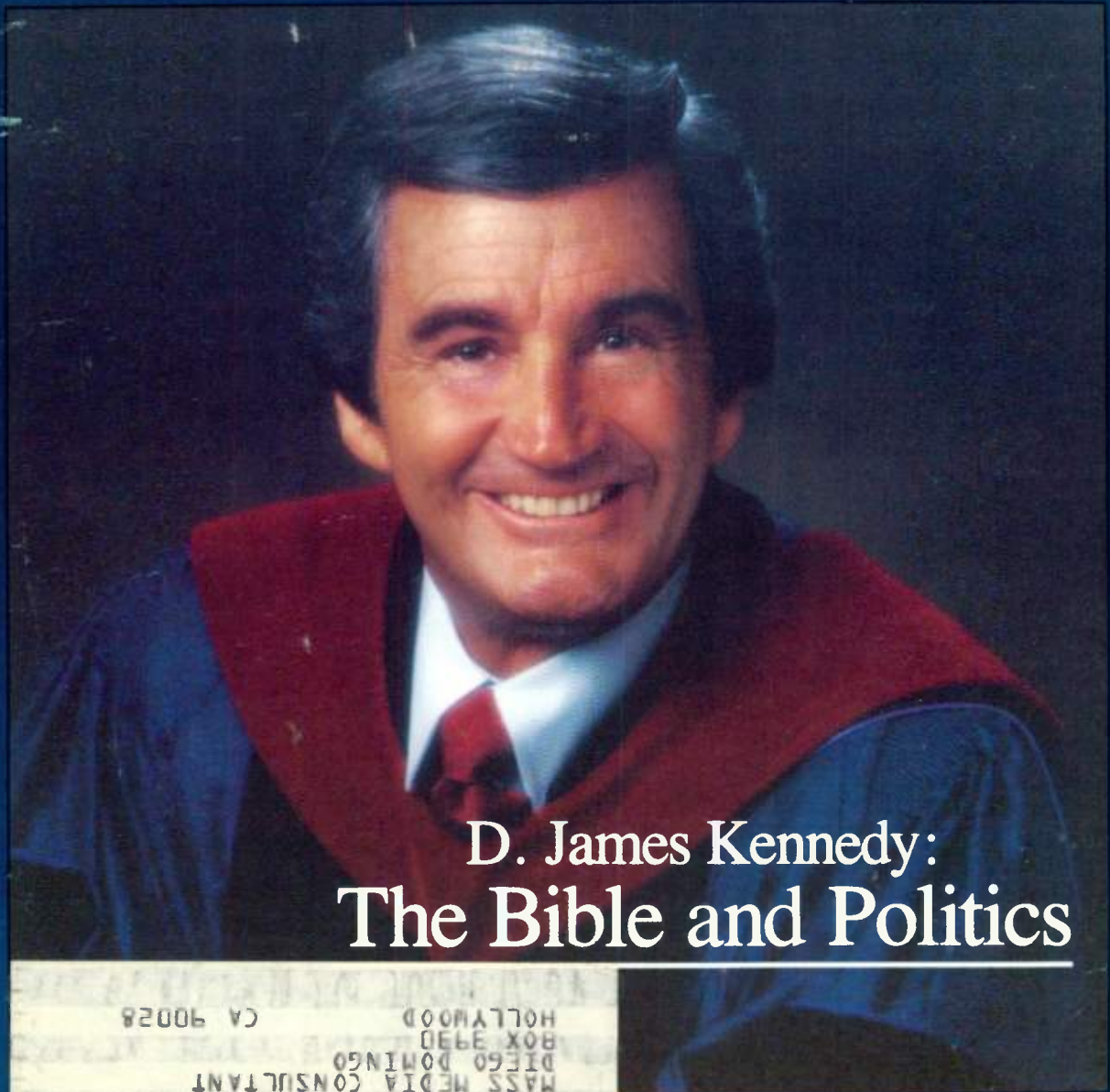


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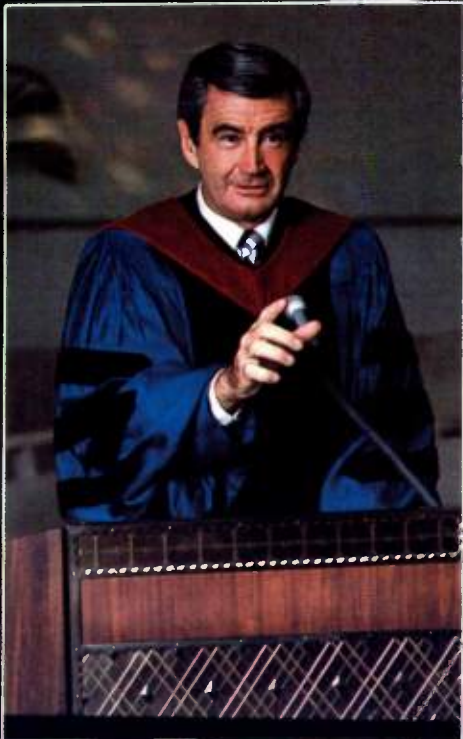
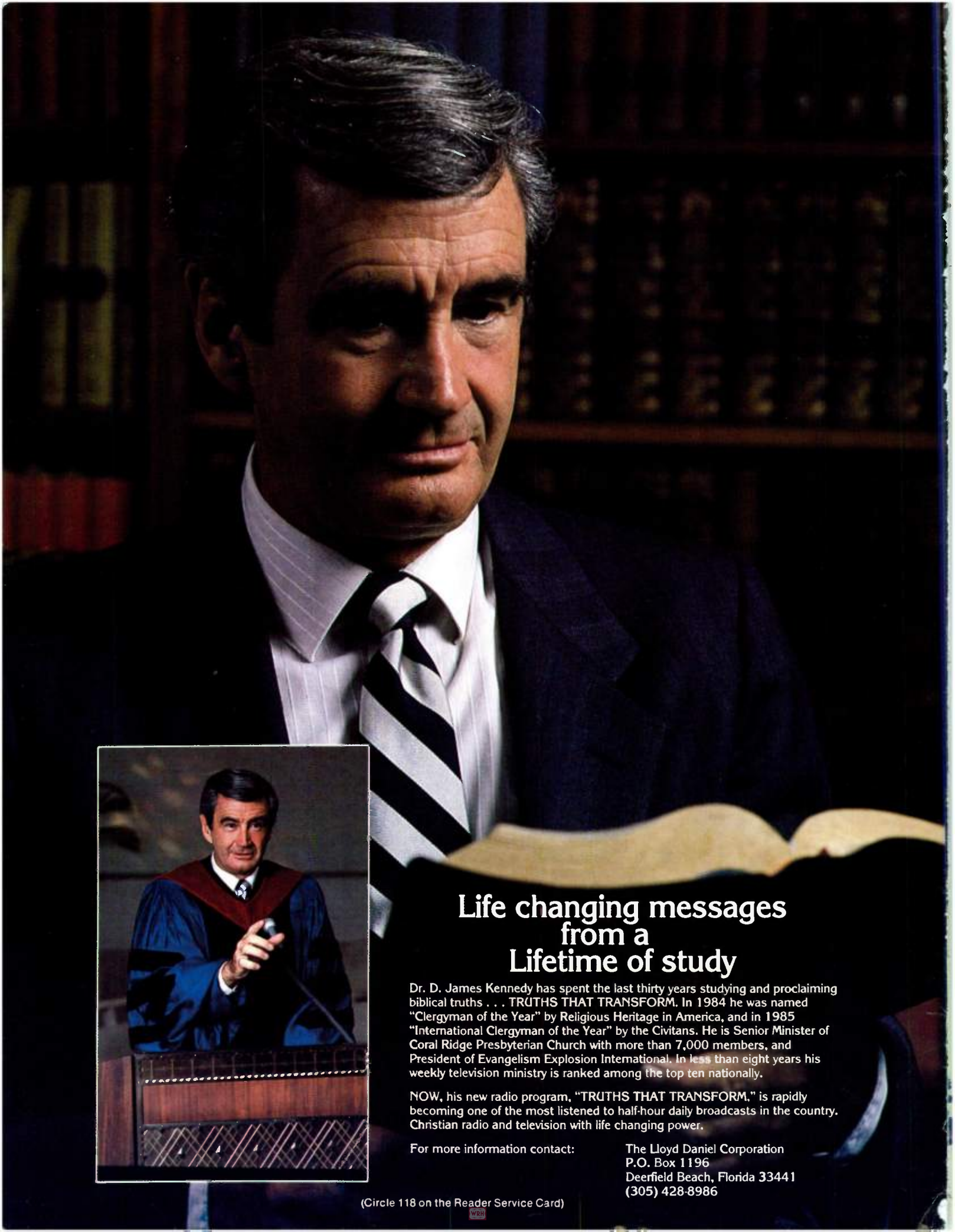
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