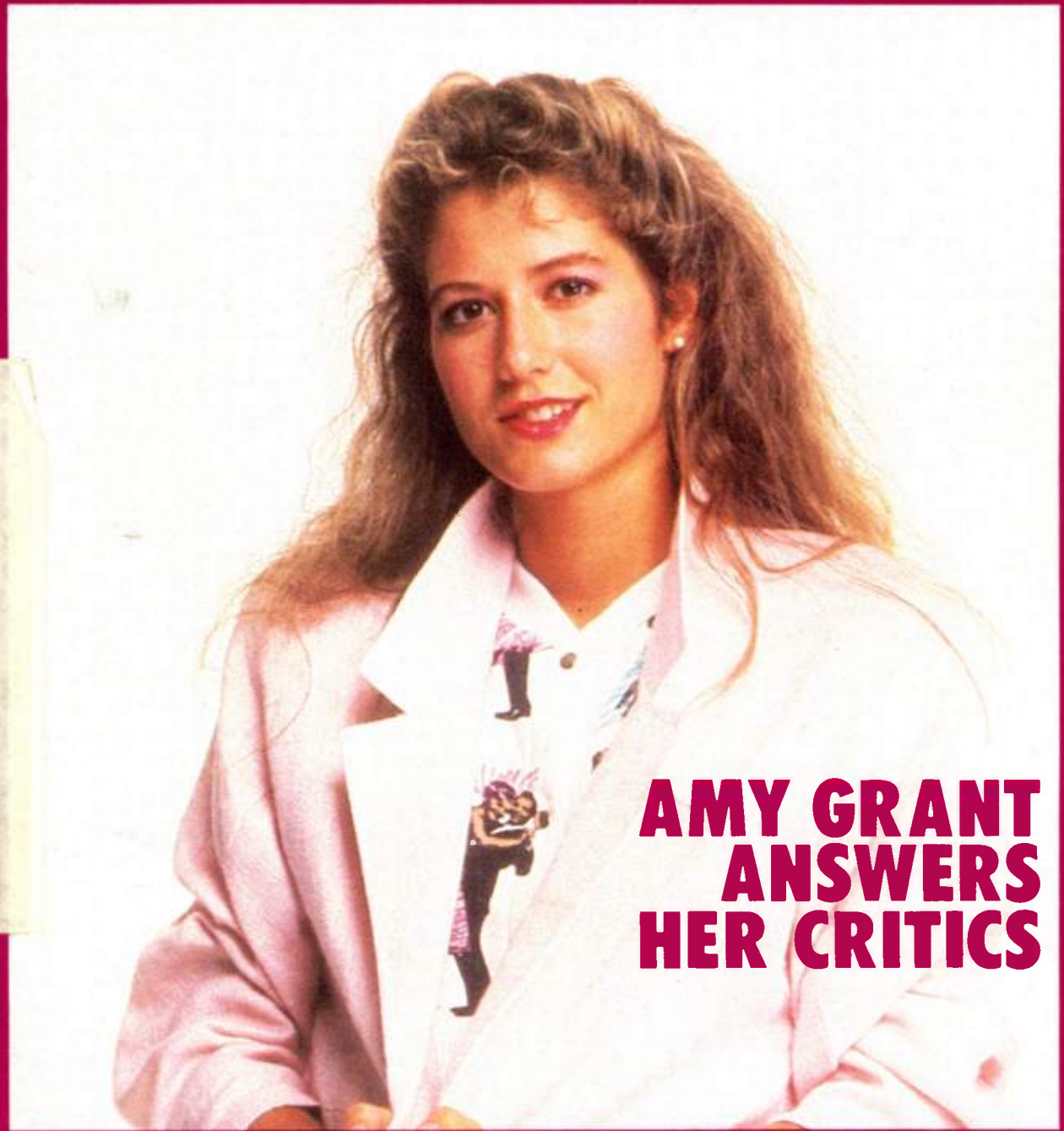


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The Official Publication of National Religious Broadcasters

April 1986



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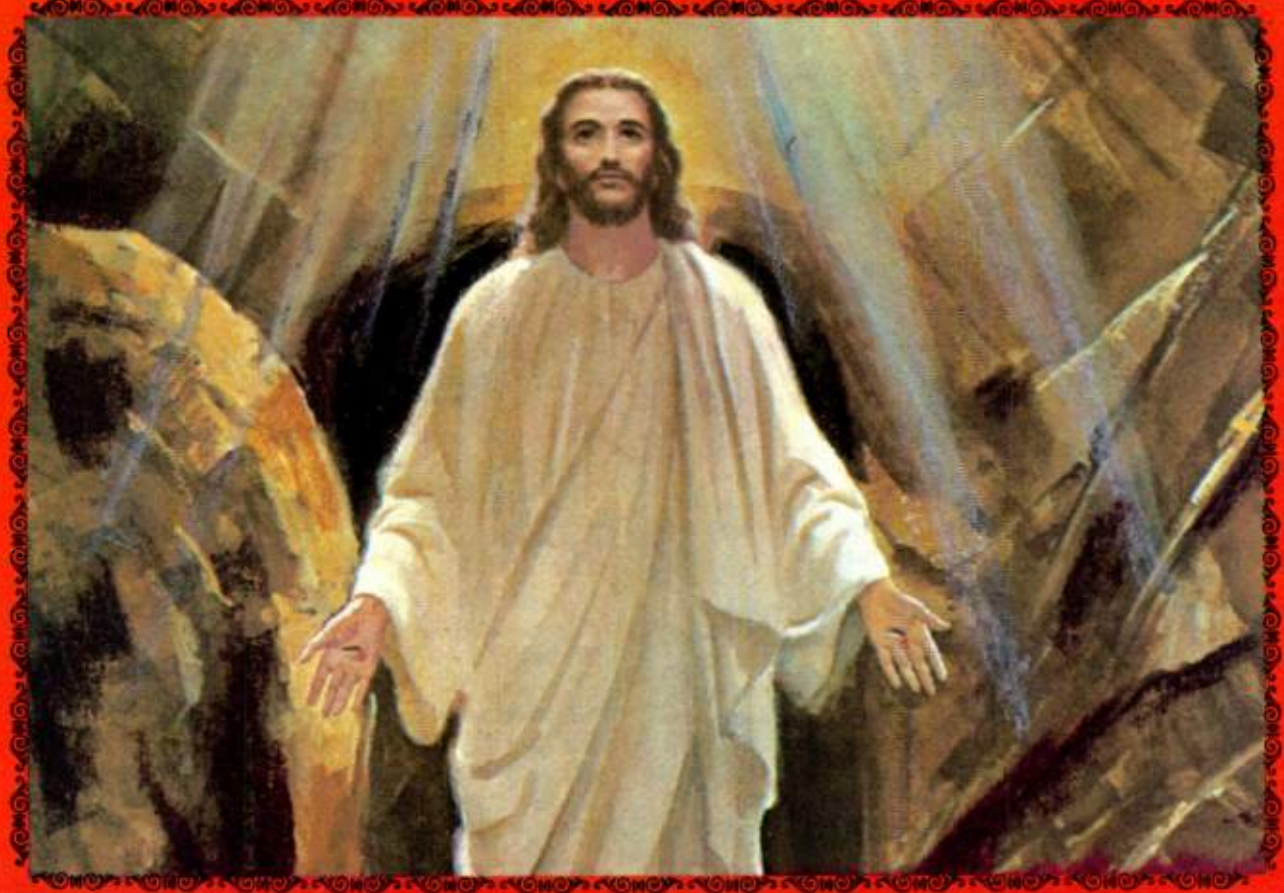


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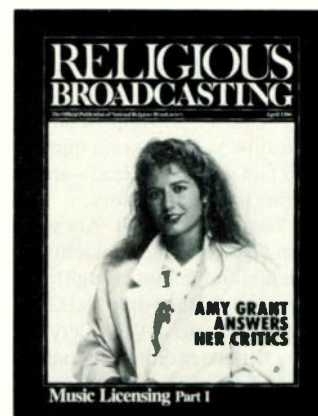
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SIGN ON

How Do You "Steer" a Crowd?



Anyone who has ever tried to get a large group of people to agree on some definite action can appreciate the baffling and frustrating task posed by the question: How do you steer a crowd?

Take the thousands of delegates to the recent NRB Convention, for instance. Most of them have been blessed with an independent and adventurous spirit which sometimes means, "Be reasonable—do it my way!" How do you get those different personalities and varied methodologies to agree on anything?

Or consider your own public. Often you must have felt a sense of frustration akin to what I experienced years ago when I pled for united action in a certain European country. "Brother," one of the committee members said to me, "you may as well give up. Ask ten of us a question, and you will get ten answers representing ten different organizations, with ten different points of view!" How difficult it seems to get the listeners to your station, or those who follow your program ministry, to respond unitedly to anything!

The fact is, you can lead—and as a Christian, you should constantly be influencing others for God's glory.

1. Start with yourself. Are you anybody worth knowing? Are you an interesting person? Do you have convictions, or just opinions? And is there anything in those convictions important enough to make you willing to lose an account, and ultimately some money? Do people feel God's presence when they talk with you? Power, we are talking about, not just piety. There is a difference! Some of the worst people in history have been quite religious, as you know. Is there a sense of destiny about you? Do people know that you are moving toward a God-given goal, or are you just drifting toward Social Security and the undertaker? If you want to lead, set aside some "think-and-pray" time, and wait on God until you have some heaven-born convictions and goals. You'll have a following, I guarantee, because Spirit-filled people with a sense of direction are very rare indeed.

2. Think about your public. What are their needs, their hang-ups, their hurts, their discontents, their dreams? People will follow a person who can demonstrate that he is interested sincerely in *them* first of all, rather than in himself. The first concern in any negotiation is, "What does the other person want?" After you have settled that point, you may then consider the other two: "What do I want?" and "How can we get together?"

3. Think about where you stand on the issues that confront your public. Find the issues, and face them honestly, in the light of the infallible, inerrant word of God. Don't be a specialist in the trivial! Make sure the issues you present are great, eternity-sized issues, important enough to overshadow lesser concerns.

4. Keep your own life clean. The moment you give others even the faintest idea that you are willing to compromise on morality, money, or message—at that moment you have forfeited your leadership in that particular setting. "Be ye clean, that bear the vessels of the Lord" is still God's command.

5. Keep your message and your plans big enough to challenge the people in your audience. People sense littleness instinctively, and avoid it wherever possible. Many a believer lands in life's back alley because he failed to think, pray and plan big enough for God to get into it. You have a great God! So pray and plan big, and then give it your very best effort. You'll succeed, and you'll lead, as well!

Robert A. Cook
President
National Religious Broadcasters

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Vol. 18 No. 4

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MEDIA WORLD

Missionary Broadcasters In Manila Reported Democratic Revolution

MANILA, The Philippines (NRB)—An international missionary radio broadcasting service provided what they called “the only really neutral news source” for the Philippines’ 50 million people during the change of government there in late February.

Mobile radio units of the Far East Broadcasting Company (FEBC) found themselves “pinned down several times” by gunfire as they reported live from the scene of the insurrection, which began February 22 when defense minister Juan Ponce Enrile and deputy chief of staff Fidel V. Ramos resigned from the Marcos government and led the successful military revolt.

None of the FEBC reporters were injured despite at least once being “within 100 feet of (gun)fire which caused several casualties.”

According to a February 24 report from FEBC in Manila, which was filed by staffer Jim Bowman, “tens of thousands of civilians showed up” to ring the camp, making it impossible for “loyalist” government troops to attack the “reformist” supporters. By February 23 “as the crowds grew to tens of thousands, our (mobile radio) unit was trapped in the crowd, even as rumors of an air attack on the camp came,” Bowman stated.

Fred Magbanua, director of FEBC in Manila, then instructed staffers to leave the scene, even if the radio truck had to be abandoned. The crew, which was able to leave the area safely, was replaced by another mobile unit when it became clear that an air strike was unlikely. About 24 of the 225 FEBC staffers in Manila took part in keeping the history-making coverage on the air.

On February 25, almost a week after FEBC’s round-the-clock live coverage commenced, President Marcos left the Philippines for the United States after 20 years in office, and opposition candidate Corazon Aquino took office as president. Despite results that were disputed from the onset, Marcos was proclaimed winner of the February 7 election by the National Assembly. The hollow victory proclamation had already been tainted by charges of voting fraud and payoffs.

FEBC staffers found themselves in the midst of the civil unrest as they suspended

regular programming to inform the predominantly Roman Catholic nation of the latest developments as they happened. Beginning the morning of February 21 and for the duration of the unrest, FEBC linked their super-powered shortwave station with nine “provincial” stations it operates around the country. Normally the less-powerful regional stations share inspirational program-



Fred Magbanua directs the FEBC broadcasts from Manila.

ming with the shortwave facility for only a few hours a day.

