on the American Christian Television System (ACTS). With the expected amount of opening-night anxiety, a crowded *Cope* control room waited for its first call.

The wait was not long. By the time Frazier had introduced the topic and his co-hosts, Dallas psychiatrists Paul Meier and Frank Minirth, the phone lines began to light up. Since then, thousands of calls have been fielded from the program's switchboard in Fort Worth, Texas.

"What are the symptoms of teen-age depression?" the first caller asked. Dr. Meier distinguished teen-age warning signs from "classical adult symptoms" and related teen-age depression to drug and alcohol use and suicide, the second leading cause of death among teenagers.

The second call, three minutes later, was not so simple.

"June 29 this depressed, crazy maniac came into a restaurant in North Dallas and killed my baby," the female caller said angrily. "I am very, very bitter. I don't sleep. I stay sick all the time. This has changed my life."

Her intensity caught the crew by surprise, but Dr. Meier and Dr. Minirth responded calmly.

"Anybody who went through what you went through would be angry," Dr. Meier said sympathetically. "Don't feel guilty about being angry. Almost all depressions people go through come from holding in anger."

Dr. Meier recommended that the woman seek God and professional counseling to help her deal with the anger.

The two co-hosts, whose Minirth-Meier Psychiatric Clinic is considered the largest Christian psychiatric clinic in the country, said they see more cases of depression than all other diseases combined. They estimate half the people in the United States will suffer depression at some point in their lives.

"I trusted someone who told the whole church about my past," said another caller, who was fighting vengeful feelings for the person who hurt his reputation. He also was depressed, had lost 37 pounds and his appendix in the process, and was facing gall bladder surgery in two weeks.

Depression can trigger a whole range of physical ailments, Dr. Meier said. The right spiritual solution would help the caller get over his depression, but the process could be speeded by anti-depressant medication. He recommended medical and psychiatric attention.

The program hosts always encourage the caller to seek professional help and the help of God to face the inevitable.

"Every time someone calls, there will be a thousand people who will identify with that problem," Dr. Minirth reasoned. "We can give good, common-sense advice as well as some specifics."

Dr. Meier said the danger that some people will use *Cope* as their "last hope" means he has to be continually alert to suicidal tendencies in callers. "We shouldn't just give them a biblical Band-Aid and send them on their way," he said.

Bob Taylor, vice-president of production services for ACTS, said *Cope's* format lets the counselors deal with callers as thoroughly as possible. One two-minute program break late in the first night's broadcast was eliminated because it would have interrupted the dialogue with the last caller.

In addition to the on-air advice, *Cope* callers can get information on agencies that offer help. Viewers also are invited to write for further counseling.

"*Cope* is singularly important because it provides an alternative not (usually) available" on Christian television, Taylor said. "It is the only program in prime time that provides a vehicle for a live audience to get help from a medical, psychiatric and theological perspective."

Dr. Minirth and/or Dr. Meier will co-host the program every Monday. Other co-hosts for *Cope* offer advice on singleness, chemical dependencies, communicating with teenagers and retirement. The program airs Monday-Friday.

—Greg Warner

tional support is also a major factor in the positive responses of those surveyed who listened to secular call-in "advice" programs. "That's the big thing ... support. Sometimes they just need to be reassured. So a lot of this is just plain support," she said.

Recently, a woman phoned *The Minirth-Meier Clinic* program from Alaska. She needed the answer to a specific question: "How do I get help for a grown daughter who is depressed and suicidal, but who doesn't want to talk about how she feels?" In answering her question, Dr. Meier laid down an important basic principle of which many Christians are unaware: "When someone is depressed or suicidal, ask him 'are you having suicidal thoughts?' 'are you thinking about taking your life?' Some people think you will cause the person to feel suicidal if you ask that kind of question. Actually, the opposite is true. If someone is depressed or suicidal, he needs to talk about it, and you will not be planting any ideas in his mind that are not already there."

The caller's response—"I sure feel better about the situation with my daughter now"—indicates that she, as many others, sensed and received emotional support.

Providing answers to specific questions from a biblical, professional and compassionate perspective, offering practical information on a wide range of issues such as depression, stress, parenting and other matters related to healthy and successful Christian living and lending emotional support through the "one-to-one" medium of radio: these are the major reasons for the existence and need for such call-in programs as *The Minirth-Meier Clinic*.



Don Hawkins, the former manager of a Christian radio station, now serves as host and executive director of *The Minirth-Meier Clinic*.

Pro-Life Perspective®

a five-minute daily commentary
featuring one of America's pioneering pro-life leaders

John C. Willke, MD



Question:

What was 1985's most important and popular news short feature program?

Answer:

PRO-LIFE PERSPECTIVE®.

Since its release on January 7, 1985, **PRO-LIFE PERSPECTIVE®** has been syndicated on nearly 200 radio stations nationwide.

Each day Dr. John C. Willke, President of the National Right to Life Committee in Washington, D.C., has been offering timely and insightful commentaries on today's most challenging human life issues like abortion, infanticide and euthanasia. And each day listeners have been responding to **PRO-LIFE PERSPECTIVE®** with their letters of thanks as well as requests for more information to help them effectively deal with these important subjects.

Your audience needs this valuable information. Now is the time for your station to join the growing "pro-life network."

Call today.

(Circle 130 on the Reader Service Card)

For a free audition tape contact:

Ambassador Advertising Agency
515 East Commonwealth Avenue
Fullerton, California 92632
(714) 738-1501/(213) 694-3187



"We believe in what you're doing! God Bless you."

**Dr. James C. Dobson
FOCUS ON THE FAMILY**

P.S. Plan now to meet Dr. Willke at NRB '86 Booth #737 — National Right to Life

DR. COOK'S RADIO MINISTRY



AN INSIDE VIEW

THE KING'S HOUR, heard daily or weekly on scores of radio stations nationwide, "puts a handle on" the Word of God for thousands of listeners. Dr. Robert A.

Cook, chancellor of The King's College in Briarcliff Manor, New York, and recently re-elected president of the National Religious Broadcasters, draws on the wealth of his world-wide experience for applications and illustrations of God's eternal truth.

The following is an interview recently conducted with Dr. Cook.

Q. When did your radio ministry begin?

I began The King's College ministry in June 1962. But I actually began to broadcast back in 1928 when I entered the Moody Bible Institute. I played my violin on their programs regularly during the years I was enrolled at the Institute, and was frequently a guest on their programs during the many years that followed.

When I began my pastorate in Philadelphia, at the Weston Memorial Baptist Church, I also began a daily program which was aired live at seven in the morning. This continued for a couple of years while I was a pastor in Philadelphia.

Q. Why did you choose to broadcast over the radio?

My reason for beginning a radio ministry at King's was twofold: one, I love to preach and teach the Word, and I felt that a daily program would give the opportunity I needed in this regard; and two, the college was not known to many in our area, and the best way to achieve some visibility, I felt, was to go on the radio.

Q. Were you one of the first to preach on the radio?

No indeed. Dr. Charles Fuller, Dr. Martin DeHaan and many others preceded me by several years.

Q. Do you have any stories to tell in connection with the radio program?

Not really, except to remark that my voice is known to so many even when I have been in a restaurant for a quick cup of coffee, the waitress (or some guest) is apt to exclaim, "Why, you're Dr. Cook! How in the world are you?"

Also, I never get over being happily sur-

(continued on page 31)

NATIONAL RELIGIOUS BROADCASTERS



43RD. ANNUAL CONVENTION

FEBRUARY 2-5, 1986
WASHINGTON, D.C.

CHANGING LIVES TO CHANGE THE WORLD



2 Exciting Debates!

Rev. Jerry Falwell
&
Rabbi Joshua Haberman
"The State of Israel in the
Christian/Jewish Perspective"



Plus Much More . . .



Jimmy Swaggart
&
John Buchanan
"Religion and Politics"



George Bush



Ronald Reagan



Jesse Jackson



Lloyd John
Ogilvie

AUDIO & VIDEO TAPE PROGRAMS

Created & Produced by The American Audio Association • 307 Willis Avenue, Mineola, New York 11501

AUDIO CASSETTES - \$7.00 each • 1/2 VHS VIDEO OR BETA - \$39.95 each
 3/4 PROFESSIONAL - \$89.00 each
 CIRCLE DESIRED CODES

86-60CV



PRESIDENTIAL PLENARY - Part 1
 Invocation: Jimmy Swaggart
 Music: The New Gaither Vocal Band
 Address: President Ronald Reagan



86-61CV



PRESIDENTIAL PLENARY - Part 2
 Music: Pat Boone
 Testimony: Dean Jones, Actor
 Address: Vice-President George Bush



86-62CV



CONGRESSIONAL BREAKFAST
 Music: Vern McLellan, PTL Communique Singers & Orchestra
 Debate: Jimmy Swaggart and John Buchanan
 People for The American Way
 "Religion & Politics"



86-63CV



ANNIVERSARY BANQUET
 Music: Greg Buchanan, Sandi Patti
 Address: M.G. "Pat" Robertson, Pres. CBN.



86-64CV



WORSHIP SERVICE
 Song Leader: Doug Oldham
 Pianist: Paul Ferrin, PTL
 Music: Joni Eareckson Tada
 Speaker: Dan Beltzer, speaker "Revivaltime"



86-65CV



EVENING PLENARY
 Music Awards: Norman Vincent Peale
 Address: James Dobson, "Focus on the Family"



86-66CV



KEYNOTE PLENARY
 Music Address: Lloyd John Ogilvie, "Let God Love You"



86-67CV



EVENING PLENARY
 Music Address: Anthony Evans



86-69CV



Debate: Rev. Jerry Falwell and Rabbi Joshua Haberman
 "The State of Israel in the Christian/Jewish Perspective"



86-70CV



FCC LUNCHEON
 Music Greetings: Dennis Patrick, FCC Commissioner
 Address: Patrick Buchanan, Dir. Communications, White House



86-71CV



FELLOWSHIP BREAKFAST
 Address: Rev. Jesse Jackson



86-72CV

EVENING PLENARY
 (appx. 4 tapes) \$15.00
 Invocation: Heather Scholl
 Sparrow 10th Anniversary Concert:
 Michael Card, Scott Wesley Brown,
 Steve Green, National Christian Choir



86-73C

BLACK BROADCASTERS CONCERT
 (appx. 2 tapes) \$10.00
 Moderator: B. Sam Hart, Chairman, Black Broadcasters
 Music: Jessy Dixon, & Jon Gibson, recording artists
 St. John's Church of God in Christ Gospel Choir



86-74CV

FIFTH NATIONAL PRAYER BREAKFAST IN HONOR OF ISRAEL
 (appx. 2 tapes) \$10.00
 Greetings: Jerry Falwell, Sen Al Gore, Jr., Sen Jesse Helms, Pat Robertson
 Address: Ambassador Jeane Kirkpatrick



86-68CV

INTERNATIONAL BANQUET
 Music Awards: June Hunt, Paul Finkenbinder & Jimmy Swaggart
 Address: Luis Palou



86-76C

MARKETING RESEARCH: ITS IMPACT ON BROADCAST EDUCATION
 Dr. Judith Saxton, Dr. David Clark, Billie Jean Gaughan

86-77C

STATION MANAGER PANEL: WHAT EMPLOYERS ARE LOOKING FOR
 Dave Kelton, Lee Nagelhout, Alan J. Carter

86-78C

MINISTRY TO THE FAMILY THROUGH RADIO/TV (HISPANIC)
 Dr. David D'Amico

86-79C

USE OF SCRIPTURE BY MEDIA
 Dr. Mardy Ollvas, Rev. Jose Silva H.