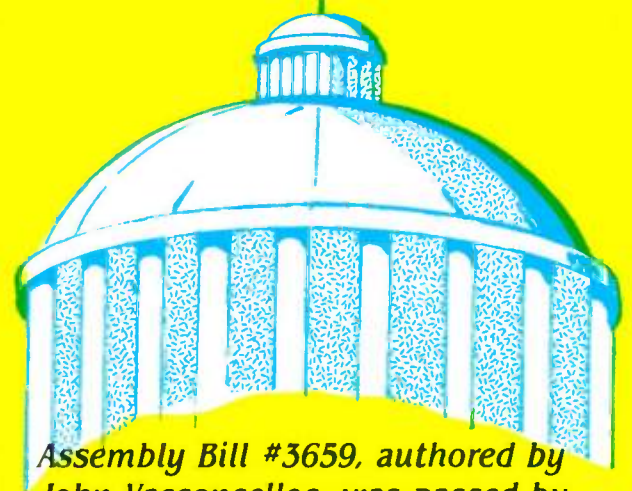
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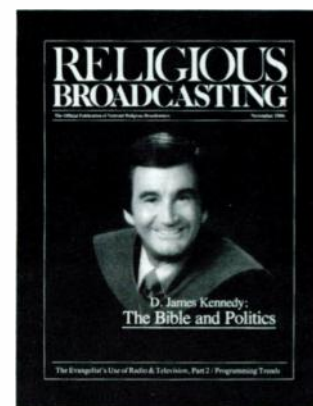
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D. James Kennedy, best-known for founding Evangelism Explosion International, is senior pastor of Coral Ridge Presbyterian Church, Fort Lauderdale, Florida. Dr. Kennedy will speak February 3 at NRB's FCC Luncheon. (Photo courtesy of Exterkamp Photography, Wilton Manors, Florida).