On the morning of February 25 a contingent of reformist troops arrived at the front gate of FEBC’s Manila compound. “They did not force their way onto the compound,” Bowman said, “but asked entry to secure the station.” The forces reportedly were sent by General Fidel Ramos, who was described by FEBC president Robert Bowman as “an evangelical Presbyterian and a friend of FEBC.”

According to Jim Bowman’s report, “The troops are relaxed and talking with the MK’s (children of missionaries). They (the troops) have no interest in interfering with broadcasts. The regular (FEBC) guards are allowed to keep their weapons and we are allowed to come and go at will.”

In a telephone interview, Robert Bowman, the FEBC president, reflected on the Marcos regime as good years for the growth of the missionary radio organization he leads. He said deposed president Ferdinand Marcos had given FEBC “a free hand to preach the Gospel to all of Asia” but that it was “simply time for him to leave.” Bowman commented that he “feels very good” about the new freedoms in the Philippines and expects cooperation from the Aquino government.

Station in Manila “Smashed into Uselessness”

MANILA, The Philippines (NRB)—The closing days of President Ferdinand Marcos’ 20-year regime in The Philippines included tense moments for religious broadcasters other than FEBC, most notably the Roman Catholic radio station here.

In a country where about 85 percent of information and news is received by radio and just 14 percent of the people have television sets, the Roman Catholic broadcasting outlet, Radio Veritas, was attacked and destroyed by tanks and small gunfire.

According to an on-the-scene report from Action International Ministries (AIM) in Manila, Radio Veritas “was active for the opposition all through the election period.” As the pressure on Marcos to resign increased, “Radio Veritas was besieged by government troops and equipment was smashed into uselessness,” said Richard Cadd, director of mass media for AIM.

The day after reformists led the military insurrection that opened the way for President Corazon Aquino to take office, the government-owned television (channel 4) and radio stations were “overrun by what became known as ‘people power,’” Cadd added. Government tanks approached the stations to recapture them for the government.

As thousands of people linked arms in front of the approaching troops and protected the captured stations “at peril of their own lives,” the loyalist-controlled tanks were turned back. “Never before have the Filipino people been more valiant,” Cadd observed.

When the pro-Marcos technicians at the stations were dismissed, none of the civilians knew how to operate a broadcasting station. They sought volunteers among experienced broadcasters; employees of the now-defunct Radio Veritas, as well as employees of Far East Broadcasting Company stations and other broadcasting organizations, responded to the urgent appeal, Cadd said.

“Prayers were offered over the air and the audience was encouraged to pray night and day,” the AIM report continued. When Marcos left the country for exile “there was a wave of emotional joy and praise to God,

(continued on page 36)

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NRB NEWS

Reagan Praises Religious Broadcasting In NRB '86 Video

WASHINGTON, D.C. (NRB)—President Reagan, in a videotaped address to NRB '86, credited Gospel broadcasts for helping keep America free.

Reagan was originally asked to appear in person at the annual NRB convention but was forced to cancel when the space shuttle tragedy caused him to alter his schedule. But in the February 3 videotaped address from the White House, Reagan congratulated NRB on its 43rd anniversary and encouraged the organization's members "to keep up your good work" in the fight for freedom.

"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 said. "Americans are some of the most religious people in the world and I would say it is no accident they are also the freest, proudest and most forward looking."

While America has much to be proud of, it has much to be ashamed of as well, such as abortion, Reagan said.

"Abortion is a moral issue as profound as slavery, a violation of our most fundamental beliefs in the worth of the individual and the sanctity of human life," Reagan told the broadcasters. "With courage and determination, without hatred and animosity or violence, but with love in our hearts, we must continue to work tirelessly for the day when the right of life is restored to preborn children."

NRB Founders, Others Remembered With Convention Resolutions

WASHINGTON, D.C. (NRB)—In Washington at NRB '86, the NRB Executive Committee honored the memories and ministries of five Christian broadcasters who have died since the 1985 national convention.

The resolutions remembered the following: William Ward Ayer, a radio pioneer and a founder of NRB; Theodore Epp, another NRB founder and a 1986 NRB Hall



Hall of Fame Awards

Highest Honors: The late Theodore Epp (l.) and M. G. (Pat) Robertson were named to the NRB Hall of Fame.

of Fame inductee: Oswald J. Smith, a broadcaster and missionary statesman who pastored People's Church in Toronto; Harold John Ockenga, first president of National Association of Evangelicals; and Paul L. Bearfield, a broadcaster who was honored with a 1986 NRB Distinguished Service Award. He died one week before he was honored by NRB.

The Executive Committee said of Ayer, who was first president of NRB:

Dr. William Ward Ayer: Whereas Dr. William Ward Ayer was used of the Lord in proclaiming the Gospel of Jesus Christ through radio and television during the many years of his fruitful ministry; and whereas Dr. Ayer was one of the founders and first president of the National Religious Broadcasters in 1944; and whereas Dr. Ayer's messages presented on radio and television were printed in books, magazines, and special editions distributed to multiplied thousands throughout the world; and whereas it has pleased the Almighty to call this servant of His to his heavenly home;

Be it resolved that the 1986 Convention of the National Religious Broadcasters hereby recognizes this faithful servant's distinguished personal testimony, as well as his consistent integrity to the Scriptures, and commends his memory as fulfilling the real-

ity of the Scriptures, in that "he, being dead, yet speaketh." We do express our condolences to Mrs. Barbara Ayer, and honor Dr. William Ward Ayer this day by adopting this resolution to the glory of our Lord Jesus Christ.

Executive Committee Honors Memory of Shuttle Heroes

WASHINGTON, D.C. (NRB)—Less than a week before NRB's Annual Convention and Exposition began, the world was stunned by the January 28 explosion of the space shuttle Challenger less than two minutes after liftoff. Several NRB '86 speakers, including President Reagan in a video and evangelist Billy Graham in a press conference, mentioned the disaster.

The NRB Executive Committee passed this resolution:

In Memory of the Challenger Astronauts:

"Whereas we share with the nation the shock of the tragedy of the explosion of the Challenger; and whereas we grieve with the families and friends of those whose lives were so quickly snatched away—Francis R. (Dick) Scobee, Michael J. Smith, Judith A. Resnick, Ellison S. Onizuka, Ronald E.

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McNair, Gregory B. Jarvis and Christa McAuliffe; and whereas we mourn even with our schoolchildren who mourn; "Be it now resolved that, at the 1986 Convention of the National Religious Broadcasters, we honor the memory of these heroes of our land by adopting this resolution, and by pausing and standing for a moment of prayer, and express to their families and closest associates our deepest sympathy as a body, praying that God will be honored, who rules all from on high!"

Graham Comments at NRB Press Conference On Shuttle Tragedy

WASHINGTON, D.C. (NRB)—Billy Graham, speaking at NRB '86 about the January 28 space shuttle disaster, observed that the tragedy has bonded Americans together in a way unprecedented since the assassinations of Dr. Martin Luther King and President John Kennedy.

Graham made his remarks about the incident at a February 3 news conference preceding the presentation of an NRB Award of Merit for *Inside Russia*, a one-hour television special highlighting Graham's 1984 trip to the Soviet Union.

Regarding the shuttle tragedy, Graham said, "Even with our weak faith, we can see a new unity taking place in the country more than anytime I have seen it since the assassination of Dr. Martin Luther King or President Kennedy. It brought us together."

Graham added, "One interesting thing to me was schoolchildren were seen on television praying in the classrooms and no court was condemning them. There's coming a time when we'll all be able to pray, no matter where we are."

The evangelist's comments were rebroadcast later on Graham's weekly program, *The Hour of Decision*.

Summer Institute of Religious Broadcasting Announced for May

MORRISTOWN, N. J. (NRB)—A week-long Summer Institute of Religious Broadcasting next month will be sponsored jointly by National Religious Broadcasters and Nyack College.

The May 19-23 seminar, which will be available for college credit, will feature presentations from a faculty headed by NRB executive director Ben Armstrong. Nationally-known leaders in several areas of Gospel broadcasting are being invited to lead workshops.

The topics explored will include how to start a radio station, program production, audio production, script writing and music.



Distinguished Service and Awards of Merit (Stations)

Broadcasters Honored: Four NRB Distinguished Service Awards were given to (above from top left clockwise): Patrick Buchanan, Mrs. Paul Bearfield, Rosel H. Hyde (r.), and Samuel Green, Jr. Four NRB Awards of Merit were given for station operation excellence to (far right column, top to bottom): Ronn Haus, Jim Patterson, Char Binkley and John Norris.

The colloquium will supplement classroom discussion with practical training. Nyack College, a Christian school 20 miles north of New York City, has a small radio station on campus, WNYK-FM.

NRB has been conducting the Summer Institute of Religious Broadcasting sporadically since 1971. The seminar has been held around the nation in past years at Nyack, Toccoa Falls College, Moody Bible Institute and Biola University.

For details, call NRB at (201) 428-5400 and see this magazine's May issue.

Second Armstrong Scholarship Awarded to Candace Sweet

WHEATON, Ill. (NRB)—Candace Sweet, a senior communications major from Marseilles, Illinois, is this year's recipient of the Benjamin L. Armstrong Scholarship at Wheaton (Illinois) College.

The Benjamin L. Armstrong Scholarship Fund was established last year by Statewide (continued on page 32)

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29 And he saith unto them, **But whom say ye that I am?** And Pe'ter answereth and saith unto him, 'Thou art the Christ.

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Luke 9:21
31 *Mark 8:31-9:1; Matt. 16:21-28; Luke 9:22-27
Matt. 16:21

30 And *He 'warned them to tell no one about Him.

32 *John 10:24; 11:14; 16:25, 29; 18:20

31 *And He began to teach them that 'the Son of Man must suffer many things and be rejected by the elders and the chief priests and the

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AMY GRANT

ANSWERS

her critics

By Liz Gilland

FOR a number of years, Amy Grant has been the sweetheart of contemporary Christian music. But in 1985, Amy vaulted into the secular arena and became Christian music's first genuine crossover artist in pop music, and in doing so ignited a firestorm of controversy among both Christians and non-Christians.

Signed to a recording contract by Word Records at age 15 when, unknown to her, a cassette tape she made for her parents was played over the phone to a Word executive, Amy's debut album (produced by yet another newcomer named Brown Bannister) was titled simply *Amy Grant*. Eight Bannister-produced lps have been recorded since then.

Amy's albums have consistently risen to the top of the charts in both sales and airplay. In 1983 and 1984, she was awarded two Grammys and five Dove awards for her talent. Amy became the first Christian solo artist to reach a recording milestone when her classic lp, *Age to Age*, was confirmed gold in 1984 (500,000 in sales).

As her popularity increased, concert crowds grew in numbers until it was inevitable that people outside the Christian world would begin to take notice of the young woman from Nashville who was singing about Jesus.

When Word inked a contract in early 1985 with A&M, a top secular record label, Amy became the first artist to simultaneously appear on two record labels with the same album. *Unguarded*, Amy's ninth lp, started a media blitz, and the resulting clamor thrust the young Christian singer into instant celebrity status.

Secular media quickly dubbed her "the Michael Jackson of Christian music," much to the chagrin of many conservative Christians. She appeared on *Good Morning America* and *The Today Show*. After performing her song "Angels" live on the Grammy telecast, Amy walked off with the award for "Best Gospel Performance—Female," her third in three years.

Articles about Amy appeared in magazines ranging from *Ladies Home Journal* to *Rolling Stone* to *Time*, *Newsweek* and every major newspaper in the nation. A special feature article about her appeared in *USA Today*. While she was invited to sing for President and Mrs. Reagan on the televised special *Christmas in Washington*, Amy was also invited to make a musical appearance on television's zany *Saturday Night Live* (she declined), sang on Patti LaBelle's television special, and had a song featured on *Miami Vice*, TV's trendy cops-and-rock-video prime time program.

All this exposure in the secular limelight troubled many of Amy's fans, and further disturbed those who already had questions about her forthright style. Her *Rolling Stone* interview, for example, which appeared in the June 6, 1985, issue of the magazine, infuriated many Christians. Using vernacular language, Amy spoke unguardedly about sex and expressed her desire to position herself musically (not spiritually) "right between Madonna and Huey Lewis." While she steadfastly maintained the content of her Christian testimony, Amy managed to communicate in a style that alarmed many Christians, particularly those who were already nervous about her musical crossover. The result: a tremendous public relations problem, especially among her Christian audience.

Amy has had to learn the hard way to deal with reporters. "I think I've always been too open in some areas," Amy admits. "I think there's a time and place for everything, and I have said things out of place and out of time. But you know, it never crosses my mind that people will actually sit around and try to figure out a motive behind what I'm doing based on something they read.

"There are a lot of things about me that I'm dissatisfied with, but I know that I'm still growing and learning. So if somebody says, 'Boy, I can't believe you said or did such-and-such, that was really hideous,' whether I say it or not, inside I'm probably thinking, 'Yeah, I was kind of grossed out too.'"