86-80C

EQUIPMENT FOR CHURCHES AND LOW POWER TELEVISION
 Mr. J.B. Salazar, Rev. Carlos Ortiz

86-81C

INTRODUCTION TO TELEVISION PRODUCTION

86-82C

HOW WOULD JESUS HAVE USED THE MEDIA?
 Rev. David Mains, Rev. Bill Butterworth, Dr. Paul Evans, Dr. Paul Van Gorder

86-83CV

CAPTURING A MASS AUDIENCE
 Michael Warren, John B. Heyman



86-84C

FUND-RAISING ALTERNATIVES FOR 1986

86-85C

"HOW TO GET BIG BILLING IN RELIGIOUS RADIO"
 Taff Harris, Charles Bogardus, Nevin Larson

86-86C

PROGRAM PRODUCERS - LET'S SHARE SOME IDEAS!
 David Hansen, Burton Katzeinik, Roger Stubbe

86-87C

HOW TO PUT TOGETHER A QUALITY BROADCAST

86-88C

WHAT IS A HANDMAIDEN ANYWAY?
 Joni Eareckson Tada, Karen Mains

86-89CV

WORKING WITH TODAY'S CHURCHES
 Dan Hickling



86-90C

EXPANDING YOUR FM BROADCAST VIA TRANSLATOR

*ALL SESSIONS AVAILABLE ON VIDEO TAPE MARKED WITH



ALL AUDIO & VIDEO TAPES

AUDIO CASSETTES - \$7.00 each • 1/2 VHS VIDEO OR BETA - \$39.95 each
 3/4 PROFESSIONAL - \$89.00 each
 CIRCLE DESIRED CODES

86-91C

CREATIVE APPROACHES TO RADIO MINISTRY
 Joe Battaglia, Jon Hull, Robert L. Powers

86-92C

PORNOGRAPHY WORKSHOP #1

86-93C

SURVIVING THE SHAKEOUT OF NON-PROFIT MINISTRIES/
 FUNDRAISING FOR SURVIVORS
 Gaylord Briley, Neil Hade

86-94CV

BROADCASTING BURNOUT - COPING WITH STRESS
 IN MEDIA MINISTRY
 Frank Minirth, Paul Meier, M.D.



86-95C

LOCAL VS. NETWORK PROGRAMMING
 Char Binkley, Johanna Fisher, Joh Maddex, Ray Turkington

86-96C

PROMOTIONS: DO IT, AND DO IT RIGHT
 Aria Boff, David Elmes, Rich Boff

86-97CV

SYNERGIZING WITH STRATEGIC SPECIALISTS
 Thomas McCabe, Ed Nettland, Robert Stratton



86-98C

SO YOU WANT TO GET INTO BROADCASTING
 Dr. B. Sam Hart, Tom Harvey Moffit

86-99C

BEYOND THE NEWS RELEASES: CONDUCTING THE NEWS EVENT
 James Jewell

86-100C

WHAT IS IN THE HEART OF THE HANDMAIDEN?
 Joni Eareckson Tada, Karen Mains

86-101CV

RECORD COMPANIES: THE UNTAPPED RESOURCES



86-102C

LEGAL QUESTIONS AND ANSWERS
 Mark Amerman, Joe Dunne, Jim Meyers

86-103C

BLACK EVANGELICAL PROGRAMS: A REAL NEED
 William Thompson, Ben Kinchlow

86-104C

SATELLITE TECHNOLOGY UPDATE
 Art Hill, Jim Stark, Tom Bartunek, Robert Johnson

86-105C

CABLE TV FOR BEGINNERS
 Jim Stone, Robert Oakley, Wes Wolcott

86-106C

PORNOGRAPHY WORKSHOP # 2
 Don Wildman, Billy Melvin

86-107C

SO YOU ARE THINKING OF GOING INTO INT'L BROADCASTING
 WHAT NOW?
 David Briggs, Mike Middleton, David Lawrence

86-108C

ESTABLISHMENT AND MANAGEMENT OF MINISTRY STATIONS
 Rev. Adib Eden, David Greco

86-109C

FUNDRAISING FOR RADIO/TV MINISTRIES
 Jose Rivera, Jose Gonzales

86-110C

PRODUCING BETTER PROGRAMS FOR CHILDREN
 Joe Register, Rita Mellado

86-111C

MUSIC: A MINISTRY AND A RESOURCE
 Paulino Bernal, Rev. Frank Gonzalez

86-112C

FILM FINANCING
 Lane Anderson, Dr. A. Kenneth, Ted Baehr, Dave Oseland, Dr. Al Melsker

86-113C

SALES TECHNIQUES FOR BROADCASTING
 Thomas Smith, Tim Russell

86-114C

CABLE TV MANAGEMENT
 Lou Schlerback, Farel Blankenship, Wes Wolcott, Ed Temple

86-115C

VIDEO TEACHING TAPES CHALLENGES BROADCASTS
 George Vandeman, Dick Thomas

86-116CV

CHRISTIAN NEWS/MAGAZINE TELEVISION PROGRAMS
 Jim Whelan, Forrest Boyd



86-117C

SELECTING AND COMMUNICATING WITH BROADCAST ENGINEERS
 Carl E. Smith, Tom Monahan

86-118C

BROADCAST ENGINEERING/MANAGEMENT
 Robert L. Oakley, Eric Thurman

86-119C

CHILDREN'S TV: IS THERE A FUTURE?
 Gene Donaldson, Sam Bowman

86-120C

HOW TO SOLVE CRITICAL PROBLEMS
 Arnold Bracy, Tom Hesse, Robert Neff

86-121C

IS DUPLICATION AFFECTING YOUR RATINGS & RESPONSE?
 Bruce Ericson, Norm Olsen, Richard Boff

86-122C

MUSIC - A SOURCE OF MINISTRY (DETERMINING YOUR AUDIENCE)
 Rev. Clay Evans

86-123CV

WHAT IS IN THE HOME OF THE HANDMAIDEN?
 Joni Eareckson Tada



86-124C

RECORD COMPANIES: THE UNTAPPED RESOURCE
 Stan Moser, Tommy Coomes, Chuck Framm

86-125C

TELEVISION IN 1996
 Thomas Dunkerton, Dr. Paul Virts

86-126C

PUBLIC RELATIONS SERVICING THE ELECTRONIC MEDIA
 Jonathan Peterson

86-127C

WHAT PROGRAM PRODUCERS & INTERNATIONAL STATIONS NEED
 FROM EACH OTHER
 Robert S. Feller, Peter Nanfelt, Jeff Towers, Alvin D. Byrne

86-128C

FORMATS & FEATURES: TRENDS IN BROADCASTING
 Jon Campbell, Dr. Anthony Evans, Dr. John C. Willke, Robert Neff

86-129C

NEW TECHNOLOGY
 Howard L. Smith, Jerry O. Horstmann, Paul Cole

86-130C

SYNDICATED TELEVISION
 Steve Newton

86-131C

EFFICIENT TAPE DUPLICATION AND DISTRIBUTION
 Al Sanders, Mike Trout, John Matarazzo, Sandy Richman

86-132C

COMPUTER/DATA MANAGEMENT
 Jim Beik, Mike Conners

86-133C

POST PRODUCTION
 Shirley Danko, Jay Rich

86-134C

MANAGING A NON-COMMERCIAL STATION
 Edna Edwards, Jim Campbell

86-75C

TEACHING NEW TECHNOLOGIES
 Ron Wright, Dick Becvar

AVAILABLE TO TAKE HOME

TURN OVER FOR MORE PROGRAMS

86-135C

"HOW TO SAVE MONEY ON MUSIC LICENSING"
David Leibowitz, Stu Epperson, Tom Moffit, Ken Carter

86-136C

JOINT VENTURES IN PURCHASING BROADCAST FACILITIES
Amir Khan

86-137C

STAFFING THE CHRISTIAN PUBLIC RELATIONS OFFICE
Leon Ferraz

86-138CV

WHY ARE THE HANDS OF THE HANDMAIDEN CALLOUSED?
Joni Eareckson, Karen Mains

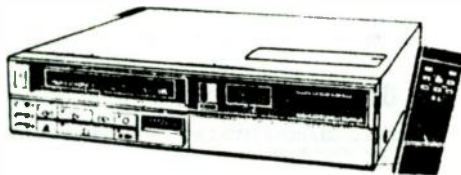
86-139C

RECORD COMPANIES: THE UNTAPPED RESOURCE
Ron Michaels

AUXILIARY EVENTS

- 86-140C NATIONAL FEDERATION FOR DECENCY MEETING
- 86-141C AMERICAN BIBLE SOCIETY PRESS CONFERENCE
- 86-142C NATIONAL FEDERATION FOR DECENCY MEETING
Don Wildman
- 86-143C NATIONAL FEDERATION FOR DECENCY
PRESS CONFERENCE
- 86-144C AMERICAN AGAINST ABORTION NEWS
CONFERENCE
- JERRY FALWELL PRESS CONFERENCE 86-145C
- 86-146C PRESS CONFERENCE
"BLACK SOUTH AFRICA"
Bishop Issac Mokoena

ADD \$5 EACH FOR A 12 CASSETTE VINYL HOLDER



Sharp VHS Video Recorder
Full Function Remote Control
Up to 8 Hours Recording Time
List Tapes Desired

**Only
\$398.00**

Panasonic
Cassette
Player



**Only
\$75.00**

SPECIAL!

Add C or V after Tape Number To Indicate Cassette or Video

Personal Checks, Charge &
C.O.D. Accepted
Add \$10.00 for C.O.D.

Entire Conference Special!
Approximately 85 Sessions
Packaged in
Handsome Vinyl Holders
ONLY \$398.00

National Religious Broadcasters
CN 1926, Morristown, New Jersey 07960
NATIONAL RELIGIOUS HOTLINE 201-428-5400

AMERICAN EXPRESS VISA

Name _____
Address _____
City _____ State _____ Zip _____
Charge Card # _____ VISA M.C. AMEX
Exp. Date _____
Signature _____

Please add \$2 per session for postage and handling. Outside of U.S.A. add \$4 per session. For Canadian currency increase prices 30%. Allow 2 weeks for delivery. (Maximum \$15.00 postage)
C900386

prised at the way people care about what happens to me. If I have a cold, you may be sure that a dozen cold remedies come in. If one morning I am not as "bouncy" and bright in spirit as people have come to expect, many will write and ask what in the world is the matter ... am I sick or something? This concern on the part of God's dear people never fails to touch my heart, and to make me pray all the more earnestly that I may be a blessing to them.

Q. Do you enjoy producing the program?

Yes, indeed! I look forward to the time I spend before the microphone, opening the Word of God. The reason for this feeling on my part is that God's Word never fails to convict, instruct and inspire me while I am ministering to others. Also, it

spiritual children ... you led me to Christ!" An alcoholic wrote to say that he had been delivered from alcoholism, and his marriage saved from breakup, by trusting Christ as a result of the broadcast. As well, people in deep sorrow or trial seem to get comfort and encouragement through the broadcast. It is a deep satisfaction to have someone tell you, "*The King's Hour* kept me from breaking when I was going through a terrible trial."

Q. What steps do you go through in producing a program?

- Begin with prayer
- Lay out the passage of Scripture on which I will be commenting
- Develop one main thought
- Find some illustration with which the average listener can identify



is an awesome responsibility to be speaking with thousands, many of whom have heavy burdens and problems which only God can help to lift and solve. I pray constantly that what I say may be used by the Holy Spirit to meet some special needs on the part of my listeners.

The real reward for any Christian broadcaster, and certainly for me, is to be found in the lives that are changed. We are constantly receiving letters from listeners who say, in effect, "My life has been transformed since I found Christ through *The King's Hour*." A man came up to me recently after a service where I had been the speaker and said, "I am one of your

- Determine how I will apply the truth to everyday living
- Pray again
- Turn on the tape recorder

Q. Where is the program recorded?

In my home. We have a house which contains a one-room apartment on the ground level, with area large enough to provide office space and room for recording equipment and the computer.

Q. How has the program changed over the years?

Very little, in my opinion. This dependability of approach is one of the secrets of the loyalty of our audience. I can be sure to get numbers of letters—even

"The real reward for any Christian broadcaster, and certainly for me, is to be found in the lives that are changed."

telephone calls—if one morning I omit the greeting, "How in the world are you?" or the equally familiar sign-off advice, "Walk with the King today, and be a blessing!" The body of the program has stayed the same: verse-by-verse exposition, with illustrations from the Bible and from daily life, and with a practical application of the truth. I call it "putting a handle on God's Word, so you can get hold of it for yourself."

Q. Is *The King's Hour* syndicated?

Yes, in the sense that we produce one program which is then aired by over 60 stations, plus the weekly half-hour programs carried by over 30 stations.

Q. What percentage of your total ministry does the program comprise?

Time-wise, it accounts for two or three hours a day, plus the many letters that I write to answer questions and problems.

Q. Why do you continue producing this radio program and how long do you think you'll keep on doing it?

First, it seems to meet a need on the part of many listeners. Second, it continues to raise up new friends for *The King's College*. And third, it provides a continuing challenge to me, to keep "fresh" in the Word of God.

How long will I keep on? Probably as long as I have strength and opportunity to do so. This ministry is part of my life, and is a daily source of joy and fulfillment. The fact that I am president of National Religious Broadcasters gives additional status to *The King's Hour* and has drawn a number of new listeners.