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SIGN ON

Christian Broadcasters— A Breed Apart



There is a significant though sometimes subtle difference between your average radio or television person and the Christian who is in broadcasting.

In many ways, of course, we are similar. Owners should possess some entrepreneurial qualities, managers should know how to motivate employees and to locate the bottom line without the aid of a seeing-eye dog, sales personnel should be enthusiastic and outgoing, production people should know their hardware and how to operate it efficiently and programmers should know the basics of producing programs designed not only to interest but also to inform and to meet the needs of the audience. If you grant that all the above should be true of all of

us in broadcasting, the fact remains that we Christians are different.

Where does the difference lie?

Fact is, we are in the business for an entirely different reason: We have a ministry! The word "ministry" has been kicked around until it is tired; but if the truth were told, most of us feel that we have been called into this field by God, and that we are responsible to Him. As Paul says, "We have this ministry, as we have received mercy, we faint not; but have renounced the hidden things of dishonesty, not walking in craftiness, nor handling the word of God deceitfully; but by manifestation of the truth commending ourselves to every man's conscience in the sight of God." (II Corinthians 4:1-2)

We are committed to different methods. The "hidden things of dishonesty" are to be renounced, and craftiness and deceit are out. This means that the Christian broadcaster will have a clean conscience, honest presentations of his sales pitch, and integrity in keeping his promises.

Finally, we are committed to a life-size demonstration of the message we proclaim. The Christian broadcaster, "by manifestation of the truth," becomes his personal message to the hearts of all listeners and viewers. You and I are to be God's Exhibit A of the reality of Jesus Christ. We are in broadcasting to prove to everyone that Jesus is who He says He is—God in the Flesh, suffering Saviour, risen Lord, coming King—and that He can do what He says He can do—save to the uttermost all of them that come unto God by Him.

Paul says, (Ephesians 4:8), "Now are ye light in the Lord: Walk (live every day) as children of light."

Christian broadcaster, you're different! Live that way!

Robert A. Cook

President

National Religious Broadcasters

RELIGIOUS BROADCASTING

Vol. 18 No. 10

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Parsippany, NJ 07054

201/428-5400

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

Second class permit at Parsippany, NJ, with additional postage paid and entry at Greenfield, Ohio.

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RELIGIOUS BROADCASTING is indexed in the Christian Periodical Index and is available in microfilm from University Microfilms International, 300 N. Zeeb Road, Ann Arbor, MI 48106.

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

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NRB FORUM

Controversy Continues

Dear Editor:

I read with interest your April article on Amy Grant. This is not the first nor the last controversial matter the body of Christ will face and it is important that such issues be given a thorough, objective analysis in light of Scripture, so the pertinent questions and biblical principles may be determined, evaluated and resolved.

The Christian media is to be commended for bringing these circumstances to light, yet, needs exhortation to go a step further.

The Amy Grant controversy raises the general question of how Christians should resolve such issues according to God's Word.

Rather than speak in the vulgar vernacular and so closely adopt the world's standards to reach them, Amy Grant should pursue her ministry in a way that she may be a godly example of humble, reverential respect for God. She will thereby set a positive example to those who look to her as a role model and to those who do not know Christ.

Duane L. Burgess
Tucson, Arizona

Prize Winning Falsehoods

Dear Editor:

You are opposed to civil liberties. As a worshipper of power, you don't personally need protection from power. Another reason could be a tolerance for falsehood as a result of years of listening to the lies of fundamentalist pastors.

The typical lie confuses compulsion with an option. For example the recent unconstitutional abortion law in Pennsylvania required doctors to say certain things and show certain pictures to every abortion patient. Fundamentalists twist this to say that now you can't tell patients these things. You have probably heard and repeated the falsehood that you can't read the Bible in public schools.

Recently Dave Bailey repeated this type of falsehood in connection with the Kentucky ten commandments case. The falsehood is that you no longer can hang the ten commandments on the wall. (Actually the objection was to a state law requiring the commandments in each and every classroom). Bailey gave a prize to the listener who submitted this falsehood.

Maybe you could win a prize for playing the record that says policemen are more honest than clergymen.

Richard Clayton
Elkins Park, Pennsylvania

Thanks

Dear Editor:

Having been a reader of *Religious Broadcasting* for the last 10 years, I feel I am overdue in expressing my appreciation for the fine job you do.

I remember when I first started reading *Religious Broadcasting* as a college student. I had to work my way through school, and those days were financially very "lean" for me. But even back when I could not afford to subscribe to any magazine, I did subscribe to *one—Religious Broadcasting*.

Thank you for the Christian service you provide.

Last week's Southeast NRB in Charlotte was great!

Mike Bingham
Assistant Manager, WRMB-FM
Boynton Beach, FL

Who Should Pay?

Dear Editor:

I have been reading your magazine for two years now. I have never written but I felt the time was right, after reading the September issue.