In spite of any problems her Christian fans had with her public statements, *Unguarded* went gold after only six weeks in the stores and is expected to reach double platinum status (2 million in sales) before its popularity wanes. "Find A Way," the first single released, easily hit Billboard's Top 30 and was heard on Casey Kasem's nationally syndicated radio show *American Top 40*. Amy's Christmas album also went gold, and *Straight Ahead* was certified platinum (1 million in sales). *Performance* magazine noted that Amy broke into the Top 10 of their "Tops In Performance" chart, which ranks concert attendance, and was among only five female vocalists to do so in 1985. The other four were pop super-



stars Diana Ross, Tina Turner, Cyndi Lauper and Madonna.

The Dangers of Crossing Over

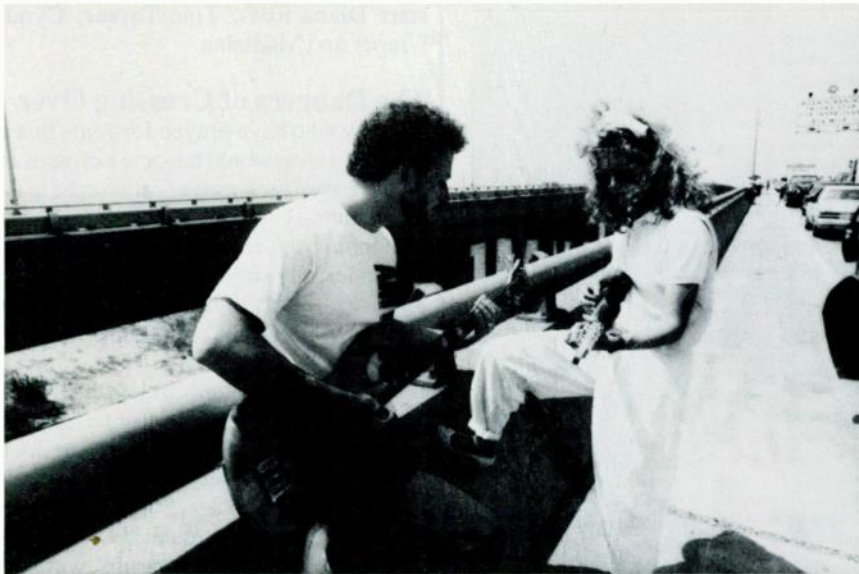
Many who have prayed for years that a Christian song would become a crossover hit have seen their prayers answered in an abundant way: from a sales and exposure standpoint, the entire *Unguarded* album is wonderfully successful, and the artist's music has reached the ears of many who otherwise would not have heard Christian music.

But within Christian circles, the transition of the Amy Grant audience from an almost exclusively Christian one to a mixed Christian and non-Christian audience has been rocky. Some Christians have judged Amy's musical style "ungodly," her lyrical content "watered down," and her motives "selling out for fame and fortune."

Doubts about Amy are nothing new. The criticisms were beginning to be heard several years before *Unguarded* hit the mainstream outside the Christian music market. Managers Mike Blanton and Dan Harrell caused a few raised eyebrows early in Amy's career when they decided not to have Amy do concerts in churches. They claimed the decision was a purely aesthetic and technical one because few churches were built to accommodate live bands and a full concert sound. As Amy said in *The Gavin Report* (June 7, 1985, p. 14.), "Churches are built for a man to stand behind a pulpit and speak and be heard. You get eight people up there with amplifiers and everything, and it doesn't sound good."

It's true that hers is not a hard-sell, Bible-thumping, conviction-filled evening of "church in a concert hall." Rather than preach, Amy sings her convictions. Her brief talks between songs are often personal stories reflecting lessons that she has learned or humorous incidents that reveal truthful insights. Simple though they may be, the stories are often remembered by concertgoers long after the music has faded.

From the first, not all of Amy's songs have been songs of praise or worship. They have always, however, reflected her personal relationship with God, even as they allowed the listener to glimpse the inner struggles and joys of a young woman



Amy and husband, Gary Chapman, make music during a traffic jam.

growing up as a Christian. The songs are horizontal (person-to-person) as much as they are vertical (person-to-God), which disturbs those who believe that all Christian songs should be worship songs directed toward God.

Amy is not hesitant to admit she has changed her attitude about Christian crossover music. "I remember years ago hearing an interview that Evie Tornquist did," Amy relates, "and she was saying, 'The only thing I would ever sing is Christian music ... it's my gift to God.' And I remember thinking, 'Evie, how can you be so closed-minded? How frustrating! You're negating the hours of time I spent discovering the meaning of life with Carole King and James Taylor, and that's important life, too. How can you make a blanket statement like that?' So the first time I heard that 'theology' I was turned off.

"And then I started traveling ... and life on a bus, growing through an early marriage (to singer/songwriter Gary Chapman) with anywhere from 20 road people to a crowd of 2,000 a night watching ... that was difficult. I found myself saying 'The only thing that would make it worth getting out on this road would be me making some eternal difference in someone's life.' And I thought, 'Oh, gee—that sounds like what Evie said!'"

"So I became totally immersed in the whole Christian world," Amy continues. "Everything from seminars to shows and

concerts and interviews and church bulletins and youth groups ... and I finally thought, 'You know, this is not all of life as I relate to life.'

"All of life is not a sermon or a heavy thought. A lot of life is falling in love and learning how to live with other people and becoming tolerant and becoming intolerant of what you're supposed to become intolerant of. And I want to sing about life, the life God gave me, just as I also want to sing about Jesus and what He has done for my life."

Reaching the Kids

Communicating that message to kids is what Amy wants to do most. She is well aware that her foray into the pop music world puts her in direct competition with strong musical opponents who are firmly established with the youthful audience.

"I'm ready to play hardball with the best of them," insists Amy, "and I think I've got something to say that people will listen to. So much of today's songs and singers seem to be extremes—whether it's Prince or Madonna or Boy George or Cyndi Lauper—and most people just aren't like them. I want to be the normal person that kids can identify with who sings about the positive side of life."

Amy doesn't deny a desire to see her audience grow even larger, not because she wants major standing-room only performances, but so that more kids will come to hear her sing and thus possibly be affected

by the songs. She wants to sing in their language.

"For so long Christian music artists have gotten together and talked about 'We've got to go get the kids,' and I finally realized that I kept demanding that the kids come to me on my terms," she observes.

This realization had a noticeable effect on the direction of Amy's most recent album.

"When I was working on *Unguarded*," she relates, "I found myself trying to be creative in a new way of expressing Christ. I'd already recorded almost 100 songs, and I was beginning to feel like I'd been saying the same thing each time.

"Reading my Bible one day, it struck me how much of the time Jesus spoke in parables. Something really heavy, really deep, would be almost cloaked when He spoke that way to the masses. But it was intriguing, and people would walk away thinking about what they'd heard.

"I believe it's the same way today," she continues, "and it made me wonder if maybe by trying to say everything in every song we are taking away some of the mystery.

"This was months before I heard about the A&M deal, and I found myself wanting to do songs on this album that almost leave question marks in people's minds, making them think about what they've heard. Kids today want to find their own answers, and as long as I give them all the answers—Amy's response to life, Amy's response to Jesus—then it takes the curiosity of hunting and the joy of discovery away from them.

"I just thought that for me, and for the people I sing to, maybe it was time for me to say, 'Amy, stop trying to describe everything that He is and allow people to discover who Jesus is for themselves.' People have perceived that as, 'Hey, you're not as verbal about Jesus ...' But I'm not trying to avoid saying Jesus. My whole feeling is that the Holy Spirit doesn't rely on the quantity of the message, but on the quality."

Bridging the Gap

Amy's way of bridging such a gap has met with criticism from some Christians. One example: Dick Bott of Bott Broadcasting, based in the Kansas City area,

takes exception to the technique of reaching into the secular marketplace using secular tools.

"Do the ends justify the means?" he asks. "This is not just an Amy Grant problem. It is not new—it is thousands of years old. You can't be working in two camps ... There's a tremendous blurring between show business and ministry. The whole church has gone too far. The church should have started leading people instead of following long ago. What is the purpose of music in the church if not for worship?"

Bott holds no personal grudge against Amy. "I wish her well," he says. But he says he "will forever stand opposed" to Christians engaging in "show business" and "doing that in the name of ministry." Bott says using rock music and mixed-secular lyrics to reach the world is akin to running a saloon in order to reach drinkers.

Others have mixed feelings. John Cummuta, vice-president and general manager (continued on page 31)

Best-Selling Christian Recordings

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

(parentheses indicate last month's position)

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*Afterglow is the only program of its kind to receive the National Religious Broadcasters Award of Merit for program excellence and Religion in Media's coveted Angel Award the same year.

MUSIC LICENSING

PART I

BY ED ATSINGER

In the first of two feature articles, a noted authority on music licensing provides a comprehensive background to one of the most important and complex issues facing religious station managers today

AFTER years of frustration over exploitative and discriminatory treatment at the hands of the major music licensing organizations, a group of Christian station owners and operators organized a committee, initially named the "Religious Broadcasters Music License Committee," to obtain fairness and equity for religiously-formatted radio stations in their use of copyrighted music. Over the next seven or eight years, extensive efforts were expended toward that goal—some successful, others not so successful.

In 1976 and 1977, negotiations were attempted with ASCAP and BMI to reach agreement for religious broadcasters. Negotiations with ASCAP broke down quickly. A lawsuit was filed by several of the committee members against ASCAP alleging, among other things, that ASCAP, in its business practices and licensing procedures, had violated federal anti-trust laws. This case became known as the *Alton-Rainbow, et al vs. ASCAP* proceeding. Though the case was filed in

Florida (the location of the lead station), ASCAP moved quickly and successfully to have the case moved to New York, where they appeared to be much more comfortable trying cases.

The stations countered by petitioning the court in New York to designate the case a "class action suit," defining the plaintiff class as "all radio stations who devote 25 percent or more of their broadcast day to religious programs produced by non-profit religious organizations and churches." This case languished for about six years without ever going to trial. It finally stalemated and was settled along with at least 50 other lawsuits brought by ASCAP in retaliation against individual religious stations all over the United States.

BMI Breakthrough in 1977

In the meantime, perhaps because of the legal action brought against ASCAP, the other major music licensing organization, BMI, showed genuine interest in legitimate negotiation for a fairer license. Several meetings were held between the

Religious Music License Committee and BMI in Florida and New York. Tom Moffit of the Tom Harvey Agency of Philadelphia, Norman Bie, general counsel to the committee at that time, and Tom Moffit, Jr., general manager of WTLN AM and FM, were instrumental in achieving a breakthrough in 1979 in negotiations with BMI, which resulted in agreement on a new music license for religious stations.

While this license, known as the "Single Station Block Program/Per Program License," had some disadvantages, it nevertheless represented the fairest license ever offered religiously-formatted stations in that it recognized in its rate structure the limited use of copyrighted music made by religious program producers, whose programs in many instances made no use of music at all, or whose use of music was confined to music in the public domain, not subject to copyright fees.

The rate structure in this new license provided for the payment of a monthly fee equal to the station's highest one-time 30-minute program rate in exchange for

which all station revenues derived from the sale of radio time to non-profit religious organizations (known as "Block Programming") were exempt from any further BMI fees, even if substantial amounts of BMI music occurred in some of those programs.

Stations were not required to log the music that occurred in the so-called "Block Programming" periods during the four logging weeks per year required by this particular license. These provisions represented a real breakthrough!

However, there was a downside. The license provided that any station income associated with programming segments that the stations originated themselves (as opposed to pre-recorded Block Programming) which featured any BMI music was subject to a four percent fee. This was not really fair, because the "Blanket License," which most stations had before this new Block License was available, called for a fee of 1.7 percent of revenues.

In effect, BMI granted relief as to Block revenue, but raised fees from 1.7 percent on non-Block periods to 4 percent. Nevertheless, on balance, this license was financially much better for most stations whose principal focus was on syndicated programs and a "talk emphasis," rather than originating large amounts of music.

Furthermore, BMI's share of religious music was rapidly decreasing so that a

ment claims and stations' counter-claims, along with the dismissal of Alton-Rainbow, effectively ended that chapter of the struggle.

During this same period, ASCAP and BMI were both sued by the "Independent Television Interests," again on anti-trust grounds. That case, known as *Buffalo Broadcasting vs. ASCAP/BMI*, went to trial. After a lengthy trial, the court found that ASCAP and BMI had indeed violated the anti-trust laws, but the judge's decision was appealed. In 1984, a federal appeals court reversed the lower court and found in favor of ASCAP and BMI. The U.S. Supreme Court denied a further appeal, and with this major legal hurdle, ASCAP and BMI seemed to feel this was the final victory for their position.

It is no wonder, then, that in the fall of 1984, Christian station owners received notice that the Block License, which was set to expire at the end of 1984, would not be renewed; BMI would now offer only the two licenses they had originally offered back in 1976—the Per Program or Blanket License. This represented a major setback in the progress that had been made.

NRB Board Action

In February 1985, at the NRB national convention, the Religious Broadcasters Music License Committee met to discuss BMI's refusal to renew the religious Block

tiating schedule was established. Thereafter followed three marathon negotiation sessions—the first in New York on March 27, 1985, at the BMI offices.