The above interview appeared in the Fall 1985 issue of *King's Life*, published by *The King's College* in Briarcliff Manor, New York. It is reprinted by permission of *King's Life*.

SETTING FORMAT PERIMETERS

by Bob Augsburg

Music programming can offer variety
but extreme care should be taken in
determining its broadness

H

AVE you ever driven down the road and listened to a secular radio station playing Bruce Springsteen, then Mantovani followed by Conway Twitty? That probably has never happened, but have you ever tuned into a Christian station only to hear Amy Grant's latest, followed by the Cathedral Quartet with a segue right into Paul Mickelson at the console organ? Unfortunately, though the example is a little extreme, it is far more likely to have occurred.

Often a station manager/owner will adopt such broad format perimeters in trying to apply I Corinthians 9:22 (I have become all things to all people that I might win some). Applying that verse to an AOR (All Over the Road) Christian format does about as much justice to the Scripture as a Honda dealer would by saying that all Christians should drive his model because Acts 2:46 says believers should all be in "one accord."

This is not to say that our formats can't offer our listeners a pleasant variety, but extreme care should be taken to determine how wide that variety is.

One of the major factors in determining

how wide your format perimeters can be is your market characteristics. For example, if you are the only Christian signal in your area, you can be somewhat broader than Jacksonville, Florida, where there are no fewer than six religious stations. Even if you are the only Christian station, music style perimeters must still be set.

Although the categorization of music styles can number from 15 to 20, the majority of today's Christian music falls into one of nine music styles: traditional MOR, adult contemporary, rock, modern country gospel, black gospel, contemporary MOR, contemporary pop, southern gospel, and traditional sacred.

Of course, at times songs musically can fall somewhere in the middle of two given styles. But for the most part, a trained ear with "sound" judgment can easily place a selection into a particular category.

The following is how we would define these styles with specific songs:

Traditional MOR

I've Just Seen Jesus by Sandi Patti & Larnelle Harris
Fully Alive by the Bill Gaither Trio

Contemporary MOR

Watching for You by Roby Duke
Warrior Is A Child by Twila Paris

Adult Contemporary

Silent Love by Russ Taff
Jerusalem by White Heart

Contemporary Pop

In the Promised Land by The Imperials
Shopping List by Larry Bryant

Rock

Wise Up by Amy Grant
Beat the System by Petra

Southern Gospel

Jericho by The Florida Boys
The Spirit Will Come Down by The Speers

Modern Country Gospel

Family Band by Rusty Goodman
Good Ole Boys by the Dixie Melody Boys

Traditional Sacred

Selections by Bev Shea, Truitt Ford & Norma Zimmer

Black Gospel

Most selections by the Winans, Sandra Crouch, Richard Smallwood Singers. Within Black Gospel itself there are three to five categories.

Station managers should adopt format perimeters that contain no more than three musical styles

A station can obviously feature more than one musical style, but a consistent format should rarely contain more than three. For example, a format in a market where country music is extremely popular could feature a rotation of southern gospel, modern country gospel and even some traditional MOR, but should not try mixing in adult contemporary or contemporary pop. On the other hand, a station featuring adult contemporary and contemporary pop or (CHR) should not mix in southern gospel or traditional sacred. The reasons for this are obvious, as a predominately country gospel audience will gnash their teeth if you follow The Singing Americans with Sheila Walsh, and vice-versa.

Stations that serve communities where no other Christian radio signal exists can be somewhat broader than a medium in

major markets where three to five stations may exist. Even in these cases, sensitive song transition should be a part of the control factors.

There are some stations that deviate drastically from morning to afternoon in their format mix. This is a philosophy we do not recommend; however, some slight daypart variance can be successfully implemented, depending on various factors. Weekend programming leaves more room for specialization.

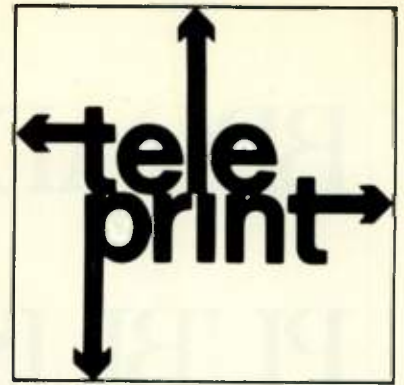
It is certainly noble to attempt reaching the largest audience possible with the message of Christ. However, if we're not careful, our "cafeteria-style format" could turn the masses to "lean cuisine."

Bob Augsburg is president of Programming Plus, a company in Fort Myers, Florida, that consults and programs Christian stations across America.

Best-Selling Christian Recordings

- | | |
|------|---|
| (1) | 1. Unguarded, by Amy Grant (Myrrh/Word) |
| (2) | 2. Hymns Just for You, by Sandi Patti (Helvering Productions/Benson) |
| (5) | 3. Straight Ahead, by Amy Grant (Myrrh/Word) |
| (3) | 4. Age to Age, by Amy Grant (Myrrh/Word) |
| (8) | 5. Songs From the Heart, by Sandi Patti (Impact/Benson) |
| (7) | 6. Beat the System, by Petra (StarSong/Word) |
| (4) | 7. Medals, by Russ Taff (Myrrh/Word) |
| (12) | 8. More Than Wonderful, by Sandi Patti (Impact/Benson) |
| | 9. Love Around the World, by Leon Patillo (Myrrh/Word) |
| (6) | 10. Black and White in a Grey World, by Leslie Phillips (Myrrh L.A./Word) |
| (9) | 11. The Michael W. Smith Project, by Michael W. Smith (Reunion/Word) |
| (16) | 12. He Holds the Keys, by Steve Green (Sparrow Records) |
| (10) | 13. Soldiers Under Command, by Stryper (Enigma/Lexicon) |
| (14) | 14. Michael W. Smith Vol. 2, by Michael W. Smith (Reunion/Word) |
| (15) | 15. Commander Sozo & the Charge of the Light Brigade, by DeGarmo and Key (Power Discs/Benson) |
| | 16. Jump to Conclusions, by Farrell and Farrell (StarSong/Word) |
| (18) | 17. Seven, by David Meece (Myrrh/Word) |
| | 18. Change the World, by Dallas Holm (DaySpring/Word) |
| (11) | 19. Let the Wind Blow, by The Imperials (DaySpring/Word) |
| (17) | 20. The Kids' Praise Album V, by Maranatha (Maranatha/Word) |

(parentheses indicate last month's position)
Used by permission of Christian Booksellers Association, February *Bookstore Journal*



OUR NAME MAY BE NEW TO YOU. . .

*But we're
certainly not new
to broadcasting!*

For over 20 years Teleprint has provided professional audio and video services to America's leading advertising agencies.

Our service goes beyond just duplication of tapes; **Distribution is where we really earned our reputation!**

Now **your** organization can benefit from our proven expertise and dedication to quality and accuracy at economical rates.

Find out more by calling our customer representatives, Art or Darryl.

Teleprint of Los Angeles, Inc.
3779 Cahuenga Blvd. West
Studio City, CA 91604
(818) 760-3191
CALL COLLECT

BROADCASTERS & PUBLISHERS

Working Together

By Debra K. Klingsporn

YOU HANG up the phone and look nervously at your watch. Only three hours to air time. The guest you had scheduled for today's live interview just cancelled and the program goes on the air in three hours—three hours to pull a rabbit out of the hat.

Sound familiar? Probably all too familiar. Last minute changes and daily crises become a way of life for those who have felt called to this crazy business of religious broadcasting. Whether you are the producer, host, station manager or technician, you have to think on your feet and adapt quickly to the unexpected. When you get caught in the crunch, where do you go to find that proverbial rabbit?

I've got a few suggestions to put in your hat; but before we turn to those suggestions, first consider what we have in common. Christian publishers share the same business and ministry goals that you as a broadcaster are committed to: we are about the task of impacting society through communications with the reality of the Christian Gospel. We share the same goal.

We are both in the business of communicating. But as a broadcaster you have a unique advantage that simply can't be duplicated.

You have direct, immediate access to the individual consumer. Through your listening and viewing audiences, you can reach a broad or targeted market segment effectively. And more importantly, due to the personal nature of the broadcast media (the fact that you come into those consumers' homes, cars or through the ear-phones of a Walkman), you can mobilize your audience to action. If you've done your job well, your audience relies on the programming you provide for inspiration and information. If you recommend a product or feature an author, you create invaluable exposure to a receptive, responsive audience—exposure that a publisher simply can't duplicate. By the nature of the broadcast business, you provide a service to the Christian publishing industry and enable us to realize our goals. But what service do we provide for you? How can we work with you to further your goals? That's where we need to go back to the daily realities of pressing deadlines and the voracious appetite of broadcast programming.

Developing Resources

If you've been involved with any aspect of producing or hosting a daily or weekly program, I don't need to tell you how quickly a regular program devours material and ideas. Those deadlines keep you searching for resources around which you can build an interesting, informative and, yes, entertaining program. And when it comes to resources, a publisher can be your best ally. But with all the products currently available and hundreds of books being released every day, how do you go about sifting through the wealth of material? To develop those resources into "do-able" programming, where do you begin?

It's very simple. Call a publicist. Any publicist for a Christian publishing company is there to be your resource guide. She's there to listen to your programming needs and suggest program possibilities. The publicist can tell you who can deliver an interview with humor, who can deal effectively with difficult or sensitive issues,

who has the credentials to speak with authority on a given topic and, most importantly, who is *available* during the time slot you have open. Undoubtedly, you have dealt with publicists and have had both good and bad experiences. However, your persistence can pay off in quality pro-

na was in contact with the Word publicity team regularly while developing her own interview program. As a result of that relationship, she willingly took our recommendation on a number of occasions and booked several first-time authors on her program. For example, she did an ex-

raising drives. Due to the quantity of books usually required in a fundraising effort, a publisher frequently can offer affordable discounts. If you are unsure of how to go about selecting titles that would work for your fundraising programs, start with your publicist. She can give you guidance on upcoming titles, as well as backlist titles with significant sales movement and content appropriate to your programming slant.

3. Telephone interviews. Most authors welcome the opportunity to schedule live or taped "phoners." And live remote is becoming a much more viable alternative for most television stations.

4. Effective use of audiocassettes and/or video. Another resource to use as an effective "back-up" when you need to "pull the rabbit out of the hat" is the increasing availability of audiocassettes and video featuring key Christian communicators. Offering short excerpts on your program can be very entertaining for your audience, while bridging a programming gap due to an unexpected change in scheduling.

5. Working cooperatively with a bookstore in your area. You can generate heightened interest in a particular program by combining efforts with a local store for a major promotion. On a recent publicity tour for Dr. Robert Schuller, who was promoting *The Be-Happy Attitudes*, we frequently had media in attendance at major autographing sessions which drew 500 to 1,000 people. The media and the local bookstore benefited from the exposure.

Hopefully, you've been reading this article during a relatively quiet moment—or at least in a break from the hectic schedule. So, go ahead. Take advantage of the time. Pick up the phone and call a publicist to explore a few ideas. She's there to be your resource.

A publicist will tell you who can deliver an interview with humor, who can address sensitive issues and who is available during the time slot you have open

gramming for your viewing or listening audience.

Before offering you several specific suggestions on the most effective ways to work with publishers, let me first offer a few tips on "how to get the most out of your publicist." First, develop a list of key publicists who have been particularly helpful or seem to understand your programming needs, and work with them on a regular basis.

Some Examples

There are several stations that have worked with Word regularly over the last few years; our publicists are aware of the kinds of programs best suited to their audiences and "screen" material for their programming needs. For example, Char Binkley at WBCL in Ft. Wayne, Indiana, developed a regular phone relationship with the publicist at Word while she was an associate producer at the station. Knowing that Ft. Wayne was off the beaten path of most author tours, she expressed a great deal of flexibility in working with author travel schedules and made excellent use of telephone interviews. Our authors began telling us how well their interviews went on that station, and the feedback was consistently positive. Needless to say, we do everything possible to assist her in the station's programming needs.

Anna Kendall, formerly at KPBC in Dallas, is another example of a host innovative in working with publishers. An-

cellent segment on suicide with Dr. Bill Blackburn, author of *What You Should Know About Suicide*; on another occasion her program dealt with a decidedly more upbeat subject when she interviewed Andrea Wells Miller, author of *Bodycare: A Proven Program for Successful Diet, Fitness and Health*. As first-time authors, Blackburn and Miller enjoyed valuable exposure in the Dallas area. When the publicity tours of highly visible or well-established authors brought them to the Dallas area, Anna was usually one of the first media contacts we made.