KKOL signed on December 31, 1984. We are the only Christian radio station between Little Rock, Arkansas, and Shreveport, Louisiana. I am writing in response to comments by Bill Miller, general manager at WBBX/Kingston (Tennessee). Thanks Bill, I thought I was the only one in broadcasting. I agree 110 percent. All radio stations should stop paying, BMI, ASCAP, SESAC. Bill is right; they should pay us because, without radio stations, their artists would be forced to do 3 or 4 times the concerts they do now in order to sell their records. I'd like to know why we (Christian radio stations) can't STOP paying music licensing organizations. How about it station owners/managers? Let's do it. The time is right.

Wayne F. Brewies
General Manager/Owner, KKOL-FM
Hampton, Arkansas

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for complete details and registration form.

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MEDIA WORLD

Robertson Withdraws As 700 Club Host to Explore Candidacy

VIRGINIA BEACH, Va. (NRB)—Responding to overwhelming demands from supporters, television evangelist Pat Robertson stepped down September 22 as co-host of *The 700 Club* to explore a possible candidacy for the 1988 Republican presidential nomination. The program will continue with co-hosts Ben Kinchlow and Danuta Soderman.

Robertson announced that he would give up his television program because of the overwhelming demands that he run for office. He said he would appear no more than three times each week as a commentator. Asked if his appearances on *The 700 Club* would pose a problem under federal regulations requiring equal air time for political candidates, he said, "I have withdrawn as host of *The 700 Club*... I'm not hedging on any rules whatsoever. At the present time, no campaign is in full swing."

Robertson stopped short of announcing his candidacy during a September 17 rally shown by closed-circuit television to 216 locations nationwide. However, he clarified his political intentions, making it clear that he will probably be a candidate in 1988.

"For the past three years people have come to me and said 'Your vision for America is our vision ... will you run for the presidency of the United States.'" Robertson told his supporters at the rally, "What began as a trickle is now a torrent, with thousands of people standing on their feet saying 'Go for it!' My concern on this question, as on any question, is: what is God's will for me in this?"

Deep in my heart I know God's will for me in this decision ... If by September 17, 1987, one year from tonight, three million registered voters have signed petitions [promising to support my candidacy], I will run as a candidate of the Republican party for the office of president of the United States of America," he said.

A formal declaration of his candidacy any earlier than necessary is not likely from Robertson, whose television program is seen daily by nearly 4.5 million viewers. Television's equal time rules would force him off the program, or require that he give his political opponents access to his television audience. But his September 17 statement was his strongest date regarding his political aspirations.

Robertson began his rally address by reviewing the biblical and religious background of the United States and its Constitution. He condemned a perceived shift away from historic interpretations of the U.S. Constitution, saying "A small elite of lawyers, judges, and engineers have given us such a tortured interpretation of the First Amendment that one Senator has called it an intellectual scandal."

Robertson painted a verbal picture of a modern America increasingly dominated by Marxism, evolution, AIDS, drug abuse, promiscuous sex, teen pregnancy, illiteracy, and a media that urges youth to turn away from God and toward drugs and sex. "What we are facing is not a government problem, it is a moral problem," he added.



Pat Robertson

A number of Christian leaders spoke before Robertson, endorsing his possible candidacy. Beverly LaHaye, founder of Concerned Women for America, criticized President Jimmy Carter's administration, praised the election of President Ronald Reagan, and noted, "We must not stop now. We need another president in the White House who is a family man, and who believes in Judeo-Christian values ... The legal training and knowledge that [Robertson] has will enable him to protect religious freedoms ... His religious beliefs and strong moral background will help restore America to family values."

The evening rally, telecast live from Constitution Hall in Washington, D.C. featured patriotic music, celebrities, and wild applause for Robertson's remarks. Robertson closed the rally by distributing petitions for the audience to sign.