The session began early on March 27 and lasted all day. BMI would not budge from the position taken earlier that they would no longer offer the religious Block License. A subsequent session was held in Washington, D.C., at the offices of Wiley & Rein on May 6. Again, an all-day session produced no substantial progress.

Finally, at the end of the third meeting, on May 30 at the BMI offices in New York, an agreement was struck in which BMI agreed to offer a new three-year license specifically tailored to religious stations. It incorporated the provisions of the old religious Block License for the first two years of its term and provided that in the final year of the license, stations would agree to attempt to use a formula which was essentially BMI's Per Program approach.

While this did not represent a perfect solution, it was felt that it was a reasonable accommodation to the needs of religious station operators.

Moreover, because of BMI's significantly diminished religious repertoire, the committee agreed to try the Per Program approach for the third year of the license experimentally as a good faith gesture to meet BMI's concerns at least part way.

In light of the choice BMI had offered in the fall of 1984, and for all of the months up until the final negotiating breakthrough, it represented a significant improvement and cost savings for Christian formatted stations. The NRB Music License Committee also felt that it would allow it to concentrate its energies on a permanent solution with ASCAP, which is still very much unresolved.

Important Provisions

The new contract negotiated in May 1985, and mailed out to stations in August, incorporates some important changes over the old religious Block License:

1. The new license, known as "Radio-85/X," incorporates a three-year term beginning retroactively on January 1, 1985, and expiring on December 31, 1987.

2. The first two years of the license term essentially incorporate the terms and conditions of the old Block License, with one difference. Beginning in January 1986, stations were obligated to log the music which occurs in the syndicated programming blocks during the four weekly

The new contract negotiated in May 1985 incorporates some important changes

number of stations found it quite easy to simply eliminate BMI music from the programming segments over which they had control and rely instead on music from the public domain and other sources.

So far, so good. Most of the above discussion is background material to help explain the present situation. A little more background, and we can do that.

In 1982 and 1983, a number of significant developments occurred. The *Alton-Rainbow vs. ASCAP* suit was, in effect, stalemated, and an out-of-court (though court-approved) settlement was agreed upon. ASCAP won a number of infringement suits they brought in retaliation for the Alton-Rainbow suit. Most stations responded with counterclaims against ASCAP. The settlement of the infringe-

License which had just expired. It was at this time that the NRB Board of Directors voted to make the Religious Music License Committee an official standing committee of the NRB and to place its official support behind the efforts of Christian station owners and operators to obtain fair and appropriate licensing.

As a result of the Board of Directors' meeting, the Religious Music License Committee became officially the NRB Music License Committee. Richard Wiley, NRB general counsel, notified BMI immediately of the committee's desire to meet and negotiate a new contract. Tom Moffit, Jr., hand-delivered the message for NRB's general counsel to the BMI offices in New York while the convention was still under way, and a nego-

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log-in periods which occur in each of the four quarters of 1986.

Under the terms of the old license, and during the first year of the new license (that is, 1985), this logging requirement during the syndicated block was not required. BMI has indicated that a good faith effort here is really what they are looking for; they understand that it is often very difficult to identify the writer/composer/publisher of a musical selection which occurs in a pre-recorded program or live church service.

Futhermore, they are quite willing to accept a list of musical selections prepared in advance and forwarded to the station or to BMI directly from the major national program producers. Those programs which never make use of feature music, such as *Thru the Bible*, *Focus on the Family*, etc., need simply be identified once, and no further logging is necessary.

3. The final year requires the stations to log everything during the four weeks and to be billed on the formula provided under BMI's Per Program License, with some modifications. That begins January 1, 1987.

4. Finally, any station which selects the new "Radio-85/X" license shall be required to apply the license retroactively to January 1, 1985.

Committee Agenda for 1986

The need to achieve fair treatment for Christian-formatted stations from music licensing sources is still a goal far from reality. Independent TV stations, which initially succeeded only to be reversed on appeal, have turned their energies toward the United States Congress with a major lobbying effort to obtain a legislative solution.

A bill has already been introduced in both houses with many co-sponsors. The NRB Music License Committee is studying closely actions taken by the independent TV interests and will continue to monitor the developments for copyright changes in the Congress. In the meantime, the committee plans to pursue negotiations with ASCAP, dialogue with Christian writers and publishing interests, investigate possible rate court action, and pursue other appropriate actions in the continuing struggle for equitable music licensing.

Ed Atsinger, president of Salem Broadcasting Services, Camarillo, California, chairs NRB's Music License Committee.

BOOK REVIEWS

101 Ways to Cut Legal Fees and Manage Your Lawyer

by Erwin G. Krasnow, Esq. and Jill MacNeice, Broadcasting Publications, 103 pages.

This practical guide for broadcasters and cable operators offers an inside look at the legal profession from an attorney who has represented broadcasting clients for more than 20 years. Krasnow believes that the more executives know, the more productive the client-lawyer relationship can be—for both the client and the lawyer.

Krasnow and co-author MacNeice observe that, in today's business environment, it has become essential for broadcasters and cable operators to "ensure that they are obtaining high quality legal services at the lowest possible cost."

101 Ways shows the reader how to find a quality lawyer to handle specific needs, how to structure the most advantageous fee relationship, how to control the cost of legal services, how to monitor your lawyer's performance and how to use his/her knowledge to help your business grow.

Among the topics discussed are: tell-tale signs of lawyers to avoid, how to find free legal help, staying out of court, everything you need to know about retainers, and avoiding "over-lawyering." Luckily, the writing is in clear, easy-to-read English (no "legalese" here), and difficult terms are defined thoroughly.

The contents list of this paperback fills seven and a half pages since the authors have provided a detailed outline of what information is available on each page for easy reference. Also included are four appendices and an index.

101 Ways provides broadcasters with practical information on the little-discussed aspects of the client's rights and responsibilities and the lawyer's legal and ethical obligations to the client. Krasnow uses his years of experience as a lawyer to encourage lawyers and clients to recognize their roles in that relationship. He and MacNeice state in the introduction, "The primary lesson to be learned from this book is that you (the client) are the boss. You make the final decisions. Your lawyer is ... a resource available to you in your efforts to compete and prosper in the communications industry."

Dear Danuta

by Danuta Soderman, Fleming H. Revell, 156 pages.

Dear Danuta joins a host of religious question-and-answer books available today, yet it avoids offering pat answers to critical problems like many of its counterparts.

Soderman responds to each question with the warmth and genuine concern that has made her a popular co-host on *The 700 Club*. She receives hundreds of letters a year from people who reveal their most intimate problems and seek prayer and advice.

Questions include: "How can I kick this awful habit?", "I'm afraid to die. Who can help?", and "Am I to blame for being raped?" Readers may find answers to personal problems they hesitate to discuss with friends or family members.

Dear Danuta is divided into five sections:

1. "I feel like such a failure," addressing problems of self-esteem;
2. "The abundant life—where is it?," learning how to work together as a family;
3. "Maybe God's mad at me," growing closer to God on a one-to-one basis;
4. "My friend, my loving sister in Christ," getting to know Danuta;
5. "If you're ever in Des Moines," viewers' comments about Danuta's role on the *700 Club*.

Soderman's writing style is enthusiastic. She is an optimistic, up-beat person, exhorting her readers to trust Christ to bring victory over their most heart-rending problems. Soderman believes that Christians can learn to believe God's promises and adapt a victorious Christian lifestyle.

Christians in the Political Arena

by Vern McLellan, Associates Press, 192 pages.

This book is a call for American Christians to make a stand for Christian principles. As the foreword by Senator Bill Armstrong states, it is "a clarion call to twentieth century patriots to take their private faith into public life, to enter the great American political arena of ideas, discussion and action, and to become a potent force for constructive change." *Christians in the Political Arena* does not challenge only; a reader is quoted on the back cover, "It guides the reader into practical areas of endeavor."

This becomes most apparent at the end of the book where McLellan details positive strategies for Christians who want to help change the course of events in America. There are numerous ideas including direct lobbying, voting, keeping a checklist for choosing

candidates, civil disobedience, writing and calling government leaders, praying, keeping informed on the issues, and much more. The addresses, phone numbers and brief descriptions of Christian organizations working to preserve America's traditional values are also included in the last portion of the book. In addition, McLellan suggests books for further reading at the end of each chapter.

Admittedly, many books have been written on this pertinent topic. But few detail the options Christians have as thoroughly as this one. *Christians in the Political Arena* has drawn favorable comments from many of America's leaders in the church and government, including Billy Graham, President Reagan, Jerry Falwell, and others.

Television and radio broadcasters who are Christians will benefit greatly from the background McLellan provides on the subject, as well as the steps he recommends be taken to remedy the situation. This is a must-read for both the curious Christian thinking about transforming his or her private faith into a public statement and the concerned activist in search of encouragement.

McLellan has written three previous books. A former editor of *Campus Life* magazine and the author of articles in many religious publications, he is director of foreign missions and international programming for PTL Television Network, supervising all foreign missions projects. Before joining PTL in 1979, McLellan was director of television for World Literature Crusade.

Says McLellan: "For too long, Christians have sat on the sidelines debating among themselves while allowing others to make important government decisions.

"It is time to answer the 'don't mix religion and politics' questions. Christian involvement is crucial to the future of America. Permanent, positive changes can be best brought about when citizens are informed and motivated by the best principles."

Best-Selling Christian Books

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

(parentheses indicate last month's position)

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HEADING OUT TO MADISON AVENUE

by Gary Crossland

**Twenty very important
points for Christian stations
to consider before selling
spots to advertising agencies**

SELLING Christian radio spots to agencies is, in many ways, similar to selling to any client/advertiser. However, the inability to adequately address the differences that make the agencies sell Christian radio can cause you difficulty in attracting this type of business. Nevertheless, most commercial Christian stations seek agency business. Although it is more likely that a regional group of stations will receive agency buys, individual stations can benefit from the following important points:

Market your station to local agencies. Use billboards, bumper stickers, direct mail, trade papers, etc. One of the most effective things that you can do is to send a post card to each agency every two weeks with *one* bold fact printed on the back. If they can read it in five seconds, they will read it while throwing it away. This method is the old drop-of-water-on-the-rock approach. You will establish credibility just by being seen. However, your promotions will be most effective if they are not "religious" in nature.

Be professional. Learn to converse in agency jargon.

Make your media kits sharp but concise. An agent's reading time is very limited. As with business cards, the kit is designed for first and not lasting impressions. Remember that other stations in your market are also dropping off well-designed kits. You must compete. If you don't, you may come off looking like you are not really serious.

Seek the small agencies if you want to get a hearing. There are enough to go around. For example, in the Los Angeles metropolitan area there are approximately 1,000 agencies. Eight hundred of them are one- or two-man operations. Each has a handful of clients. Overall, this is where your money is. However, accept the fact that you may not have a chance with some agencies and move on. Even if a media buyer is a Christian, he may be working under guidelines that render him incapable of including your station in the mix. For example, he may be required to buy so many share points in a particular market. If you have no points on paper, you cannot be part of the buy.

Conduct research on your prospective agency. Call up the media director and ask him to briefly share with you some information about his individual accounts for your files. (Even the receptionist may be able to give you this information.) Find out the name of the buyer for each account. Then pick up the conversation with the buyers.

Go for the smaller client/advertisers. Your effect on a large account will not necessarily be felt. Consequently, you will have proven nothing. Start small and prove yourself to the agent. If you obviously score for the small client, the agent will assume that your effect will be equally positive for the larger account.

Pursue accounts that are already spending money on radio. Find out when the client buys, when those decisions are made, how money is being spent and what markets are being bought. Don't try to get the agent to include radio in the mix for a client who does not want radio.

Make sure that you are the right station before you walk in for the appointment. Research that client/advertiser first.

Be honest and up front. You need to win respect before you can win a sale. Don't conceal the nature of your format. Furthermore, if you don't have any numbers in your market, say, "I know that we don't have numbers, but here is how I think we can fit in. This is what we think we can do." Don't worry that you may not be rated by Arbitron. Seven out of ten radio stations are not.

Sell with whatever numbers you can. If you don't have access to any surveys, make your own. Set up an answering machine on an unused telephone line and tell your listeners to call in and give their age, sex, area of the city, family size, children's ages, etc. With this information, you will be able to tell the agent *who* your audience is, if not how large it is. There is a growing tendency among agencies to put heavier emphasis on qualitative (lifestyles) research than ever before. Don't forget to sell with testimonials.

Say, "I have heard that we do very well in such-and-such demographic. Do you have your book handy? Can you confirm that?" if you know that you do well in the ratings, but you can't legally quote them.

Sell ideas if you can't sell with numbers. Any agent will listen when you say, "I know we don't have the numbers, but we have an idea!" Then, sell the *results* of the campaign, not the campaign. Say, "Here is how many people we think we can bring through the door."

Emphasize your strong points. Christian radio, on the average, is best with women ages 25 to 54. Seek clients who are looking for this demographic segment.