Building a Program

Once you've begun calling a few key publicists and developed an ongoing, working relationship with them, how can you work effectively with publishers to meet your programming needs? Here are a few guidelines:

1. Taking advantage of authors who live within a 100-mile radius of your station. Do you realize that you probably have interview material in your own area that could easily provide you with accessible program resources? Often we've found that Christian broadcasters don't realize how many authors live in close proximity to their stations. Checking into who is available is as simple as a phone call.

2. Assistance in your fundraising efforts. Books are one of the most effective premiums in direct mail and on-air fund-



Debra Klingsporn is executive director of marketing for the publishing division of Word, Inc. in Waco, Texas.

BOOK REVIEWS

Roots of Resistance

by William D. Watley. Judson Press. 158 pages

Culminating 14 years of intensive research into the life and work of Martin Luther King, Jr., *Roots of Resistance* explores this famous civil rights leader's lifelong search for answers to the question, "How can people live and work in a world where the use of physical force often seems unavoidable in overcoming injustice?"

Two themes stand out in *Roots of Resistance*. One is Watley's deep understanding of King's roots in the black church, where his theological beliefs were first shaped. The other is his careful investigation of King's belief in and practice of nonviolence. Watley traces each step in the evolution of King's nonviolent ethic—how Gandhi's writings and the evangelical liberalism of seminary professors influenced King's thinking, refining of the ethic through successful and unsuccessful civil rights protests, expansion of King's strategy to include economic injustice, and his controversial involvement in the Vietnam War peace movement.

King's most famous speech was "I Have a Dream," and Watley points out that King was constantly searching for ways to set that dream into action. As the foreword states, "The issue was always how to relate the dream and the tactics."

Watley is a skillful writer. He displays an intimate knowledge of his subject and provides a readable, scholarly evaluation of the nonviolent ethic accented by personal incidents that portray Martin Luther King, Jr. as a sincere and humane person as well as a dynamic leader. *Roots of Resistance* is destined to become a classic work for students of the civil rights movement and others who ask: what do King's ethics and methods mean for socially sensitive persons, such as Christians, trying to resist violence, inequality and injustice today?

The Books You Read

by Charles E. "T." Jones. Executive Books. 279 pages

Charlie "Tremendous" Jones espouses the idea that five years from now you will be the same as you are today except for two things—the people you meet and the books you read.

The Books You Read, a guide for Christians in their selection of books, features one-page introductions to the favorite books of Christian leaders. It is the third in *The Books You Read* series; previous editions have been addressed to business and professional people. In this devotional edition, books are introduced by, among others, Ken Taylor, author of *The Living Bible*, Jack Wyrzten, James Dobson, Jerry Falwell, Tim LaHaye and D. James Kennedy, who writes the foreword. There are pages of thoughts about classics, bestsellers and unheard-of Christian books.

Jones is an internationally-known author, motivator, humorist and master of salesmanship. He founded Life Management Services, a seminar and consulting firm, and is a strong proponent of reading. "Don't read to memorize, read to realize," he says. "Don't read to learn, read to sometimes unlearn. Don't read a lot, read just enough to keep yourself curious and hungry, to keep getting younger as you grow older."

The devotional edition of *The Books You Read* is a valuable resource for broadcasters and can serve well as a reference for broadcasters in search of interview and program ideas. As Kennedy states in his foreword, "If this book serves to stimulate a greater interest in reading on the part of Christians, it will no doubt serve a very knowledgeable and useful purpose in the Kingdom of God."

Today With the King

by Robert A. Cook. Scripture Press/Victor Books. 407 pages

This daily devotional is the tenth book by NRB president Robert Cook. Cook admits his hesitation in writing a book of daily meditations; Christians today have an abundance of such books available to them. But his natural ability to communicate biblical truths

concisely lends itself well to short, daily entries. Listeners of *The King's Hour* radio program know that Cook is a cheerful communicator, and his informal, comfortable speaking style translates well into print.

Says Cook: "Every believer has two needs in relation to the Word of God. First, he needs to discover what the Bible says, and second, he needs to answer the question: what is the Bible saying to me?" *Today With the King* responds to both of these needs. These daily meditations, taken from both the Old and New Testaments, will guide the reader through the year into an understanding of God's Word, and toward a prayerful acceptance of God's will. Meditations include selections from the following: the life of Christ, the Ten Commandments, Joshua, Judges, Ruth, I and II Samuel, selected Bible characters, I and II Corinthians, Ephesians, Philippians, I and II Thessalonians, I Timothy, Hebrews and the fruit of the Spirit.

Cook wrote this devotional guide believing time spent alone with God is one of the most important elements in the Christian's relationship with God. His close friend, Billy Graham, states in the foreword, "Nothing is so vital for the Christian's spiritual health as a daily walk with God through His Word, the Bible."

Best-Selling Christian Books

Hardcover

- (2) 1. *Growing Strong in the Seasons of Life*, by Charles Swindoll (Multnomah Press)
- (1) 2. *Come Before Winter*, by Charles Swindoll (Multnomah Press)
- (3) 3. *Living on the Ragged Edge*, by Charles Swindoll (Word)
- (4) 4. *The Be-Happy Attitudes*, by Robert Schuller (Word)
- (5) 5. *The Road Unseen*, by Peter and Barbara Jenkins (Thomas Nelson)
- (6) 6. *Answers to 200 of Life's Most Probing Questions*, by Pat Robertson (Thomas Nelson)
- (9) 7. *Loving God*, by Charles Colson (Zondervan)
- (7) 8. *Love Must Be Tough*, by James Dobson (Word)
- (8) 9. *Plain Bread*, by Ben Kinchlow (Word)
- (10) 10. *Rekindled*, by Pat and Jill Williams (Revell)

Paperback

- (1) 1. *Seduction of Christianity*, by Dave Hunt (Harvest House)
- (2) 2. *Set the Trumpet to Thy Mouth*, by David Wilkerson (World Challenge)
- (4) 3. *When Comes the Spring*, by Janette Oke (Bethany House)
- (3) 4. *Ordering Your Private World*, by Gordon MacDonald (Thomas Nelson)
- (6) 5. *Let's Make a Memory*, by Shirley Dobson and Gloria Gaither (Word)
- (7) 6. *Who Speaks for God?*, by Charles Colson (Good News/Crossway Books)
- 7. *The Pursuit of Holiness*, by Jerry Bridges (NavPress)
- (10) 8. *Love Life for Every Married Couple*, by Ed Wheat (Zondervan)
- 9. *Hind's Feet on High Places*, by Hannah Hurnard (Tyndale House)
- 10. *Julie*, by Catherine Marshall (McGraw-Hill/Revell)

(parentheses indicate last month's position)

Used by permission of Christian Booksellers Association, February *Bookstore Journal*

DISCOUNT VIDEO WAREHOUSE

TERMS:
Payment — In Advance
or COD Cashiers
Shipping:
FOB Mount Prospect, IL

Quantities Limited
All Prices Subject
to Change
All Sales Final

Discount Video Warehouse is a wholly owned subsidiary of Roscor Corporation

AUDIO

SONY ECM-150
Lavalier Mic \$59
SONY ECM-55
Lavalier Mic \$173
Electrovoice 635A
Handheld Mic \$75
Sennheiser
ME-80/K-30 Shotgun
Mic with Power
Supply \$297

JVC MK-50U Shotgun
Mic \$205
Shure FP-31 3 Input
Portable Mixer . . . \$599
Shure M-267 4 Input
Mic Mixer with
Limiter \$329
Shure FP-32 Stereo
Version of FP-31 \$869
Shure FP-42 Stereo
Version of M-267 \$499

SONY

VP-5000 ¾" Player \$1359
VO-5600 ¾" Player/Recorder \$1765
VO-5800 ¾" Recorder/Feeder \$3635
VO-5850 ¾" Edit Recorder \$5739
VO-5850 PAC Edit System includes VO-5850, VO-5800, RM-440 Controller and Cables \$10,249
VO-6800 ¾" Portable Recorder \$2850
RM-440 Edit Controller \$1350
CVM-1271 12" Color Monitor/Receiver \$540
PVM-1910 19" Color Monitor \$599

VPH 722/1020Q1 Video Projector \$4260
PVM-1271Q 12" Multi-Standard/RGB/IBM-PC Compatible Monitor \$656

DXC-M3AK 3 Tube Color Camera with 15X Lens
VO-6800 ¾" Portable Recorder
CMA-8 AC Adapter
BC-1WA Battery Charger
(4) NP-1 Battery
Portabrace C-6800 Recorder Case
Special System Price including 10 Free 3M UCA-20S Video cassettes . . . \$10,795

DVW'S ONGOING TAPE SALE

Sony ¾" K-Series
KCS-10K \$9.95
KCS-20K 11.00
KCA-30K 14.25
KCA-60K 17.50
Sony ¾" BRK Series
KCS-10BRK 11.06
KCS-20BRK 12.49
KCA-30BRK 15.01
KCA-60BRK 19.40
Sony Beta
Dynamicon
L-250 3.34
L-500 4.23
L-750 4.82
3M Beta Color Plus
L-250 5.12
L-500 5.92
L-750 7.48

3M VHS Color Plus
T-30 5.16
T-60 5.61
T-120 6.63

3M ¾" ColorPlus Broadcast
UCA-10 10.50
UCA-10S 9.95
UCA-20 11.65
UCA-20S 11.00
UCA-30 14.25
UCA-60 17.50
MBU-5S 11.30
MBU-18S 12.55
MBU-30 15.70
MBU-45 18.95

DVW has always offered the finest quality tape in the industry — Sony & 3M — as well as the most competitive prices in the country. Now, with our expanded inventory we offer 24 hour shipment on all tape orders and . . .
IF WE MAKE YOU WAIT, WE PAY THE FREIGHT.

MARCH FEATURE nova

NEW FROM NOVA

501 3.58 MHz Subcarrier Feedback Time Base Corrector
Unbelievable Low Price \$3995

511 3.58 MHz or Standalone Time Base Corrector with Comb Filter
Special Low Price \$4350

Both Feature

- Large Correction Window — 32 Lines
- Transparent Picture Performance — 8 bits, 4 times subcarrier sampling, 58d/b S/N
- Optional Remote Control
- Still Mode Editing — processes signal in pause
- Small, Compact, Energy Efficient — 1¾" high, 11 lbs. 50 watts (501), 60 watts (510)
- Dynamic Tracking Option

620 Full Frame Time Base Corrector

- Freeze Frame
- DOC
- 50 Times Forward and Reverse Shuttle
- Comb Filter
- Dynamic Tracking Option
- Color Bar Output
- Optional Remote Control

Special DVW Price \$4775

QUANTA

Microgen 100B Character Generator

- 50 Page Random Access Memory with Battery Back-up
- Automatic Page Sequencing
- Roll and Crawl at Nine Speeds plus Pause and Auto Repeat Functions
- Two Character Widths: 24 Characters/Row — 32 Characters/Row
- Flash
- Full Range of Edit Functions
- 256 Color Palette
- RS-232 Data I/O Port Option
- Character Edging
- Complete System Flexibility — Upstream or Downstream
- 2nd Channel Option

Call for DVW's **Unbelievable Low Price**

WAVEFORM/VECTORSCOPE

Tektronix 1710B Waveform/Burst Phase Monitor \$1635
Tektronix 528A Waveform Monitor \$1890
Hitachi V-099 Waveform Monitor \$975
Hitachi V-089 Vectorscope . . . \$1299
Tektronix 1420 Vectorscope . . . \$2299

Tektronix 1740 Waveform/Vectorscope Combination . . \$3299
Tektronix 1750 Vectorscope Combination with SCH Measurement . . . \$5199
New Videotek
TSM-60 Waveform Monitor \$1659
Videotek VSM-5A Vectorscope . . . \$1899

Novel

T1-90 TUBE KIT
2 Tota Lights, 16' Cables (Less Lamps), 1 Tota-brella, 1 Tota-frame, 1 Assorted Gels, 2 Omni Stands, 1 Tota-Lampak 1 Tube Case

T1-92M TRANS-KIT
3 Tota-Lights, 16' Cables (Less Lamp), 3 Tota-brellas, 3 Omni Stands, 1 Tota Lampak, 1 Tota/Omni Mo'ded Case