An NRB board member, Robertson spoke at the NRB 43rd Anniversary Banquet in February. "We're going to see a change in this nation," he told the banquet crowd, "and you're going to be a part of it."

Revivaltime World Prayer Meeting To Be Nationally Televised

SPRINGFIELD, Mo. (NRB)—The Revivaltime World Prayer Meeting anchor service will be carried live on national television this year, a "first" in *Revivaltime* history.

Assemblies of God general superintendent G. Raymond Carlson will participate in the program, calling the denomination to prayer for spiritual revival.

The hour-long service will originate November 23 from Capital Christian Center, Sacramento, California. Two Christian TV networks—PTL and TBN—will telecast the service via satellite to participating churches across the country.

In addition to Carlson, participants in the telecast include *Revivaltime* evangelist Dan Betzer and the broadcast team, guest musicians and artists, a *Revivaltime* choir, and host pastor Glen Cole.

Dispute Continues Over China's Policy On Religious Broadcasting

PALOS HEIGHTS, Ill. (NRB)—Is the People's Republic of China demonstrating a new degree of tolerance toward religious broadcasting beamed into the giant Asian country? A Chinese-born Christian broadcaster thinks so, but a Chinese Christian leader's statement indicates that there are still divergent views on the issue.

The Chinese broadcast minister of the *Back to God Hour* of the Christian Reformed Church in North America, Palos Heights, reported that Christians in China today experience freedoms they have not had in decades. Isaac Jen gave that appraisal following a visit to his homeland.

"The government is not jamming our signal and is less critical of outside religious broadcasting," he stated. The program's Hong Kong office has received a growing volume of mail from Chinese listeners.

Other ministries have received many pieces

(continued on page 10)

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

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

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

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

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

Love in Christ,

Beverly Atkins

Beverly Atkins
Wellston, Missouri



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Dick Bott

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(continued from page 8)

of mail from mainland China.

Jen said that 4,000 or more government-registered Christian churches are now open and operating, compared to just one in 1979. In addition, he pointed out that there are multitudes of Christians who worship in countless non-government-sanctioned churches. He told of a Shanghai church in which he had worshipped where 5,000 attended its three weekly services and in which 1,200 had been baptized during the past four years.

Not all agree about China's tolerant approach to Christian radio. Earlier this year, Bishop K. H. Ting, president of the China Christian Council, reiterated his church's opposition to religious broadcasts coming from outside China, saying that such broadcasts "can only result in destroying the Chinese image that is being built up for the church in China, putting up again in its place a western image."

In a letter to Lutheran World Information, Ting challenged a report by Sigurd Aske of Kairos Communication Service, which indicated that the Chinese church no longer opposed broadcasts from the outside. Aske and KCS are engaged in a major fund-raising appeal for broadcasting to China.

They have already opened studios and offices in Los Angeles and are considering facilities in Hong Kong. Aske's report alleging a change in Ting's attitude toward China broadcasting was given to Asia Lutheran News.

Later Aske wrote to Asia Lutheran church leaders asking for endorsements, citing the supposed change of attitude in China.

Estimates of the total number of Christians in China vary widely. Official government estimates are conservative, but place the number at more than the total at the time of the September 1949 Communist takeover. Some estimates range as high as 50 million. Jen suggests that there are 20 million or more Christians in that nation.

Malaysia to Host Fifteenth Pentecostal World Conference

SPRINGFIELD, Mo. (NRB)—The 154th Pentecostal World Conference will convene in Kuala Lumpur, Malaysia, October 5-9, 1988, according to an announcement made by Thos. F. Zimmerman, chairman of the Advisory Committee for the conference.

Day sessions for the conference will meet at the Putra World Trade Centre while evening sessions will be held at the covered stadium which seats 15,000 persons.

More than 10,000 delegates from various Pentecostal denominations in over 100 coun-

tries are expected to attend the conference, the first to be held in Malaysia and only the second to convene in the Far East. The 1973 conference was held in Seoul, Korea.