Agencies are buying Christian radio at a steadily increasing rate

Remember that you will never get the chance to sell to the agent's client. He will have to carry your message to him. Therefore, don't sell to the agent; sell *through* the agent. Make your presentation strong enough to be accurately represented in your absence.

Ask yourself, "What is the basis of my rates?" If you don't have any numbers to speak of in your market, the agent may ask the same question. (Keep in mind that in almost every situation, rates are based on audience size.) Base your rates on your ability to deliver what you are best at (for example, the market's highest concentration of women, the most loyal audience, etc.). Find your highest niche and price yourself according to that.

Offer a very good deal. It will be worth it.

Negotiate. You can't be dictatorial about your rate card when dealing with agencies. Agents take pride in getting a "deal." Paying by rate card is almost unthinkable, and seldom will agents buy you unless you give them a special price. Remember, the goal of any self-respecting agency is to pay for its own commission by negotiating at least as much in "good deals."

You generally don't have to worry about the agency telling other advertisers about

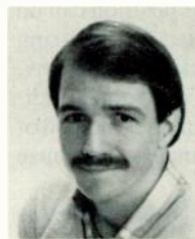
how much you cut your price for them. Agencies seldom bring up numbers when talking with their peers about how good their "deals" were. They are very protective about revealing what special favors were granted to them.

Don't price yourself too low. You don't have to talk an agency into spending money, as you would any other client. They are in the business of spending money. They want to make money too, so give them something substantial to buy. Writing too small a contract won't even be worth pushing the paper.

Make the agency look good to its own clients. Remember that agencies are under the gun with their clients just like you are with yours. Always give the agent a dollar figure on the amount of free airtime, merchandising or promotional premiums that you give him. This will be concrete evidence to his client that he has secured a good deal. (Note: Some agencies do promotions. Others just buy time. Pay attention to which category your agent is in.)

Put left-over money to good use. Agents always spend the total budget allotted to them by their clients. If they have a client spending \$100,000 a month, and they have spent all but \$500 of it, they can either buy two spots on the number one station in town or a *whole campaign* on your station.

Agencies are buying Christian radio at a steadily increasing rate. The year 1986 will be pivotal in this long-awaited chapter of our industry. Since we find that Christian stations are having to rely much more heavily on spot sales, they are being more assertive in their attempts to dip into the vast pool of dollars flowing through agencies every year. For this reason, over the next several years we expect to see a gradual maturing in the courtship between Christian radio and Madison Avenue.



Gary Crossland is president of Soma Communications, Inc., in Dallas, Texas.

YOUR NEW ANNOUNCER

An audition test is an excellent tool to select the right person for an on-air position

BY ROBERT J. SUTHERLAND

A FEW years ago, a radio station hired a person to be a talk show host, interviewer and afternoon drive announcer. This person was a bright, friendly, warm Christian who had experience in radio news. His audition tape was great. He sounded like the perfect person for the job. However, after he had held the job for a few weeks, the station was looking for someone else. He had no hands-on experience for the job, even though his general qualifications and "demo" tape were excellent.

How do you know if the person you are considering for an on-air position can do the job? Commonly used "measuring sticks" include checking resumes, previous experience, air checks and audition tapes. You can use another method of choosing future announcers: in-house audition testing.

Remember about 10 years ago there was a song released that featured dogs barking

in different pitches? The dogs "sang" *Jingle Bells*. I'll never forget that record because it illustrated perfectly a problem I had seen—demo tapes that demonstrate only how adept a person is in editing and polishing his recordings.

If you need someone to do production work only, then you want a genius editor. If you are hiring a live announcer, it doesn't matter what he can do in a production studio. You should test prospects at what you will require them to do. Reading out loud makes or breaks announcers. It is the backbone of most air work. Once you determine what the job entails, test in that area.

At WMHR, we give each prospect the latest UPI News in Brief off the teletype, some local news, one or two sports stories, local weather, and live commercial copy that is currently used on the air. A cue sheet is also given that lists intros, transitions and outros. One addition you may want to consider is a brief devotional reading. We keep a book of daily devo-

tionals and ask the person to choose one to read.

One rule in audition testing is not to stop or rewind the tape. The demo must be done in one take, just like a "real" newscast. If the test should take 15 minutes to record, I allow 30. Giving double the time will allow the prospect adequate time to pre-read and mark or correct the copy. Although the time is allowed, I never suggest that it be used for pre-reading. I want to see if he uses the time wisely.

One vital aspect of the testing is assuring the person that you don't expect perfection. That's not realistic. What is realistic is for a person to hear his own mistakes. That's why you should take time to listen to the tape with the person immediately.

I listen for "VETS" as we go through the tape—voice, enunciation, tempo and style.

A person's voice is often over-rated in its importance. Audiences are not as critical as we are. Still, there are some voices that are simply not adequate for on-air work. You decide what's best based on your available options.

In determining good enunciation, listen especially to the sports section. It's often full of unusual names. Also, the world news is a key. Is the person aware of people in the news? When he comes to a difficult word, what does he do?

Tempo is important, too. Do you want a quick, crisp delivery or a slow and thorough delivery? Does the person rush through punctuation? He should pause at commas, stop at periods and alert the listener to quotations in the text. Is there significant variation in tempo between the start and finish of the test? Do you want that on your station? Ask people to demonstrate a different tempo if what is on the tape isn't what you want.

Finally, be aware of the person's style of delivery. Is it '70s FM, '60s AM, casual or the authoritative news bulletin type? People who sound like they are swallowing when they talk need the most work. Basically, you should determine if the person sounds like a real person who is talking to real people. Audiences can hear a phony delivery in seconds. A seasoned professional can do almost any radio style with practice.

Sample Form For An Audition Test

This is a tool we use to evaluate and train potential staff members. You will be asked to read what is, in effect, a long newscast. Reading is a major part of the on-air work at most stations. This will give us both an objective measurement of how well you read.

You will be asked to read:

1. The latest UPI World in Brief news
2. New York state news from UPI
3. UPI Sports in Brief
4. Local weather
5. An ad currently used on the air
6. A Bible reading ... a chapter from your choice of translations

Here are the cues:

1. You're in tune with Christian Radio, WMHR, Syracuse. I'm _____ with the news.
2. That's World and National news. Now here's a look at New York state news.
3. Now for Sports from UPI.
4. The weather for the listening area will be ...
5. ... (read ad) ...
6. That's news, sports and weather I'm _____.

You may not stop or rewind the tape. It must be done in one take. After you are finished with this part, you may then read the Bible chapter.

When you are finished we will listen to the tape together. I will ask you to identify your mistakes. I don't expect you to be perfect the first time, but I do expect you to be able to hear your own mistakes. That's the only way to improve.

People who do not hear errors they make are unlikely to improve. My first question to prospects after the test is: How did you do? I then ask them to critique their own work. Was it too fast, or not lively enough, or just right?

Afterward, I make a copy of what was read and listen very closely to the tape. When an error is made, I ask whether or not the prospect heard a mistake, and if so, what it was. This is more important to me than anything else. Does he admit his mistakes? Then, I have the story read again, out loud, before we continue the tape. Often the story is read perfectly after the fault is found. That gives me more confidence in his ability, or it tells me that he needs more work in a particular area.

At the end of the test, I ask the applicant to tell me how he felt he did. This is where we interviewers need to be positive and affirming. A test like this can be a nightmare to some people. They are aiming for perfection, they may be nervous, and they may wonder how you are going to react. You must realize that the audition test is a tool to measure ability at one point in time. If the tape is poor and you believe the applicant has potential, offer to do another one and set up a definite time. Remember

to be kind.

Auditions can also be used as training tools. When you find a good prospect, keep giving tests until he excels at it. Perhaps you can have your current air staff take one every three or four months in order to measure progress. When a person is hired for on-air work, save the audition test. That way you can provide proof of a system used to hire announcers. Proof can be provided and objectively measured with audition testing.

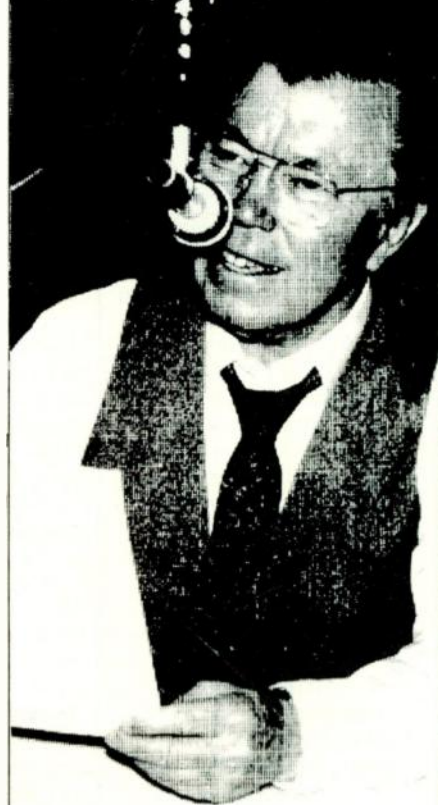
Do you have someone on the air who needs work? Do you need a method of training new announcers? Do you want to be sure a person can do the work you need done on the air? Audition testing is a simple answer. Remember, the only thing better than having no problems is having a method of solving the ones you do have.



Robert J. Sutherland
is operations manager
of WMHR-FM in Syracuse,
New York.

FAR EAST BROADCASTING
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The BOWMAN Report



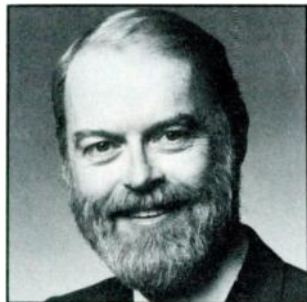
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BROADCASTERS



Robert Bason

The Russ Reid Company of Pasadena, California, has hired **Robert Bason** as vice-president of the development division. He will join the company's consulting team. Bason was assistant chancellor for university relations at the University of California at Santa Barbara.

John Schlitt has joined Petra as its new lead singer. He replaces **Greg X. Volz**, who has embarked on a solo career. Petra is touring Australia, Scandinavia and Canada this spring and is recording an album, *Back to the Streets*, this month.

"Do Something Now," the song about world hunger that features more than 70 Christian artists under the title **The CAUSE**, raised \$80,000 in two initial checks for Compassion International. Compassion will use the money to aid hungry people in Africa and other areas.

Thomas Zimmerman was appointed president of the United States board of the Lausanne Committee for World Evangelization (LCWE) in February. Zimmerman, the first to fill the position, is responsible for developing support for LCWE throughout North America. The announcement was made by **Leighton Ford**, chairman of the international committee of LCWE.

Roberta Hestenes, director of the Christian formation and discipleship program of Fuller



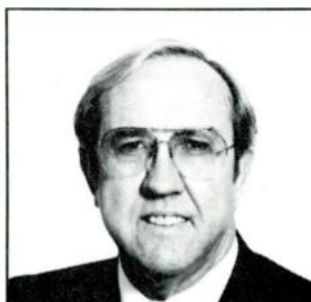
Roberta Hestenes

Theological Seminary, has been named chairperson of World Vision International. World Vision has more than 3,900 relief and development projects in 80 nations and produces a number of 60-minute film specials.

A television program, called *Make a Difference*, began airing on a local cable TV station, SCATV-3, in northern New Jersey. Produced by the **First Assembly of God** in Rockaway, New Jersey, the series will "promote the body of Christ." Organizers hope to bridge denominational gaps with a teaching and interview format featuring current problems such as divorce, run-aways, pornography and the homeless.

WDAC-FM/Lancaster (Pennsylvania) recently completed construction of its new studios and office building. According to **Paul Hollinger**, general manager, the structure is a replica of Lancaster's original courthouse, which stood from 1739 to 1854. WDAC will hold a public openhouse May 2-4.

Cliff Barrows, vice-president of the Billy Graham Evangelistic Association (BGEA) and co-host of *The Hour of Decision* radio program, has been appointed to the Wheaton (Illinois) College board of trustees. He replaces **Allan Emery, Jr.**, president of the BGEA, who served as a trustee for 32 years.



Bobby McFalls

Bobby McFalls has been appointed executive vice-president of *The Spoken Word of God*, a ministry of Christian Duplications International, Orlando, Florida. McFalls will be in charge of distributing the cassette Bibles in English and nine other languages for radio broadcast and personal use.

James Montgomery Boice has succeeded **William Petersen** as the head of Evangelical Ministries, Inc. The Philadelphia-based organization sponsors *Eternity* magazine and the *Bible Study Hour* radio broadcast. Boice has been *Bible Study Hour* speaker for 16 years.

Georgalyn Browne Wilkinson has been appointed chief executive officer of the worldwide ministry of Gospel Literature International, better known as GLINT, based in Ventura, California. Wilkinson worked with the Far East Broadcasting Company from 1959 to 1985, most of the time in Tokyo as director of the Japan field operation.

Carl Dean has been promoted from program director to operations manager of WZZD-AM/Philadelphia (Pennsylvania), according to general manager **Jennifer Lear**.