T0-95 AMBI KIT
2 Tota-lights, 16' Cables (Less Lamps), 2 Cmni-lights, 16' Cables, #1 Reflectors (Less Lamps), 2 Omni Barndoors, 2 Full Scrim, 1 Half Scrim, 2 Tota-Brellas, 4 Tota-frames, 2 Assorted Gels, 2 Tota-flags, 1 Tota-reflector, 4 Flexi-shafts, 1 Tota-tach, 4 Omni-Stands, 1 Tota-mount, 2 Tota-clamps, 1 12 yd. Gaffers Tape, 2 Total/Omni Lampak, 2 Tota/Omni Lampak

O1-92 ACTION KIT
3 Omni Lights, 16' Cables, #1 Reflectors (Less Lamps), 3 Omni Barndoors, 3 Omni Stands, 1 Omni Lampak, 1 Total/Omni Case

D2-96 DP REMOTE KIT
3 CP Lights, #1 Reflectors (Less Lamps), 1 #3 Superspot Reflector, 3 DP Barndoors, 1 Diffused Glass, 1 Full Scrim, 1 Graduated Scrim, 1 DP Brella, 3 DP Frames, 1 Mixed Ge s, 1 Day Blue Ge s, 4 KS Stands, 1 Large Space Clamp, 1 DP Lampak, 1 Molded Multi-Case

O1-93 OMNI 3 KIT
3 Omni Lights, 16' Cables, #1 Reflectors (Less Lamps), 3 Omni Barndoors, 2 Full Scrim, 1 Half Scrim, 1 Tota-brella, 3 Tota-frames, 2 Assorted Gels, 3 Omni Stands, 1 Tota-mount, 1 Tota Clamp, 1 12 yd. Gaffer Tape, 1 Omni Lampak, 1 Tota/Omni Mclded Case

ALL LOWEL KITS SPECIALLY DISCOUNT PRICED. BUY ANY KIT IN MARCH AND RECEIVE THE ACCOMPANYING LAMPS AT 40% OFF LIST PRICE

QuickSet

System I — 10 lb. Capacity Mini Fluid Head, Husky Tripod and Dolly \$379

System II — 30 lb. Capacity Jr. Fluid Head, Samson Tripod with Elevator and Dolly \$809

System III — 40 lb. Capacity Hydro Fluid Head, Samson Tripod with Elevator and Dolly \$999

System 2000 — 40 lb. Capacity Hydro Fluid Head, 2000 Tripod and Dolly \$1099

QMTM-1 Tripod/Fluid Head Combination

- Fluid Head with 20 lb. Capacity
- Quick Release Camera Mounting Plate with Multi Holes
- Dual Handles
- Leg Braces (struts)
- Crutch Leg Tripod
- Matte Black

SPECIAL INTRODUCTORY PRICE! \$329

JVC

BR-6200U Portable VHS Recorder \$899

KM-2000U Special Effects Generator \$3699

KM-1200U Special Effects Generator \$1495

BR-6400U/BR-8600U/RM-86U VHS Edit System \$4450

TM-22U 5" Portable Color Monitor . . . \$319

BY-110/BR-1600 One Piece Camera/Recorder Package Lightweight Portable System Combines BY-110UP 3 Tube Color Camera and BR-1600 VHS Recorder with KA-130 VTR Adapter. Includes Battery and Charger \$4250

GXS-700U Single Tube Camera with GenLock \$1409

Panasonic

PROFESSIONAL INDUSTRIAL VIDEO SYSTEMS

AG-2200 VHS Player/Recorder with Tuner/Timer . . . \$605

AG-6200 VHS Player/Recorder with Bi-Directional Dial Search \$1220

AG-6300 VHS Player/Recorder with Bi-Directional Dial Search and External Sync. \$1320

BT-S1300N 13" Studio Color Monitor with Pulse/Cross, Underscan and Blue Gun \$448

CT-110MA 10" Color Monitor \$342

CT-1330M 13" Color Monitor \$356

CT-2600M 26" Color Monitor — 500 Lines Resolution \$809

VHS Edit System I Includes:
NV-8500 Edit Recorder
AG-6300 Player/Recorder
NV-A500 Edit Controller \$4720

VHS Edit System II includes:
(2) **NV-8500** Edit Recorder
NV-A500 Edit Controller \$5675

VW-V3/L Three Newicon Tube Camera 550 Lines Resolution, 54db S/N, 35 Lux Minimum Illumination with 10X Lens, Battery Charger, 1.5" V.F., Mic & Case. Call for **Special Introductory Price** . . Under \$3500

P.O. Box 36
Mount Prospect, IL 60056

PHONE TOLL FREE
1-800-323-8148

NOW IN ALASKA & HAWAII 1-800-448-0354

In Illinois Phone
(312) 299-5258
(Circle 198 on the Reader Service Card)

THEIR *Finest* HOURS

Excellent nationally produced religious radio and television programs deserve and receive recognition annually through NRB Awards of Merit. But what about locally produced programs? Where and how do they receive recognition for excellence? This year, they will obtain it right on the following pages.

RELIGIOUS BROADCASTING sent questionnaires to NRB member radio and television stations to find out what they considered their most interesting, locally produced programs in 1985. We noticed a significant trend among those responding—the local programs tackled tough, relevant issues such as child abuse, apartheid and world hunger.

The programs that radio and television stations have chosen as their best are listed below. Placed alphabetically by station call letters, each entry contains: station address; program name, format, length and frequency; broadcast title, topic and date; broadcast hosts and guests; a summary description of the broadcast and names of the producers.

Congratulations to those listed who serve the public through top-notch programming.

The Best TV Programs

KIHS

3833 Ebony
Ontario, CA 91761
Heart of the Nation

Weekly/Daily, 60 min., talk/Bible teaching
"Marriage and Family"
November 1985

Barbara Valentine and Rev. Liam Kidney

A focus on today's family and the importance of faith in dealing with contemporary problems.
Staff produced by Kathleen Catenacci

KFCB

PO Box 6498
Concord, CA 94527

California Tonight
Daily, 90 min., talk
"Thanksgiving"
November 28, 1985

Ronn Haus

Drive to feed the hungry in northern California. Over 1,400 people were fed on Thanksgiving as a result.

Staff produced by Ed Doring and Mary Martin

KYFC

4715 Rainbow
Shawnee Mission, KS 66205

Celebration!

Weekly, 60 min., youth rally
"The Secret of Hollander House"
July 28 and August 4 (two-part), 1985

Ronnie Metsker and KCYFC music groups

A mystery-musical-drama, portraying a millionaire who left his inheritance to six people he loved and hated, giving clues to each.

Staff produced by Shari Chrisman and Ronnie Metsker

SON Broadcasting

4004 Carlisle NE, Suite L
Albuquerque, NM 87107

God Answers Prayer Telethon '85

Daily, 2 hrs., talk/preaching/Bible teaching,
Music

"Telethon—'85"

May 14, 1985

Blackie Gonzales, Emily Duenke and Lucy Rael

Evangelist Lucy shared her testimony, and salvation and healing were manifested.

Produced by Mary Kay Gonzales

Video Program Network

584 Rio Lindo Avenue
Chico, CA 95926

VPN Reports

Weekly, 30 min., talk

"VPN Reports: Interview with Congressman John Conlin"

Week of November 24, 1985

Rolfe Auerbach

Discussion of Christian involvement in politics and how to organize Christian voters.

Staff produced by Jenifer Reeves

WCLF

PO Box 6922
Clearwater, FL 33518

Joy Junction

Weekly, 30 min., children
"Look Up—Second Coming"
November 9 and November 14, 1985
Sheriff Don and the whole gang

Taught boys and girls to be ready for the second coming of Jesus Christ.
Staff produced by Don MacAllister and Les Padley

WGSE

PO Box 1243
Myrtle Beach, SC 29578

Grand Strand Tonight

Daily, 30 min., talk
"Grand Strand Tonight"
April 29, 1985
Randall Jones

A look at the country of Haiti, where Voodoo worship is still practiced but Christian missionary efforts are making a difference.
Staff produced by James Rizzuti

WHFT

Trinity Broadcasting Network
3324 Pembroke Rd.
Pembroke Park, FL 33021

Feedback

Weekly, 60 min., talk
"Immigration and the Sanctuary Movement"
July 17, 1985

Bob Hoskins, Harold Ezell, Monsignor Bryan Walsh, Russell Breshears, Stephen Mander

Discussion of the right of the federal government to criminally prosecute Christians for undertaking actions they feel is their religious duty to perform.

Staff produced by Kimberly A. Vance and Paul Saunders

WSFJ

10077 Jacksontown Rd., NE
Thornville, OH 43076

Because We Care

Daily, 30 min., talk
"Bible Personalities and Types"
September 24, 1985

Jean Rodabaugh, Barbara Brahm

Survey based on Bible characters. Individual participating was able to compare himself with the Bible character he most resembled.

Staff produced by Jean Rodabaugh and Maxine Charlton

WTLW

1844 Baty Rd.
Lima, OH 45807

Turning Point

Daily, 30 min., magazine
"Turning Point—Rock Music Series"
January 9, 1985

Bob Placie, Leesa Cherry

Discussion of secular imagery and patterning in secular U.S. Christian rock, local record sales report and testimony of former "rocker."
Staff produced by Roger Rhodes, Leesa Cherry, Bob Schuck, Lisa Bowers

WYAH

1318 Spratley St.
Portsmouth, VA 23701

AdventureLand Club

Weekly, 30 min., children

Body of the show is the CBN program *Superbook*. Had three 2-minute inserts featuring puppets explaining the biblical story of the show.
Produced by Tim and Brend Edwards

The Best Radio Programs

KANN

2222 Washington Boulevard
Ogden, UT 84401

Something to Think About
Daily, 5 min.

KCCS

4303 Market St., NE
Salem, OR 97301

Lifeline to Truth

Weekly, 15 min., talk/Bible teaching
"Going Away Program"

May 3, 1985

Rev. H. B. London and R. L. Cornwall, local pastors

Pastor London combined his quarter-hour program back-to-back with Pastor Cornwall's program live to say goodbye due to changing pastorates. Call-ins were aired.

Staff produced by Dan Sheets and Terry Sanders

KDNO

1305 Glenwood
Delano, CA 93215-2040

The Bold Standard

Daily, 15 min., talk

"Ohms LAW"

June 1985

Dick Palmquist and Roy Paulson

Paulson reviewed the importance and characteristics of POWER (watts), PRESSURE (voltage), RESISTANCE (ohms) and WORK (amperage). Palmquist compared each to a characteristic of macro-economics—prosperity, money, government and jobs.

Staff produced by Dick Palmquist

KFIA

5738 Marconi Ave.
Carmichael, CA 95608

KFIA and You

Daily, 60 min., talk

"KFIA and You"—Otto Scott

South African affairs
October 29, 1985

Jamie Clark and Otto Scott

Discussion on the apartheid conflict in South Africa.

Staff produced by Jamie Clark

KFLQ

PO Box 8384
Albuquerque, NM 87198

FLR Focus

Daily, 5 min., public affairs
"The Subject Is Excellence"

November 22, 1985

Jon Webber, Alan Morgan

Discussion on how the local school is as good as the community demands it to be. Discussed what educational reform is and isn't.

Staff produced by Jon Webber

KFNW

PO Box 6008
Fargo, ND 58108

In Focus

Weekly, 115 or 30 min., magazine/talk/
news/music

"Incest—The John Rairdon Case"

August 17 and 18, 1985

Phil Kvamme

Media coverage of a murder and incest case of a 13-year-old small town girl caused great concern in a Minnesota town. Program let town react to the crime and featured town residents, incest counselor and school officials.

Staff produced by Phil Kvamme

KGBI

1515 South 10th St.
Omaha, NE 68108

Tic Tac Grow

Twice weekly, 5 min., talk

"Which Is More Scientific—Evolution or Creationism?"

August 7, 1985

Harold Berry

Berry showed how the theory of evolution is no more scientific than belief in creationism.

Staff produced by Dan Norton

KJLY

PO Box 72
Blue Earth, MN 56013

Focal Point

Weekly, 15 min., talk

"Pornography and Sexual Child Abuse"

April 13, 20, 27, 1985

John Riley, Ivan Berekman

Discussion on pornography and its relationship to sexual child abuse, homosexuality and ways to protect children.