The Pentecostal World Conference is a triennial convention. While the conference has no formal membership with the exception of the Advisory Committee, no central headquarters, no finances, no written constitution, and no jurisdiction over cooperating Pentecostal denominations, it has greatly influenced the rapid growth and acceptance of Pentecostalism.

Zimmerman, former general superintendent of the Assemblies of God, is an NRB co-founder and present Executive Committee member.

"Jesus" Film From Campus Crusade Now In 100 Languages

SAN BERNARDINO, Calif. (NRB)—With the recent completion of the 100th translation of the film *Jesus* into Pigeon English for use in Papua, New Guinea, the production achieved a film landmark, but producers say, "No one is stopping there."

"Who would have guessed," the producers ask, "that the film which Motion Picture Association of America president Jack Valenti calls the most widely translated film in history would be about the life of Christ?"

The two-hour docu-drama was produced in the late 1970s by the Genesis Project and Campus Crusade for Christ/Here's Life World and directed by Genesis Project chief John Heyman. The film earned the title from Valenti in the early 1980s, when it had been translated into approximately 50 languages.

Twenty other translations are now in production, and Campus Crusade for Christ president Bill Bright's goal is to see the film available in 271 major languages and "many smaller tongues," enough to make the story of Jesus potentially available to more than 95 percent of the world's population in their own language.

The interdenominational ministry, which has the rights to use the film throughout the world for evangelism, is pressing hard toward that goal, under the leadership of Campus Crusade employee Paul Eshleman.

Based on the Gospel of Luke, *Jesus* was filmed entirely in the Holy Land with meticulous attention to detail. Heyman's objective was to make the most scripturally accurate, historically and culturally authentic movie on the life of Christ ever produced.

Called by some missions leaders "the greatest tool for evangelism in the history of the church" because it can quickly reach

large numbers of even non-literate people with the Gospel, *Jesus* has been seen by more than 260 million people in 110 countries, according to Eshleman.

Although the film has been shown in theaters all over the world, on television in several countries, and on videotape players in homes from North America to the Middle East, its most extensive use has been in rural areas of the Third World, where spiritual hunger is often acute and interest in the Gospel particularly strong.

Each day Campus Crusade teams take 16-mm prints of the translated films from village to village in Africa, Asia and Latin America, often using portable generators to power their projectors.

Audiences of several thousand people per showing are not uncommon, and, the teams find, a worldwide average of about 10 percent of non-Christian viewers indicate decisions to ask Christ into their lives, Campus Crusade estimated.

Campus Crusade for Christ itself is, however, only one of dozens of churches, missions boards and Christian organizations using the film. Through arrangements with Eshleman's office, a total of 114 other boards or groups in 111 countries have either used the film in their own outreach or are doing so now.

Word, Inc., Names New President; McCracken Resigned

WACO, Tex. (NRB)—The appointment of Gary R. Ingersoll as president of Word, Inc., was announced September 18 by Robert G. Burton, president of ABC Publishing, a division of Capital Cities/ABC, Inc. Ingersoll had been president of the ABC Publishing Agricultural Group and Hitchcock Publishing in the midwest, which are also ABC Publishing companies. Ingersoll succeeds Jarrell F. McCracken, who has resigned to pursue other interests.

Ingersoll will be responsible for all of the operating divisions of Word, Inc., including Word Publishing, Word Records, and Direct Marketing Services. Word, the world's largest producer of religious records and a major publisher of inspirational books, is also a pioneer in producing educational materials, films, video cassettes, and printed music for the Christian market.

Ingersoll holds a B.A. degree from Bradley University and an MBA from the University of Chicago. He currently resides in Oak Brook, Illinois, and is a member of the Christian Church. Ingersoll and his family will relocate to the Waco area early in 1987.