Bishop A. W. Goodwin-Hudson, 80, died in England last fall after a short illness. Goodwin-Hudson was a



Lloyd Parker

pioneer in the religious broadcasting industry in England and was the first chairman of trustees of the Christian Broadcasting Council of Great Britain.

Lloyd Parker, formerly station manager of WLIX-AM/Bay Shore (New York), has been named general manager of the station by **David Swanson**, president of Living Communications, Inc. Parker serves on the board of directors of the Gospel Music Association.

Freda Lindsay has resigned as president of Christ For The Nations but will continue to serve as chairperson of the board and chief executive officer. She is succeeded by her son, **Dennis Lindsay**. Christ For The Nations, Dallas, Texas, produces a television Bible teaching program named after the organization.

Michael Todd Raynes has been named program director of WCXN-AM and WPAR-FM/Claremont (North Carolina). Raynes formerly worked at WSCW-AM and WYJP-FM/South Charleston (West Virginia).

The Presbyterian Media Mission received a 1985 Gabriel Award for its *Tapestry of Hope* radio series. The program features stories of courageous people facing incredible odds. The organization is based in Pittsburgh, Pennsylvania.

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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.

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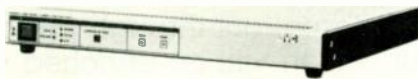
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NEW PRODUCTS



JVC Introduces Time Base Corrector

Specially designed for professional video systems, the SA-T100U is the first digital time base corrector from JVC Company of America. It features 8 bit digital sampling at a sampling rate of 4 times the subcarrier frequency plus high performance comb filter for improved resolution and signal-to-noise ratio.

Included is an RS-170A sync signal generator for system timing, such as in-switcher configuration, as well as a genlock function which locks the TBC with another stable sync signal; adjustable vertical blanking to further assure broadcast compatibility; built-in drop-out compensator and subcarrier feedback for wide bandwidth performance.

This stand-alone time base corrector can be used during playback for tape duplication. It contains a built-in processing amplifier (procamp), plus an optional remote control unit. There is also remote trigger for freeze frame or freeze field for post-production interfacing.

Due to its heterodyne processing, the SA-T100 is also compatible with VCRs that have only external sync inputs.

This EIA rackmountable unit is available for immediate delivery. For more information, contact the professional video communications division of JVC toll-free at 1-800-JVC-5825, or write JVC Company of America, 41 Slater Drive, Elmwood Park, New Jersey 07407.

ATUS Microphone Stands, Booms Introduced

ATUS microphone stands and related products make up three categories: floor stands, boom assemblies, and combinations: floor stands with booms.

Because the products are made to Audio-Technica specifications by a West German

manufacturer, they will be marketed under the name ATUS, rather than Audio-Technica.

The two floor stands in the line extend from 35 inches to 62 inches, and the Model AS500-C (\$49.50 professional net) is chrome-plated, while the AS500-B (also \$49.50 professional net) is matte-black overall.

The two ATUS boom assemblies (both of which are \$28, professional net) extend from 16½ inches to 32 inches. The Model AB500-C is chrome-plated, while the AB500-B is finished in matte-black.

The two floor stand/boom combinations include the Model ASB450-C, a full-size (35 to 62½ inches), chrome-plated stand with a 33-inch single-section boom (\$70, professional net); and the model ASB510-B, a low profile stand (12½ to 24½ inches), finished in matte-black, suggested for use with drum miking and other low-level uses. Pro net for the ASB510-B is \$65.

For further information, contact Don Kirkendall or Rock Wehrmann, Audio-Technica, U.S., Inc., 1221 Commerce Drive, Stow, Ohio 44224. Telephone (216) 686-2600.



AKG Announces Low-Cost Microphone

As part of its 1986 New Product line-up, AKG Acoustics has introduced a new, competitively priced dynamic microphone, the D-70ME.

This medium impedance (200-1000 ohms) cardioid pattern microphone is equipped with a 3-pin XLR connector and has a wide range of applications.

Finished in matte black, the D-70ME also incorporates a built-in pop-screen and comes complete with an SA-40 Mic Stand Adapter. It retails at \$50.

For further information, contact Tom Bensen at AKG Acoustics, Inc., 77 Selleck Street, Stamford, Connecticut 06902. Telephone (203) 348-2121.



Portable Distribution Center Retailed

A versatile, portable distribution center has been introduced by Union Connector. The 100 amp single phase input supplies six 20 amp and one 60 amp breaker-protected circuits. The 20 amp circuits are available with stage pin, "U"ground, and twist lock receptacles. The 60 amp output can be used to feed "downstream" to smaller amperage outputs. All circuits have indicator lights to monitor activity. The unit is designed for portable or wall mounting.

Weighing only 15 pounds, the 12" x 10" x 6" box is easily carried by its handle.

For more information, contact the Union Connector Co., Inc., P.O. Box H, Roosevelt, New York 11575. Telephone (516) 623-7461.

Bretford Introduces Microcomputer Tables

Bretford has added the EC4 to its line of adjustable microcomputer furniture. The EC4 "all-in-one" microcomputer center is a space-saving cart for use with complete computer systems, including printers.

The EC4's sliding keyboard shelf increases user leg clearance, puts the keyboard within easy reach and protects it while not in use or during transport. It also features a sliding printer shelf for easy printer access.

The top shelf provides ample space for monitor and disk drive while the bottom shelf holds paper in the correct feeding position.

The table is also available with a 3-outlet electrical assembly with a 20-foot extension cord, grounded plug and built-in cord winder.

For additional information about the EC4 or a copy of the Bretford catalog, call or write Bretford Manufacturing, Inc., 9715 Soreng Avenue, Schiller Park, Illinois 60176. Telephone (312) 678-2545.

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WASHINGTON

Court Orders FCC to Reconsider List

by Richard E. Wiley

IN a decision released late last December, the U.S. Court of Appeals for the D.C. Circuit¹ ordered the Federal Communications Commission to reconsider its 1984 decision requiring all broadcasters to maintain quarterly issues/programs lists; the FCC had adopted the quarterly list requirement² in response to the court's earlier disapproval of the deletion of radio program log rules.

The issues/programs list is required to contain at least five to 10 issues of public concern and a brief narrative as to how each was treated by the station. Licensees are not required to explain how it determines that the issues enumerated are of concern to its community. The list should be placed in the licensee's public file on October 10 and at subsequent three month intervals, and it should be retained by the station for the five-year license term.

The court now holds that the quarterly issues/programs list is insufficient to meet the requirements of the Communications Act. Because the list is merely "illustrative," the court said, a potential petitioner to deny a renewal application would be unable to gather from it sufficient specific facts to put the overall quality of a station's programming into dispute. For example, a petitioner might allege that a licensee failed to treat the issues of public concern. The licensee could respond that the lists do not fully represent its overall pro-

gramming because the list is merely illustrative, and the petitioner would have to produce evidence to dispute the claim. The court therefore instructed the FCC to reconsider the matter.

The Commission most likely will conduct a further rulemaking proceeding to develop a mechanism that the court will approve. The court itself strongly suggested that the FCC should consider a "significant treatment" alternative. Under such a requirement, each broadcaster would certify a list of programs in which the station had provided significant treatment of issues of community concern. The court explained its preference for such a list: A challenger "would be able to assert that by the broadcaster's own admission the programs on this list represented the most significant treatment by that broadcaster of issues that the broadcaster itself thought to be of community concern."

The details of the "significant treatment" requirement were left to the FCC, however, and the agency probably will invite comments on the suggested changes. Until the FCC actually modifies its rules, broadcasters should continue to follow the present quarterly issues/programs list requirements.

Whatever the outcome of any FCC proceeding, the court's decision is further evidence of the importance of documenting your efforts to respond to community issues. A carefully prepared issues/programs list (or its successor) could be crucial to license renewal.

¹ Office of Communication of the United Church of Christ vs. Federal Communications Commission, No. 84-1239, December 20, 1985.

² 47 C.F.R. § 73.3526(a)(10).

Mr. Wiley, a former Chairman of the Federal Communications Commission, is a partner in the law firm of Wiley & Rein.

(continued from page 15)

of Chicago's WCFL-AM adult contemporary Christian radio station, says he trusts Amy to be "doing her ministry the way she feels called to do it. Therefore, I support her. I wouldn't necessarily wear leather pants and jump around the stage myself, but that's because I don't feel called to reach out in that way." He cites the apostle Paul as an early crossover evangelist, one who "needed to be a Jew among the Jews and a Roman among the Romans," putting his ministry "in the

Vocal Band, for instance. Another branch is not so much geared toward the church as we know it. It's Christians saying, 'I want to affect my culture.'"

In spite of all the controversy, Amy is determined to continue doing what she says she's always done: sing about Jesus and about life as she sees it. Her goal is to reach kids with a message of hope in an often bleak world, to offer a good news alternative and to help people understand that Christianity is a practical, effective, daily way of life.

Amy says her desire has always been to do what the Lord wants her to do—and she believes that, on the whole, she is doing just that. "I'm not a preacher," Amy acknowledges. "I'm not a reaper, either. And I don't even know if I'm really a sower. Sometimes I think I'm simply the package stuck up on a stick at the end of the row that says 'This is what's available here ... this is what you'll find in this row if you're interested.'"

Liz Gilland is a freelance writer based in Nashville.

Amy hears the critics, and yet she persists

context of those he was ministering to." Cummuta has years of experience in the media, and his assessment is that Amy Grant is "doing what she needs to do to get a hearing" among secular music lovers.

Amy hears the critics, and yet she persists. In *The Gavin Report*, Amy admitted, "I've gotten some letters from people I have sung to for so long who are angry about the wall coming down. The songs are different and the wording is different, but the heart is the same. I feel like sometimes we safely cling to our wall.

"And so I feel I'm caught in between a place that's saying to the loyal group I've been singing to, 'I'm not leaving. We're not even moving. We're just removing the bricks. All we're doing is dismantling the wall. And don't be afraid of what's on the other side of it.' And to the people that I have never had the opportunity to sing to, 'Look, I'm not invading your space. I'm not forcing my life on yours. All I'm doing is letting you see something. And if you embrace it, that's incredible! If you don't, my point wasn't to climb over the wall and invade your life.'"

From her vantage point atop the Christian music world today, what does Amy see happening?

"One fascinating thing is that there are two different efforts in Christian music now, and there used to be only one," she says. "One group of singers sings to the church—Sandi Patti or the New Gaither



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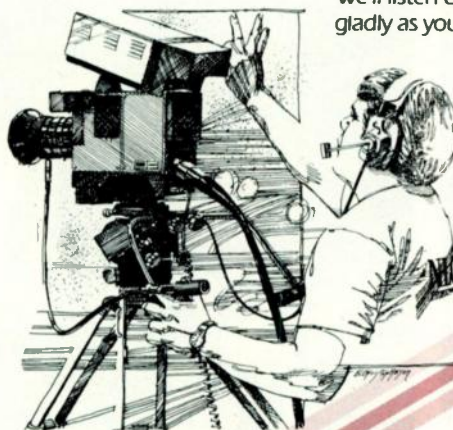
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(continued from page 10)

Broadcasting and announced formally at a reception during the NRB '85 convention in Washington. Dedicated to Ben Armstrong in recognition of his life service to religious broadcasting, including 20 years of leadership of National Religious Broadcasters, the fund was set up at Wheaton College to provide for the annual distribution of scholarship money as financial aid to selected students in communications. The fund increases each year until it reaches \$25,000.

Stuart Johnson, director of communication resources at Wheaton College, lauding Candace Sweet's selection, said, "Candy's professional strengths surfaced during her internship at NBC-Channel 5 in Chicago. The ability and enthusiasm that distinguished her undergraduate coursework and her internship are well suited to her career aspirations in video production."

A graduate of Marseilles High School,



Candace Sweet

Candy is the daughter of Mr. and Mrs. John W. Sweet.

Robertson, at NRB '86, Encourages Involvement In Public Affairs

WASHINGTON, D.C. (NRB)—At NRB's 43rd Annual Convention and Exposi-

tion, M. G. (Pat) Robertson challenged a capacity crowd of Christian broadcasters to be actively involved in public affairs.

Speaking at the NRB Anniversary Banquet on February 5, Robertson said, "I can't stand idly by and allow this country to be destroyed by forces aimed against it." Hinting at the rumor he might soon announce his candidacy for the Republican presidential nomination, Robertson proclaimed, "It's time to say we can do a better job."

Since last year Robertson, a Yale Law School graduate, says he has been "prayerfully considering" a run for the presidency and consulting privately with national leaders. If Robertson throws his hat in the ring he will have to suspend co-hosting of *The 700 Club* daily talk show or provide other declared candidates equal time.

A capacity crowd of thousands, Robertson's peers in Christian radio and TV, heard the popular media professional from Virginia Beach, Virginia, say, "We're go-

NRB '86: Plenary Profiles



Dynamic Speakers

NRB attendees heard from (above left clockwise): Lloyd Ogilvie, Anthony Evans, Pat Robertson with NRB President Robert A. Cook, Jimmy Swaggart and John Buchanan (shaking hands), and James Dobson.