Staff produced by John Riley

KLFJ

811 Boonville
Springfield, MO 65802

Let's Talk
Daily, 30 min., talk
"Homosexuality"
December 11, 1985

Barbara Burrell

Local homosexual called in and talked about contributions homosexuals have made to the world and said that homosexuality is not a sin. Audience responded with Scripture references. Staff produced by Barbara Burrell

KMJC

PO Box 2908
San Diego, CA 92115

San Diego Spotlights
Weekly, 60 min., talk
"Trevor's Place—Help for the Homeless"
October 26, 1985

Roger Good, Trevor and Frank Ferrell

Told of 14-year-old Trevor and his story of how he alone fed and helped the homeless of Philadelphia, Pennsylvania.

Staff produced by Tina Marie Babcock and Roger Good

KNIS

6363 Highway 50 East
Carson City, NV 89701

His People
Weekly, 60 min., radio magazine
"His People"
November 16, 1985

Leighton Ford, Bob Griffen, Steve Keller, Michael Regele, Melody Green

Consisted of news, views and interviews of Christians at work in the service of the Lord Jesus.

Staff produced by Al Hodges

KRDS

8611 N. Black Canyon Hwy., Suite 206
Phoenix, AZ 85021

The Snuggles & Friends Radio Hour
Weekly, 60 min., children's music
"The Snuggles & Friends Radio Hour"
December 7, 1985

Jeff Brodsky and Kelly

Dedicated to 9-year-old Mandy Delvanthal, victim of severe cerebral palsy. All music and patter were geared toward her situation to give her hope. Staff produced by Rich Woodruff and Jeff Brodsky

KSLR

5430 Fredricksburg Rd., Suite 504
San Antonio, TX 78249

KFIA Talks
Daily, 60 min., talk
"California Senate Bill 7"
April 1985

Bob Lepine and Senator Joseph Montoya

Discussion on Senate Bill 7, which would require parental consent for abortion in California. Staff produced by Bob Lepine and Barbara Alby

KSLT

PO Box 845
Spearfish, SD 57783

KSLT Forum
60 min., talk
"KSLT Forum on CAUSA and Unification Church"

Mark Pluimer, Gary Vesper, CAUSA/Unification members and former member of Unification Church

Debate with CAUSA/Unification members revealed direct link in purpose between CAUSA and Unification doctrine.

Staff produced by Mark Pluimer

KSTL

814 N. 3rd
St. Louis, MO 63102

Prayerline Ministries
Weekly, 15 min., prayer call-in
"Prayerline"

Pastor Polizzi

Broadcasts helped 55 to 60 people.

KTEK

7324 Southwest Fwy/Suite 1110
Houston, TX 77074

Contact

Daily, 60 min., talk
"Contact—The Joys and Sorrows of Christmas"
December 18, 1985

Frank Colbourn and Maurice Cadwalder

Discussion on seasonal tension and depression from a spiritual and psychological viewpoint. Discussed ways to maximize the joys and benefits of the holiday season.

Staff produced by Marsha Lambeth

KTOF

1957 Blairs Ferry Road NE
Cedar Rapids, IA 52402

One O'clock Appointment
30 min., talk

"NEA: Trojan Horse in American Education"
February 6, 1985

Larry Johnson and Samuel Blumenfeld

Discussion on the role of the NEA in public education and the agenda of the NEA.

Staff produced by Larry Johnson

KWKY

PO Box 662
Des Moines, IA 50303

The Don Thompson Show
Weekly, 2 hrs., talk/music
"The Don Thompson Show Fourth of July Special"
June 30, 1985

Don Thompson

Incorporated MOR and traditional Christian music with patriotic themes and outtakes of film soundtracks featuring patriotic themes and important moments in American history.

Staff produced by Don Thompson

KZIG

PO Box 8
Cave City, AR 72521

Ole Time Gospel Hour
Daily, 3 hrs., music
"Ole Time Gospel Hour"

Jim Bales and Annelee Carreiro

A call request of music.

Staff produced by Pat Sullens

WABS

5545 Lee Highway
Arlington, VA 22207

Close-up

Weekly, 15 min., talk
"Close-up: On AIDS"
September 15, November 17, 1985

Craig Bowden and Dr. Lawrence Eron

Discussions on the AIDS virus, how it's contracted, what happens to its victims. Attention was given to the potential threat to the public at large.

Staff produced by Craig Bowden

WARO

PO Box 191
Canonsburg, PA 15317

Talk/54

Twice weekly, 30 min., public affairs
"Talk/54—Fighting in Beirut"
June 12, 1985

Sean McCormick and Rev. Fuad Bahnan

Bahnan, a minister living in Beirut, discussed the religious aspects of the war-torn city and the life for Beirut Christians.

Staff produced by Sean McCormick

WARV

19 Luther Ave.
Warwick, RI 02886

Encounter

Five and 10 min., talk
"Crusade"
November 21, 22, 23, 1985

Eleanor Hubbard and Gaetano Sottile

Discussion of crusade to be held in April and meetings held prior to the crusade.

Staff produced by Eleanor Hubbard

WBBR

PO Box 3886
Greenville, SC 29608

Gospel Showcase

Two and a half hrs., talk/music
"Gospel Showcase: Quartet Groups"
December 7, 1985

Charley Baker and Sandi Duncan

Discussion of groups that are in gospel music, their background and reasons for being in the industry, their songs and what inspired them to write their songs.

Staff produced by Otis Stone

WBCL

1025 West Rudisill
Fort Wayne, IN 46807

Mid-Morning

Daily, 55 min., talk

"You and Contemporary Christian Music"
 October 7, 8, 9, 1985
 Char Binkley, Paul Baker, Pete Kobe, Steve and Maria Gardner, Scott Tsuleff and Pat Black
 Discussion of whether or not contemporary Christian music is right or wrong.
 Staff produced by Char Binkley and Lynne Ford

WBKW
 PO Box AB
 Beckley, WV 25802

Out Your Way
 Daily, 30 min., talk
 "Be Thankful—Giving Thanks"
 November 27, 1985

Sandi Smith and Roger Williams
 Call-in program where listeners shared what they were thankful for.
 Staff produced by Sandi Smith, Roger Williams and Larry Richmond

WBTX
 PO Box 337
 Broadway, VA 22815

A Christmas Celebration
 Yearly, 16 hrs.
 "A Christmas Celebration"
 December 24 and 25, 1985

A 16-hour Christmas special featuring music, Charles Dickens' *A Christmas Carol* and highlights of the *Messiah*.

WCNW
 8686 Michael Lane
 Fairfield, OH 45014

It Concerns You
 Weekly, 30 min., talk
 "Pornography—America's Cancer"
 June 9, 1985

Steve Vaughn and Rev. Jerry Kirk
 An introduction to a 10-part series on pornography. Excerpts of a speech by Kirk were featured followed by a discussion.
 Staff produced by Steve Vaughn

WCVC
 117½ Henderson Rd
 Tallahassee, FL 32303

The Golden Years With Bobbie Larson
 Weekly, 30 min., variety
 Variety show for older people. Had devotion, talk and music.
 Produced by Bobbie Larson

WDCS
 PO Box 610
 Scarborough, ME 04074

Cross Country
 Weekly, 30 min., music/Bible teaching
 "Cross Country"

Bob McLeod
 Sharing of Bible readings and stories illustrative of the Gospel with original songs recorded by local artists.
 Bob McLeod and Steve Kilbreth

WFAX
 161-B Hillwood Ave.
 Falls Church, VA 22046

Mainstreet
 Weekly, 15 min., talk
 "Hospice of Northern Virginia"
 October 12, 1985

Bob L. Dupree and Jo Turner
 Discussion of how a hospice is a way of caring for the terminally ill, usually in a home setting.
 Staff produced by Bob L. Dupree

WFGW/WMIT-FM
 PO Box 158
 Black Mountain, NC 28711

Our Christmas Story
 Two 50 min. segments, narrative reading
 "Our Christmas Story"

Rob Schermerhorn and John Baker
 The book *Our Christmas Story* was read as a narrative and included sound effects and background music.
 Staff produced by Rob Schermerhorn and John Baker

WGSJ
 PO Box 434
 Russell, PA 16345

i-103 Power Supply
 Weekly, 3 hrs., music
 "i-103 Power Supply Express with Dan Hickling"
 December 23, 1985

Lance Pangborn with Dan Hickling
 Featured the top 20 Christian rock countdown and interviews with Kenny Marks and Owen Brock of Servant.
 Staff produced by Lance Pangborn

WHCB
 PO Box 2061
 Bristol, TN 37621

Good Morning
 Daily, 30 min., talk
 "18 Years in Castro's Prison"
 November 11, 1985

Kenneth Hill and Dr. Emilio Adolpho Rivero
 A description of the terrors of 18 years in a communist Cuban prison by a former colleague, then prisoner, of Fidel Castro.
 Staff produced by Kenneth Hill

WHL D
 2692 Staley Road
 Grand Island, NY 14072

The Iney Wallens Community Events
 Daily, 30 min., talk
 "African Relief"
 March 22, 1985

Iney Wallens, Earline J. Smith and civic leaders
 The Council of Churches, The Red Cross and WHLD organized an African relief luncheon.
 Staff produced by Mike Casale

WHVN
 PO Box 18614
 Charlotte, NC 28218

Let's Talk
 Two to 3 hrs., talk
 "Let's Talk"
 August 31, 1985
 Tom Gentry, six Southern Baptist ministers, Charles Stanley
 Discussion of controversy within the Southern Baptist Convention.
 Staff produced by Tom Gentry

WHWL
 130 Carmen Drive
 Marquette, MI 49855

Extensions
 As available, 15 min., talk
 "Extensions—Training People to Counsel Those With Problem Pregnancies"
 Connie Lincke and Linda Kearney
 Discussion of Pregnancy Services and how it is helping women of all ages with problem pregnancies.
 Staff produced by Connie Lincke

WIBF-FM
 100 Old York Road
 Jenkintown, PA 19046

Weekly, 30 min., talk/preaching/Bible teaching
 "Calvary Baptist Church—Telephone Talk"
 August 12, 1985
 Pastor Mel Hall
 Debate with listeners concerning Catholic and mainline Protestant doctrines—how they differ from fundamentalist viewpoint. Also discussed whether the Rapture would be considered the "third coming."
 Pastor Mel Hall

WKJR
 PO Box 839
 Muskegon, MI 49443

The Rev. & Doc Show
 Three times weekly, talk
 Featured two area pastors' wit and wisdom with ad lib, informal style.
 Staff produced by Herb Smith

WKKI
 126 W Fayette St
 Celina, OH 45822

Sweet Song
 Two hrs., contemporary music
 December 9, 1985
 Big Ralph
 A former pastor of an Assembly of God Church in Celina moved to California to teach at a Bible college. The devil got hold of him, but through the power of prayer requested on the show, God is bringing him back.
 Staff produced by Big Ralph

(continued on page 53)

BROADCASTERS



Thomas Zimmerman

Thomas F. Zimmerman, NRB founder and ex-president and former general superintendent of the Assemblies of God, was honored in December by Christian leaders and state and local officials. Springfield, Missouri, mayor **George Scruggs** proclaimed December 6 "Thomas F. Zimmerman Day" in the city. Missouri governor **John Ashcroft** cited Zimmerman for his many years of service. Leaders, including **President Reagan**, **Billy Graham** and more than 550 others, sent letters of appreciation. **G. Raymond Carlson** replaced Zimmerman, who served as general superintendent for 26 years.

Samuel Ericsson has replaced **Lynn Buzzard** as executive director of the Christian Legal Society, Washington, D.C. Ericsson joined CLS in 1980 to establish the Center for Law and Religious Freedom.

L. G. "Bert" van Esterik has been appointed head of development for Trans World Radio in Europe. Previously, van Esterik worked with Evangelische Omroep, the Dutch Evangelical Broadcasting Company.

Karen Davis Underwood has joined Bott Broadcasting Company, Independence, Missouri, as corporate promotion manager. Previously she was director of news and public relations at KZKC-TV 62/ Kansas City (Missouri).



Geoff Moore

Focus on the Family is developing a network of volunteers around the United States to assist in local broadcast promotion. **Judy Hood** has been appointed director of the new project.

A number of Christian communicators plan to speak at the Congress on Biblical Exposition that will be held March 3-6 in Anaheim, California. Among them are **Jack Hayford** of Living Way Ministries, **Howard Hendricks** of Dallas Seminary, **David and Karen Mains** of Chapel of the Air, **Lloyd Ogilvie** of Let God Love You, **Chuck Swindoll** of Insight for Living, **Stephen Olford** of Encounter Ministries, **Charles Colson** of Prison Fellowship and **Anthony Evans** of Oak Cliff Bible Fellowship.