NRB photos by Mel Chamowitz

ing to see a change in this country and you're going to be a part of it." A cover story in the February 17 issue of *Time* magazine featured Robertson, other Christian broadcasters and the NRB '86 convention.

At the NRB banquet, several banners and some 500 campaign buttons worn by NRB attendees encouraged "Robertson in '88."

Robertson, who is founder and president of the Christian Broadcasting Network, serves NRB as a Board of Directors member.

Students Consider NRB '86 Convention Writing Experiences

WASHINGTON, D.C. (NRB)—In a three-part series that will continue in the next two issues, six student reporters reflect informally on their experiences as staff writers for *Convention News*, the 43rd Annual NRB Convention and Exposition's

daily 36-page publication.

In this first installment Julie Stahl of CBN University and Vangie Long of Liberty University comment:

NRB '86: Sharing a Common Goal

This was my first National Religious Broadcasters Convention. I had heard good reports from fellow students who attended last year and was eager to participate as a staff member on the *Convention News* this year.

At the convention I was aware of the diversity among the people, each with their own burden and focus, yet with the common goal of sharing Jesus as Messiah.

I met a woman, probably about my own age, from Norway who is involved in spreading the Gospel throughout Europe via television. Her desire is to be able to share the Gospel in a more European manner.

Another couple operates a radio station and correspondence school in Puerto Rico to reach out to the Islands. I talked with a

pastor from Texas whose radio ministry reaches into inner cities across the United States, offering Jesus as an alternative way of life.

Yet amidst the differences I sensed unity among the NRB attendees, a humble desire to learn and to share, to further the cause of the Gospel.

One example of this unity was at the Tuesday morning Congressional Breakfast during the debate between Jimmy Swaggart and John Buchanan. As individuals in the crowd cheered simultaneously when basic Bible principles were espoused, the majority seemed like a team rallying, not for a particular man but for God.

I was also aware of how God will use those who do not know Him to further the kingdom of God. At the exposition, there was a variety of exhibits from book publishers, to technical and musical equipment makers, to designers of a map for drivers that pinpoints geographic locations of Christian radio stations and correlates them with their place on the dial.

NRB '86: Convention Challengers



Inspiring Orators

The NRB '86 convention also featured (above left clockwise): Billy Graham, Luis Palau, Jerry Falwell and Jesse Jackson (shown together last summer, photo from *News & Daily Advance*), and Joshua O. Haberman.



The music, too, at the NRB convention was excellent in spirit. I especially enjoyed the Sparrow Records concert and did not feel as though I was there to be entertained, but rather to praise God. Again, I sensed a spirit of humility in the attitudes of the performers.

Those I met and talked with had fascinating stories of the miracles God is doing in their lives—just people, God's people, gathered together in an effort to enhance their potential of reaching millions, probably billions, of lives around the world with the news that Jesus Christ is Lord of all.

—Julie Stahl

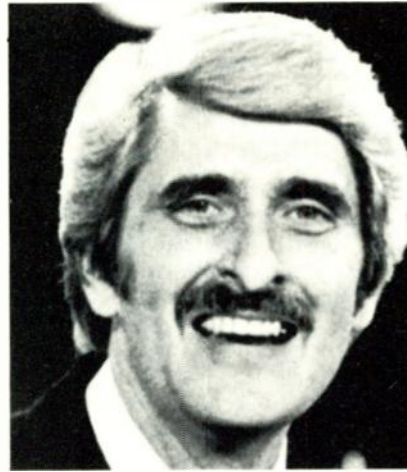
Convention News: A Learning Experience

It was truly a "quantum leap" for me to work on the NRB *Convention News* staff this year. There is no possible way to describe the myriad experiences I received. It was like a year packed into a week—and I must say that it was one of the greatest in my life.

I came to D.C. with multiple emotions, realizing that I was the youngest and least experienced writer on the staff. But fear and apprehension were soon replaced by confidence and excitement as fellow staffers were a continual source of encouragement.

There was no time for apprehension as we were put to work as soon as we arrived. Working on the *Convention News* staff provided my first "on the job" experience and I must say the feeling of accomplishment was tremendous as I saw my work in print.

Also challenging was meeting deadlines since the *Convention News* was a daily publication. I found that I was able to work



Communications and Leadership

International honors: Trinity Network President Paul Crouch (l.) was presented with the NRB International Award. Lee Teng-hui, vice-president of the Republic of China, was honored with the first NRB International Leadership Award. Lee, who was not present for NRB '86's International Banquet, is the new chairman of the Chinese-American Christian Fellowship Alliance (CACFA).

with deadlines and to work under the pressure of the clock.

I enjoyed keeping the daily "program updates" listing, attending a press conference, interviewing an award winner and writing about NRB services and a business meeting. Writing these various articles kept me "on my toes" and made me desire to strive for excellence in my writing.

Another tremendous learning experience for me was the night we went to the typesetters. There, I proofread and had exposure to

the layout of the newspaper. I had had no prior experience with layout, so this was an exciting experience for me.

I can say the paper this year was a rousing success.

I would like to thank Dan Nicholas, managing editor of the paper, and the rest of the staff for making an investment in my life. There was such a beautiful spirit of unity in the staff and I was given the sense that the job needed everyone's participation.

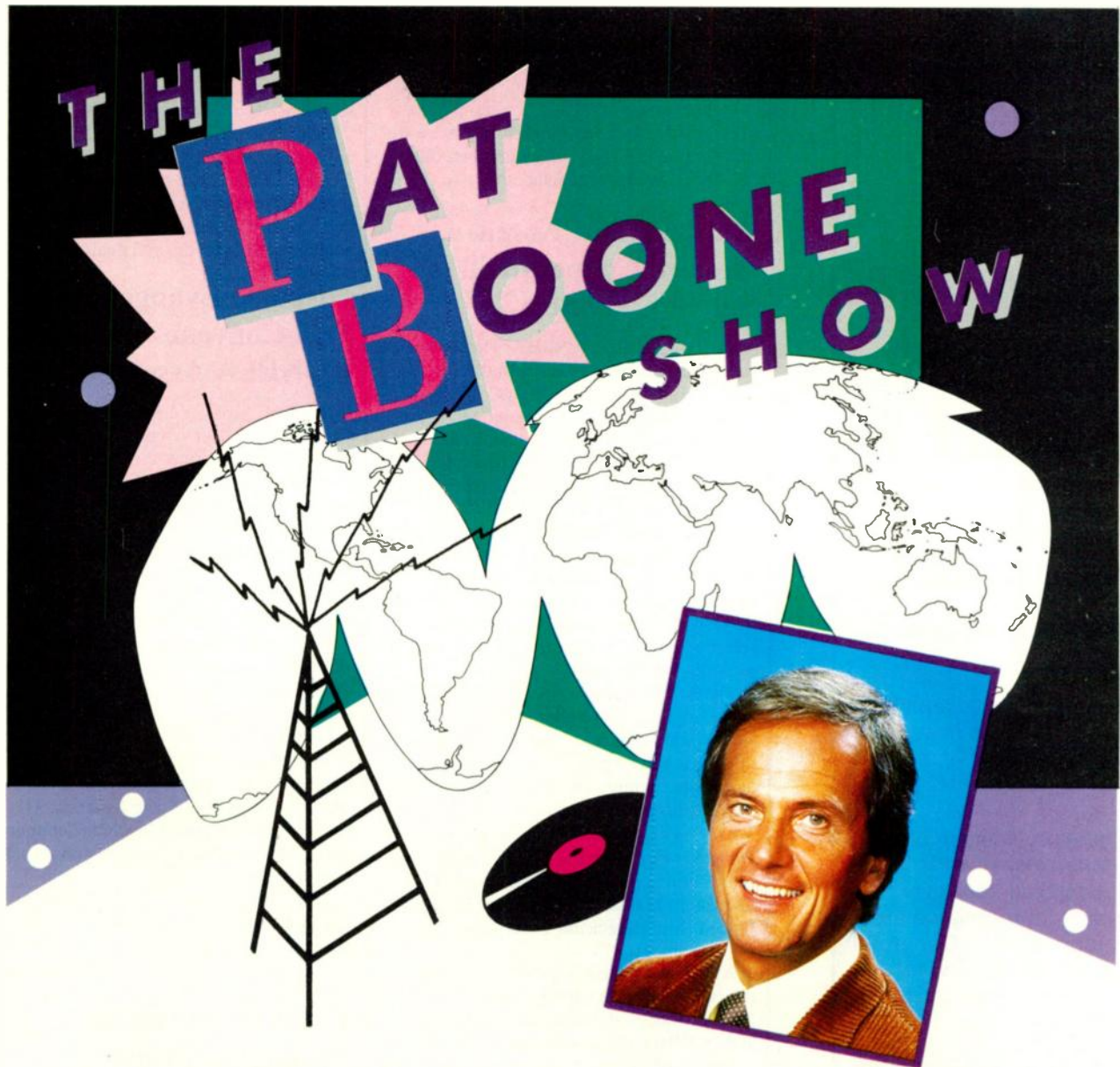
—Vangie Long



Programs and Milestones

Excellence noted: NRB honored the ministries of (clockwise starting below): Norman Vincent Peale, Pat Boone, Glenn Plummer, Bill Bright, *The Lifeline Hour* (William Schafer received), Marlin Maddoux, *Moody Presents* (E. Brandt Gustavson received), and Paul Finkenbinder. All received NRB Awards of Merit for excellence in programming except Peale and Schafer, who received NRB Milestone Awards.





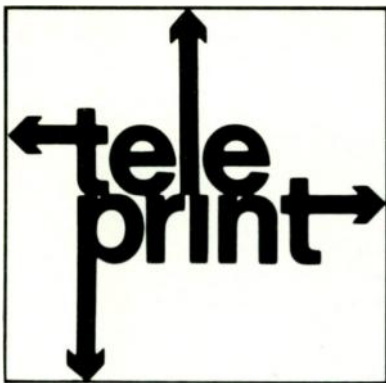
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NRB NEWS

(continued from page 6)

especially over channel 4 television, which was now being manned by Catholics and Protestants praising God together," Cadd commented.

"The long night is over. Freedom of expression is restored and all are deeply aware that God, in answer to many prayers, did it," the AIM report concluded.

Ambassador, Northwestern Cooperate in Satellite Venture

ST. PAUL, Minn. (NRB)—The Ambassador Advertising Agency of Fullerton, California, and the Northwestern College Radio Network of St. Paul, Minnesota, have just forged a joint venture in Christian radio programming via satellite. The partnership is known as the SkyLight Satellite Network.

The new venture will use three channels on the Westar IV satellite and will offer a complete radio programming service with multiple program options. Radio stations electing to take programming from SkyLight will have a varied schedule from which to select programs which meet local needs and provide good balance.

The Ambassador group will be installing an uplink facility in Fullerton and will use a single mono channel to distribute programming that will be primarily preaching and teaching in nature. These will include multiple releases of their popular *Insight for Living* series with Chuck Swindoll and James Dobson's *Focus on the Family*. Other programs will include such speakers as David and Karen Mains, Jack Wyrzten, Stephen Olford, Joni Eareckson Tada, David Hocking and others.

A special new feature will be an afternoon interview program with Al Sanders as host. He is president of Ambassador Advertising and an NRB Executive Committee member.

The Northwestern College group, through its uplink site in St. Paul, will use a stereo pair of channels on the satellite to provide continuous programming which emphasizes Christian music with light talk and short features in a magazine format. This will include some 18 hourly newscasts from UPI Radio, including UPI religious news. SkyLight will feature all-night and weekend programming and will include occasional special coverage of Christian concerts, conferences and noteworthy events.

Commenting on the developing relationship with Ambassador, Paul Ramseyer, executive director of the Northwestern Network, recently said, "We have the highest regard for our friends at Ambassador and are grateful that God has led us into this partnership. Through our joint efforts we will provide unique and innovative program options to radio stations across the country."

Ramseyer was NRB treasurer and is an NRB Board of Directors member.

Sanders added, "It is exciting to use not only the latest engineering technology for quality reception, but also to work together with our Northwestern friends.

"Our interest is also in securing national advertising to assist Christian station affiliates in their desire to strengthen management and program standards. Satellite delivery service is at the cutting edge of achieving all these desired goals."

Hispanic Evangelicals Will Convene CONELA Assembly

MARACAIBO, Venezuela (NRB)—Spanish-speaking evangelical leaders are expected here this month for the first General Assembly session of Confraternidad Evangelica Latinoamericana (CONELA), a new international organization that promotes "fraternal relations" among Hispanic Christians.

CONELA's executive secretary, Galo Vasquez of Ecuador, attended the recent NRB Annual Convention and Exposition in Washington, D.C., and met with Hispanic evangelical broadcasters to advance the April 22-25 General Assembly.

Founded four years ago in Panama, CONELA represents evangelical Christians in Latin America, Spanish- and Portuguese-speaking, as well as North American Hispanics. Its 225 members include denominations, national church councils and associations, and service agencies.

"The General Assembly will bring together Latin American evangelical leaders at a time when the continent faces one of the worst crises in its history," said Vasquez.

Trans World Radio Appoints Gustavson Executive Vice-President

CHATHAM, N.J. (NRB)—E. Brandt Gustavson, vice-president and administrator of development at Moody Bible Institute of Chicago, has accepted the position of executive vice-president of Trans World Radio. He will assume the responsibility of chief operations officer for TWR in May after completing 25 years of service with Moody.

For 10 and a half years Gustavson was in charge of overseeing Moody Press, *Moody Monthly* magazine and Moody Literature Ministries. He also directed Moody Broadcasting Network, which now includes 11 radio stations and produces programming for more than 350 additional stations around the world.

Gustavson has been in radio ministry for



Sandi Patti won a Grammy Award this year with Larnelle Harris for their *I've Just Seen Jesus* track on Impact/Benson as Best Group Gospel Performance, told the press at the Grammy Awards she has signed with Word Records. She is pictured with presenter Edwin Hawkins (see page 40).

almost 30 years and has managed radio stations in the Midwest and Hawaii. He is listed in the 1973 edition of *Community Leaders in America* and in the *World Who's Who in Finance and Industry*. From 1982 to 1985 he served as president of National Religious Broadcasters; he is still an executive committee member and was chairman of NRB 86's program committee.

Gustavson attended Northwestern College in Minneapolis, Cuyahoga Community College in Cleveland and Loyola University in Chicago. In 1985 an honorary Doctor of Law Degree was conferred upon him by the California Graduate School of Theology.

He and his wife, Mary, have two children. They will be moving in May to Chatham, New Jersey, the location of Trans World Radio's international headquarters.

Palau's Singapore Mission to Reach Millions by Radio

WASHINGTON, D.C. (NRB)—Thanks to a cooperative broadcasting effort called "ASIA 86," millions of Asians will be able to hear evangelist Luis Palau's June 1-7 Singapore Crusade.

Speaking at the National Religious Broadcasters 43rd Annual Convention and Exposition on February 4, Palau unveiled plans to translate his nightly Singapore Crusade messages into at least seven Asian languages. The edited messages will air throughout Asia June 23-27 through a partnership with the Far East Broadcasting Company (FEBC), HCJB/World Radio, and Trans World Radio (TWR).

In addition, other missionary radio sta-

tions are being recruited for the project.

Singapore, a city-state with 2.5 million people, lies in the heart of Asia's 2.7 billion people, and is ideally located for such a strategy.

Palau's Gospel messages will be broadcast in English with translations provided in Mandarin, Cantonese, Amoy (Chinese dialects); Tamil and Hindi (Indian languages); Japanese and Korean.

Broadcasters have been given complete control of the programming content so that careful consideration may be given to the cultural distinctives of each language group.

Palau also announced at the NRB convention that WTKK-TV 66 in Washington, D.C. will direct the TV production for ASIA 86. Les Raker, president of WTKK-TV, said he will take two tons of television equipment to Singapore.

Palau said, "A recent study predicted that by the end of the year 2000, Asians will constitute 58 percent of the world's population. Broadcasting the Singapore messages in up to nine different languages could provide an unprecedented impact for the Gospel in Asia.

"My team and I are humbled by the partnership formed with FEBC, TWR, HCJB and other broadcast ministries beaming into this vast continent. Now is the time to reach Asia with the life-changing Gospel."

In recent years the Palau Team has blanketed large population groups in strategies similar to ASIA 86. Palau's messages from his Team's 1984 Mission to London crusade were broadcast via satellite to 50 English-speaking nations worldwide in an outreach called COMMONWEALTH 84. In April 1985, a Palau Team outreach called CONTINENTE 85 blanketed 22 Spanish-speaking nations with Palau's Easter Gospel messages.

During the NRB convention, Palau presented an award of merit for his CONTINENTE 85 broadcasts. Palau accepted the award during the International Banquet on behalf of the 330 radio and 480 TV stations that aired the Spanish Gospel programs.

Ed Steele, vice-president of Creative Communications Associates in Orange, California, will serve as the ASIA 86 media coordinator. Steele, an NRB Board of Directors member, is a veteran broadcaster with wide experience in radio, television and administration.

The executive director of ASIA 86 is Richard Colenso, who also is executive director of the Luis Palau Evangelistic Team. Colenso directed the Team's COMMONWEALTH 84 worldwide broadcasts.

Singapore Mission Director Gary Forbes said, "Throughout Singapore we are seeing a widespread sense of God's timing in this major evangelistic outreach. We are excited to see what God will do in Singapore—and throughout Asia—in June."

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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, P.O. Box 1, La Mirada, CA 90637, (213) 947-4651.

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LATE NEWS

GRAHAM CRUSADE IN U.S. CAPITAL WILL AIR LIVE

One of Billy Graham's most significant U.S. evangelistic meetings in years, the Greater Washington, D.C. Crusade, will be available for radio stations live on the Skylight Satellite Network via Westar IV. From April 27 to May 4 each crusade broadcast from the D.C. Convention Center will include testimonies, music and a message by Graham. The crusade will also be the basis of three one-hour TV specials later this year. Skylight and Moody Broadcasting Network will air daily programming on Graham's Amsterdam '86 conference for itinerant evangelists from around the world, which will be held July 12-21.

GRAMMY AWARDS PROGRAM HONORS GOSPEL MUSICIANS

Contemporary gospel singers Amy Grant and Larnelle Harris took top honors in the Gospel Music categories at the 28th Grammy Awards February 25. Grant was named Best (female) Gospel soloist for "Unguarded," a Myrrh/Word release, and Harris was listed as the Best (male) Gospel soloist for "How Excellent Is Thy Name," an Impact/Benson recording. The Best Gospel Performance by a group went to "I've Just Seen Jesus," an Impact/Benson recording by Harris and Sandi Patti. Best Soul Gospel female vocalist was Shirley Caesar for "Martin," on the Rejoice/Word label. Best Soul Gospel male vocalist was Marvin Winans for "Bring Back the Days of Yea and Nay," a Lexicon/Light song. The Best Soul Gospel Vocal performance by a group was captured by The Winans for "Tomorrow," a Lexicon/Light lp.

LOS ANGELES MAYOR WILL SPEAK AT GOSPEL MUSIC '86

Mayor Tom Bradley of Los Angeles will keynote Gospel Music '86 on April 7 with a speech about "New Horizons." The Nashville convention of Gospel Music Association (GMA) will begin the previous day and conclude on April 10 with the 17th Annual Dove Awards program. A variety of performances and workshops will be featured.

CBN CABLE SAYS IT WILL SCRAMBLE SIGNAL IN 1986

CBN Cable is continuing to develop plans to scramble its broadcast signal by the end of 1986 and thus cut off the estimated 1.5 million homes that receive programming without cost via backyard receiver dishes. Since January most of the major cable systems have scrambled or are seriously considering it for economic reasons. Cable systems together lose more than \$500 million a year in subscriber revenues to "signal theft," one source estimated.

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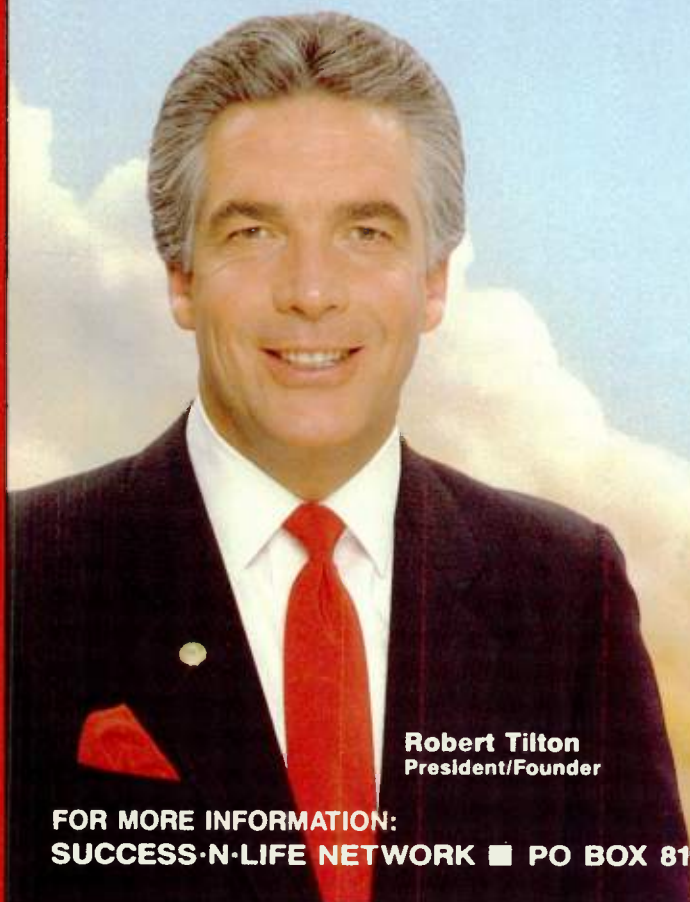
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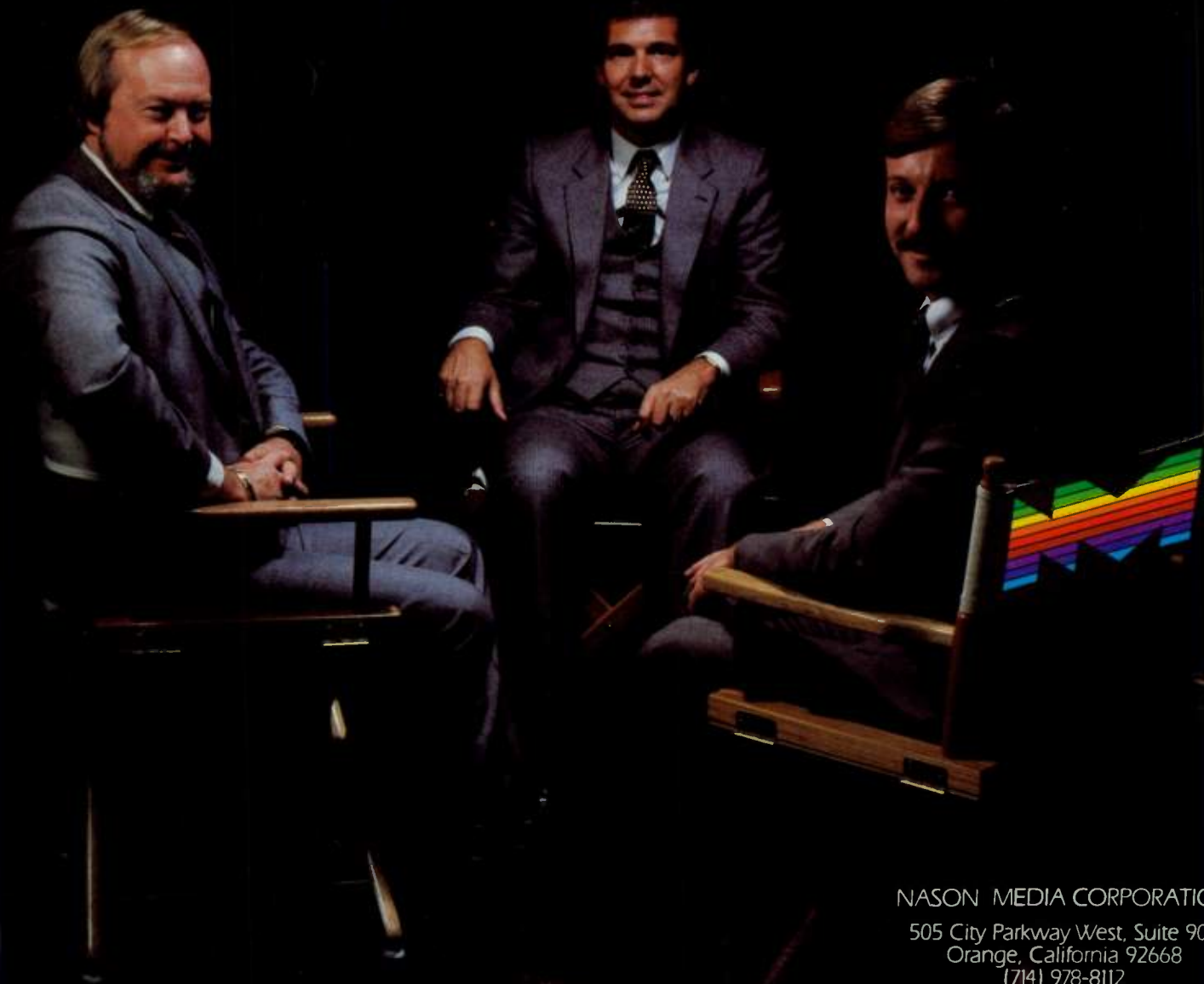
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