Two songs by Benson recording artist **Geoff Moore** each claimed the number one position on the "Gospel Rock" radio show produced by Holland's oldest Christian broadcasting association, NCRV. The show's audience is estimated at over one million and is aired on Holland's main pop music station. In addition, NCRV television network featured a performance by Moore on the *Evangelische Omroep* program that is seen nationwide and cabled throughout Europe.

Steve Griffith became director of development for Domain Communications, Wheaton, Illinois, in January.



Sharon Barela

January 1 marked the Silver Jubilee of Radio Worldwide in London, England. **Miriam and Phil Booth** began the operation 25 years ago.

Paul McClendon, senior professor of communications at Oral Roberts University in Tulsa, Oklahoma, has decided to pursue full-time an international telecommunications ministry. McClendon has traveled to 60 countries in 14 years of the part-time ministry.

Sharon Barela has been appointed vice-president and director of media for BMC Advertising, Tulsa, Oklahoma. Barela was media placement director for four years and is treasurer of NRB's Southwestern chapter. BMC also named **Brian Mason** executive vice-president.

A television special on the Ethiopia famine, called *Africa, the Silent Cry* and produced by Larry Jones International Ministries, earned second place at the New York Film and Television Festival. The program was produced and directed by **Stan Mooneyham**. *Africa, the Silent Cry* also won first place from the National Federation of Local Cable Programmers and received an Angel Award from Religion in Media.

Cummings Media, a new advertising firm in Phoenix, Arizona, has been formed by **Larry Cummings**. He and his associate, **Peggy Kinner**, were with the Michael R. Ellison Agency, Phoenix.



Lynn Buzzard

Steve Tuzeneu has become a staff announcer and assistant engineer of WIHS-FM/Middletown (Connecticut). Tuzeneu was a technical writer for E-OIR Measurements in Fredericksburg, Virginia.

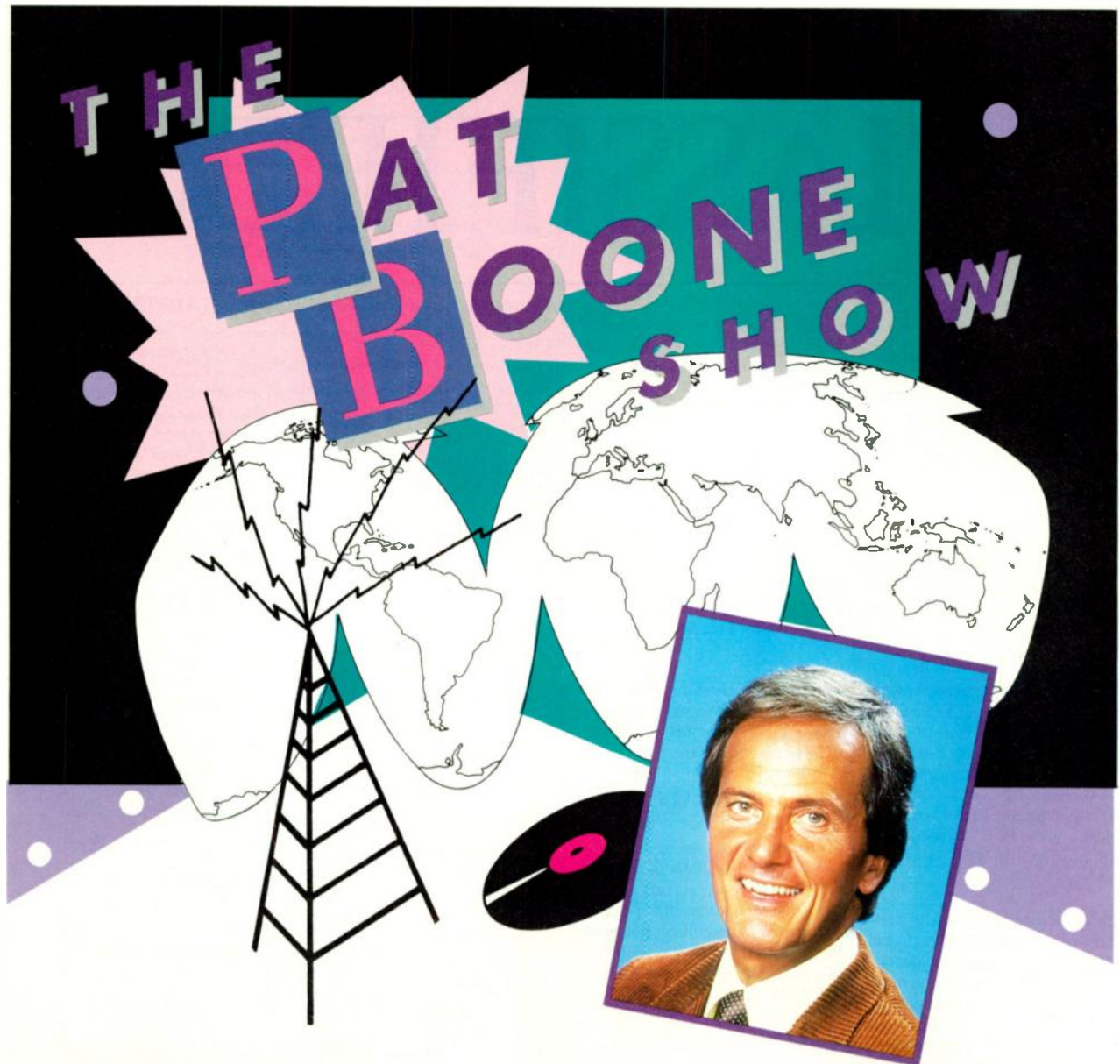
Leslie Timmins retired as director of CTVC, a British-based Christian television and radio training center. **Barrie Allcott** replaced Timmins, who held the post for 16 years.

Roberto Tucci has been appointed president of the Vatican Radio Coordinating Committee, formed last year to oversee the administration, financing and programming of Vatican Radio.

Samuel Paul will become executive secretary of the Christian Association for Radio and Audio Visual Service (CARAVS) in Jabalpur, North India, in April.

WBCL-FM/Fort Wayne (Indiana) has named **Char Binkley** general manager. Binkley previously was assistant manager for six years. The station, an Award of Merit winner for 1986, is owned by Fort Wayne Bible College.

According to *The New York Times*, CBN's Middle East Television airs *Monday Night Football* each week of the regular football season. Israeli diplomats and journalists who have served in the United States "go to great lengths" to pick up the transmissions in Jerusalem.



A WEEKLY BLESSING

From Maine to California and from Florida to Washington... an estimated million plus people will hear your advertising message every week on THE PAT BOONE SHOW... Now in its fourth year... Pat's contemporary Christian music show is heard on over 200 radio stations every

week... If you're trying to reach the Christian consumer, you can't make a better media buy than THE PAT BOONE SHOW...

**...For advertising rates call Ed Lubin
213-553-9854**

CLASSIFIEDS

EMPLOYMENT

Seven year veteran CCM program director, morning and afternoon drive personality, seeks position at Christ-centered, professionally oriented station. Strong on-air management skills. Terry (503) 535-6131.

Management opening in medium market in the Southwest. Excellent opportunity for experienced sales-oriented individual. Resume/references to Box 3B, NRB, CN 1926, Morristown, NJ 07960.

Available: Christian broadcaster with 7 years secular radio/TV management experience (15 years total in sales, on-air, etc.) wants to make long-term commitment to Christian station. Family, solid references, presently employed. Prefer Midwest, Mideast. Write Box 2S, NRB, CN 1926, Morristown, NJ 07960.

Highly qualified conservative, non-Charismatic broadcaster with 15 year radio experience seeks placement in a progressive Bible-based organization. Skills include announcing, production, commercial writing, sales and 5 years general management. Contact Box 3L, NRB, CN 1926, Morristown, NJ 07960.

Six year radio veteran and sportscaster (former rock jock) presently with #1 AC Spokane, Washington seeks position with contemporary Christian station. Mike (509) 466-9754. Proverbs 17:17.

Far East Broadcasting Co., an international Christian radio ministry, is looking for qualified missionary engineers, programmers and teachers for overseas assignments. Contact F.E.B.C. Director of Personnel, PO Box 1, La Mirada, CA 90637, (213) 947-4651.

Sales/programming: new Christian station, 50,000 watt AM stereo in Washington, D.C. needs sales, announcers, program and various personnel. Mail resume to WBZE, 751 Rockville Pike, #4B, Rockville, MD 20852.

SERVICES

Video shooting, editing and duplication by well qualified Christian professionals—top equipment including Betacam, CMX and ADO. Call Domain TeleMedia (312) 668-5300. Ask for Eric Thurman.

Investments, pensions, structured portfolios, endowments. Jim Freed, Dean Witter Reynolds 1-800-922-0227 or 201-467-6300.

FOR SALE

Southcentral Alaska needs Christian radio. KGOD has CP for 60,000 watt non-commercial station. Need \$200,000 for equipment to place on air. Excellent investment potential. Write KGOD, PO Box 870989, Wasilla, AK 99687 or call (907) 376-1195.

Convention booth for sale! Complete 20' wide display. Back wall 8' high. Lights, furniture, rugs, all accessories included. Neutral colors. \$2,500 or best offer. Write Box 3B, NRB, CN 1926, Morristown, NJ 07960.

Magnafax ¼" tape duplicator, Model TM-79-FT. Full track 5 place. 60 ips. New condition. \$6,900. Call (914) 268-3000.

NRB

**Comprehensive Benefits Plan
Open to NRB Members
Call Maurice Prindiville
(800) 438-5566 toll free
or write:
Continental Benefit Co.
11 East 44th St., Suite 1405
New York, NY 10017**

ADVERTISERS

Americans Against Abortion.....	7
Bogen Photo Corp.....	53
Pat Boone.....	51
Bott Broadcasting.....	9
Channel 24/WKJL.....	13
Discount Video Warehouse.....	37
European Broadcasting.....	56
Mike Evans Ministries.....	15
FEBC.....	48
IAN Commun. Group Inc.....	46
KMJC.....	1
Bob Larson.....	life
The Lord's Airline.....	5
Mission Service Supply.....	2
Moody M & M.....	11
Nason Media.....	be
National Right to Life.....	25
Thomas Nelson Publishers.....	55
NRB Tapes.....	27-30
Salvation Army.....	8
Sounds of Joy.....	43
Sports Forum.....	23
Success-N-Life Sat. Net.....	ibc
Teleprint.....	33
Universal Broadcasting.....	21
Video Program Network.....	19
WNAK.....	43
WOLD Communications.....	46

How to Place a Classified Ad

1. All classifieds must be prepaid.
2. Type all copy.
3. Indicate category: Employment, For Sale, Services
4. Employment ads are \$20.00 per column inch.
5. All other ads are \$40.00 per column inch.
6. 20% frequency discount on 6 ads or more if payment of all ads is made in advance.
7. Box Numbers are available for an additional \$15.00. Please supply complete forwarding instructions.
8. Send copy, instructions, and check to:

**Classified Ads
Religious Broadcasting
CN 1926
Morristown, NJ 07960**

THE BEST CASSETTES FOR LESS...

FULL SERVICE



• Duplication
• Graphics
• Packaging
Music Annex
970 O'Brien Dr Menlo Park, Ca 94025
(415) 328-8338

(continued from page 41)

WLIZ

1939 Seventh Ave. North
Lake Worth, FL 33461

For Your Information
Weekly, 60 min., talk
"Drugs—What Price!?"

April 5, 1985

Gene Tognacci and three drug addicts (one of whom was Tognacci's son)

Discussion with drug addicts in a drug rehabilitation program.

Staff produced by Gene Tognacci and Bob Bea

WMHK

PO Box 3122
Columbia, SC 29230

WMHK's Community Involvement
Daily, 5 min., talk/public affairs/interview
National Coalition Against Pornography Conference report

September 5, 1985

Linda White and Rich McClawhorn

Daily reports from the NCAP conference. Included news about an award given to an area pastor for his part in the fight against pornography.

Staff produced by Linda White

WNWC

5606 Medical Circle
Madison, WI 53719

The Book & the Spade
Weekly, 15 min., talk/Bible teaching
"1985 Archaeology in Israel"

February 2, 1985

Gordon Govier and Dr. Seymour Gitin

Dr. Gitin, director of the American Schools of Oriental Research in Jerusalem, described his work in excavating the Philistine city of Ekron.

Staff produced by Gordon Govier and Keith Schoville

WRJH-FM

PO Box 145
Brandon, MS 39042

Do You Know What's in Your Child's Room?
60 min., talk

"Drugs and Music"

October 11, 1985

Eugene Simms, Jim Addy, Susan McLamore and two drug addicts

Discussion with Susan, a young mother of a son who became a drug addict and two young ex-drug addicts. A tape of a young man on LSD who committed suicide was played.

Staff produced by Roy and June Harris

WRVI-FM

278 E. Jackson
Verdin, IL 62690

The Outreach Club

Weekly, 60 min., talk
"Community Christmas Sing"

December 23, 1984

Rev. Randol Mercer

Spontaneous singing of Christmas carols with the community.

WSUM

12721 Abbey Rd.
Cleveland, OH 44133

Creationism Versus Evolution

Special, 3 hrs., talk

"Creationism Versus Evolution"

July 18, 1985

Garry Meeks, Peter Tung, Robert Melnick, Seth Galbraith, Jr.

A candid discussion of creationism. Guests represented the fields of pathology, natural science and law.

Staff produced by Garry Meeks

WZLE

42851 North Ridge Road
Elyria, OH 44035

The Hiding Place

Weekly, 30 min., audio magazine

"The Pain of Losing a Loved One"

August 28, 1985

Thom Dombrowski and Tom Slatter

Program dealing with the personal pain and Christian response to the death of a loved one.

Thom Dombrowski (Cross & Flame Communications)



Employment Registry

Call

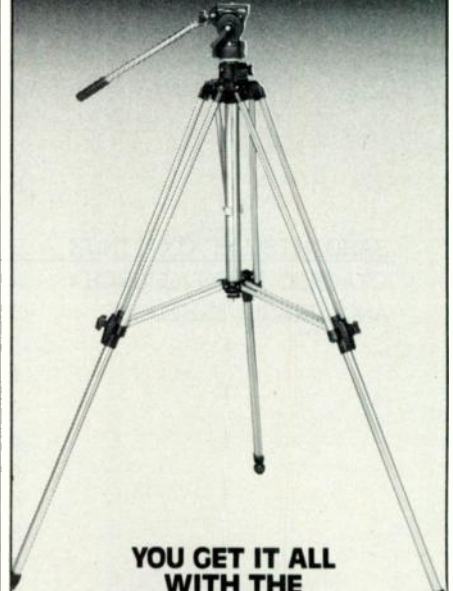
Henry Lesher

**% Frederick Lange & Co.
CN 1926**

Morristown, N. J. 07960

201-228-9522

For strength & versatility plus portability & affordability.



YOU GET IT ALL WITH THE BOGEN 3140 TRIPOD.

Providing remarkable rigidity coupled with light weight (only 11 lbs., 6 oz.), the all-aluminum 3140 features double-strut, center-braced construction. Extends to 73" (with Mini Fluid Head) and folds to a compact 32½" for easy travelling.

Also available in black anodized finish, the 3140 is a natural for education and industrial use. Ask your dealer or complete the coupon below.

bogen

Lester Bogen doesn't sell anything he wouldn't buy himself.

Bogen Photo Corp., 17-20 Willow St.,
P.O. Box 712, Fair Lawn, NJ 07410-0712

Please tell me more about the 3140 Tripod

(Circle 203 on the Reader Service Card)

Name _____

Street _____

City _____ State _____ Zip _____

Telephone _____

LATE NEWS

CBN NOW AIRING
LIVE NEWS REPORT
FROM WASHINGTON

Officials at the Christian Broadcasting Network started a 30-minute nightly news program on January 27. That's the word from Mark Aldren, executive producer of the new program, CBN News Tonight. James Whelan supervises the live program, which airs at 10 p.m. weeknights, and Bob Hughes anchors from Washington. M.G. (Pat) Robertson, a speaker at NRB 86 on February 5, is CBN's founder-president.

SANDINISTAS CONTINUE
CRACKDOWN ON CHURCH
AND PRESS FREEDOMS

The Sandinista government of Nicaragua continued its crackdown on church leaders in recent months, according to Jimmy Hassan, a former Nicaraguan judge who directs the ministry of Campus Crusade for Christ in that nation. At a February 3 press conference at the NRB 86 convention, Hassan spoke about being arrested and interrogated under severe conditions by state security agents in Managua, beginning October 31. He escaped to the United States in December. Another report from Managua confirmed that Ted Gutierrez, manager of Ondas de Luz, the only evangelical radio outlet in Nicaragua, was arrested in the same October attacks on religious leaders. Since his release the station has been "broadcasting sporadically." In a further example of Sandinista crackdowns on church and media freedom, the Roman Catholic radio station in Managua was closed "indefinitely" on January 2 because it refused to broadcast a year-end message by President Daniel Ortega Saavedra.

WORLDWIDE CHURCH
OF GOD FOUNDER
DEAD AT AGE 93

Herbert W. Armstrong, who preached a religion of his own design on the The World Tomorrow television program, died at his Pasadena home on January 16. He was 93. The cause of death was not stated, but he had a history of heart problems. He founded the broadcast as a radio program in 1934; it is now seen weekly on 374 television stations.

DOBSON CONSIDERING
NEW RADIO PROGRAM
ON CANADIAN ISSUES

James Dobson, host of Focus on the Family, is contemplating a separate version of his popular radio program that will address public policy issues of interest to Canadian residents. A pilot program, in which Dobson interviewed Canadian Christian women's leader Gwen Landolt, has already aired. The Arcadia, California-based broadcast is heard on 31 radio outlets in Canada. Focus on the Family Association of Canada was formed recently. Dobson spoke February 2 at the NRB convention.



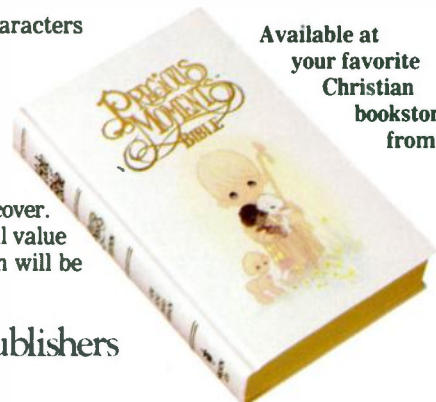
Every page a Precious Moment™

Every time you open this Bible you'll see the Word of God unfold as never before — through the easy-to-understand New King James Version and the beautiful Precious Moments illustrations.

Internationally known artist, Sam Butcher, has brought his enchanting characters to life . . . to teach children lessons of love and to show them the gift of caring. His delightful world of soft pastels and heartwarming children communicates profound truths and lasting insights through 24 full-color plates and 350 original line drawings. With crisp easy-to-read type, the Precious Moments Bible contains 186 in-text devotionals developed by Child Evangelism Fellowship. Light tone highlights key related verses.

Available in delicate pastel flexible bindings and gold-stamped, illustrated hardcover.

The Precious Moments Bible is more than a keepsake — it is a Bible you will value as a priceless treasure. And the time you spend sharing it with your children will be remembered as precious moments.



Available at
your favorite
Christian
bookstore
from \$16.95.

 Thomas Nelson Publishers

(Circle 190 on the Reader Service Card)

EUROPE:

OPENS TO TELEVISION MINISTRY

An unprecedented opportunity!

Now through the miracle of Satellite/Cable networking, your television ministry can be delivered to Western Europe.

A NEW ERA OF CHRISTIAN TELEVISION BEGINS

In cooperation with European Broadcasting Network, (EBN), founded by Pastor Hans Bratterud, Wilson Advertising Associates has obtained exclusive access to 18 hours daily on a European Satellite transponder that covers virtually all of Western Europe for Christian Television Ministry.

CATCH THE VISION

Be among the first to reach Europe for Christ with your television ministry. Join Jimmy Swaggart, Robert Schuller, Kenneth Copeland, PTL, and others on the European Broadcasting Network.

FOR DETAILS CALL

Philip Wallace (818) 246-2200

"In all my 26 years in Christian radio and television I have never seen a missionary opportunity of this magnitude. It's a miracle to be able to reach the European Continent for Christ. Think of it... millions who already have TV sets in their homes, with mostly State controlled programs to watch, are open and hungry for new programming. What an opportunity...! And, it's available to your ministry now. I believe it's the second "Great Reformation". Truly a new era has begun."



Ray Wilson
Ray Wilson, President

WILSON

ADVERTISING ASSOCIATES, INC.

AMERICAN OFFICE

1540 W. GLENOAKS BLVD. SUITE 205
GLENDALE, CA 91201
TELEX 910-497-4792 WILS AD GLND

EUROPEAN OFFICE

GUTER STRASSE #144
BASEL, SWITZERLAND

AUSTRALIAN OFFICE

PRIVATE BAG TWO
SIDNEY,
NSW 2031 AUSTRALIA

(Circle 167 on the Reader Service Card)

HISTORY IN THE MAKING

A New Network Has Launched

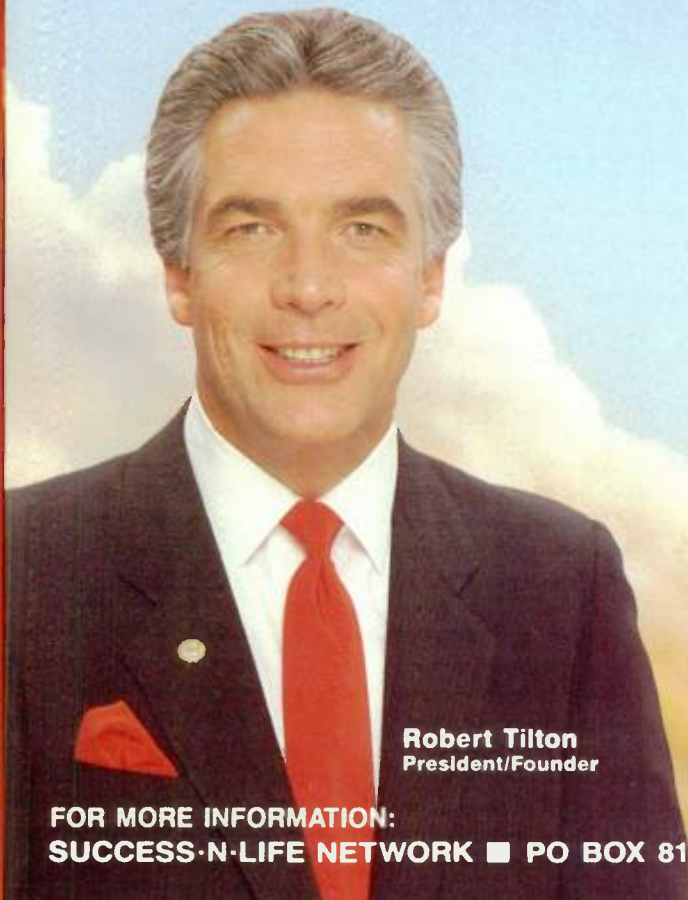
- ★ NATIONAL SYNDICATED DAILY TELEVISION/RADIO PROGRAM
- ★ 24-HOUR SATELLITE/CABLE NETWORK

SAY YES TO

Success[®]
·N·**LIFE**

24-HOUR SATELLITE NETWORK

Satcom IV Transponder 15



Robert Tilton
President/Founder

Totally unique 24-hour programming designed to develop the whole person in every area of life—Spiritually - Mentally - Physically - Socially and Financially, with special emphasis upon God, family and country.

FOR MORE INFORMATION:

SUCCESS·N·LIFE NETWORK ■ PO BOX 819099 ■ DALLAS, TX 75381-9000 ■ (214) 888-3422

PHOTO BY HARRY LANGDON

(Circle 192 on the Reader Service Card)

PHOTO COURTESY OF N.A.S.A.

We Direct More Than Television

Our staff includes more than television directors. We have a director of public relations whose efforts can help spread your message of ministry to the world. Our director of marketing can direct you towards an effective campaign of fund-raising, special events, direct mail and provide you with powerful advertising methods that define your ministry.

However, don't overlook us when it comes to television production. Our professional team of award winning experts can create and develop your next special or weekly television program.

CALL US TODAY.

Find out how easily we can make it happen for you.

NASON MEDIA CORPORATION
2040 South Santa Cruz St., Suite 115
Anaheim, California 92805
(714) 978-8112



(Circle 107 on the Reader Service Card)