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NRB NEWS

Rogers, Palau and McDowell Will Address NRB 87 Convention

WASHINGTON, D.C. (NRB)—With the recent addition of Southern Baptist president Adrian Rogers, international evangelist Luis Palau and Christian author Josh McDowell, the list of NRB's 44th Annual Convention and Exposition plenary speakers is nearing completion.

Contemporary Christian artists Steve Green and Michael Card will perform at NRB 87, which will be co-headquartered for the first time, at the Sheraton Washington and Omni Shoreham hotels, in Washington, D.C. Green will sing at NRB 87's Monday afternoon Presidential Plenary, the session to which both President Reagan and Vice-

Congressional Breakfast, pastors Bellevue Baptist Church, Memphis, Tennessee.

Luis Palau will speak at the NRB International Banquet for the second consecutive year. His stadium rallies, such as the June crusade meetings in Singapore called Asia 86, are broadcast to much of the world. He preaches on a daily program called *Luis Palau Responds*.

McDowell, who heads Josh McDowell Ministry, Salem, Ohio, is the author of 26 books, including *Evidence That Demands a Verdict*. He has produced several TV specials and 19 films that are shown in auditoriums around the country. McDowell will help open NRB's five-day convention with a speech at the January 31 evening plenary session.

The convention theme is "Communicating Christ to the Nations."

110 companies that decided to return after the 1986 show.

Most of the companies already registered are equipment manufacturers (22 percent), publishers (18 percent) or program producers (13 percent). Smaller numbers of missions organizations, advertising and special interest agencies, broadcast station, satellite services and other types of companies are participating.

The Convention and Exposition will be held at the Sheraton Washington and Omni Shoreham hotels beginning Saturday, January 31. Some of the most popular Bible teachers will speak at the five-day gathering, which was described as "an international summit meeting for evangelical leaders."

Managing Editor, Others Appointed As NRB Growth Continues

MORRISTOWN, N.J. (NRB)—The NRB Executive Committee, responding to the continued growth of the association, approved the appointments of a new *Religious Broadcasting* managing editor, a director of news & information, an office manager, a "NRBNet" news service coordinator and two editorial assistants.

The decisions were made at the committee's regularly-scheduled September meeting at Heritage Grand Hotel at PTL's Heritage Village, Charlotte, N.C. "I'm delighted to announce the appointment of each of these people to the headquarters staff," said NRB executive director Ben Armstrong. "Their coming demonstrates once again the dramatic growth of both NRB and the religious broadcasting field we serve from the Morristown, New Jersey, office."

During the last 20 years NRB has grown from 104 to some 1,200 member organizations worldwide.

Bruce Bates, who joined the staff in March as art director, was named managing editor of *Religious Broadcasting* magazine. He replaces Astrid Seeburg, who served as a public relations consultant with NRB.

The new managing editor was vice-president of operations at Stratus, Inc., Red Bank, New Jersey, which published a corporate magazine. A Bachelor of Fine Arts graduate with honors from Pratt Institute,

(continued on page 14)



Josh McDowell



Luis Palau



Adrian Rogers

President Bush have been invited. Card and others will appear at the opening plenary session on Saturday, January 31.

They will join some of the best-known Gospel broadcasters, including Jimmy Swaggart, D. James Kennedy, J. Vernon McGee and Bill Bright at the Sheraton Washington Hotel podium. (For details, see page 14). Other speakers, musicians, workshop leaders and plenary participants will be named in the near future, says convention coordinator Robert Bowen.

Adrian Rogers was elected in June to a one-year term as president of the 14.5 million member Southern Baptist Convention, the nation's largest Protestant body. His sermons are broadcast on *Word for the World*, a 30-minute weekly radio program. Rogers, who will address attendees at the February 3

Giant Media Expo Planned For NRB 87 Is Nearing Sell Out

WASHINGTON, D.C. (NRB)—A giant, full-service media exposition, with floor space for more than 250 companies, is being planned as an integral part of the NRB 44th Annual Convention and Exposition. Almost two-thirds of the 100,000 square feet for the show have been sold for several months.

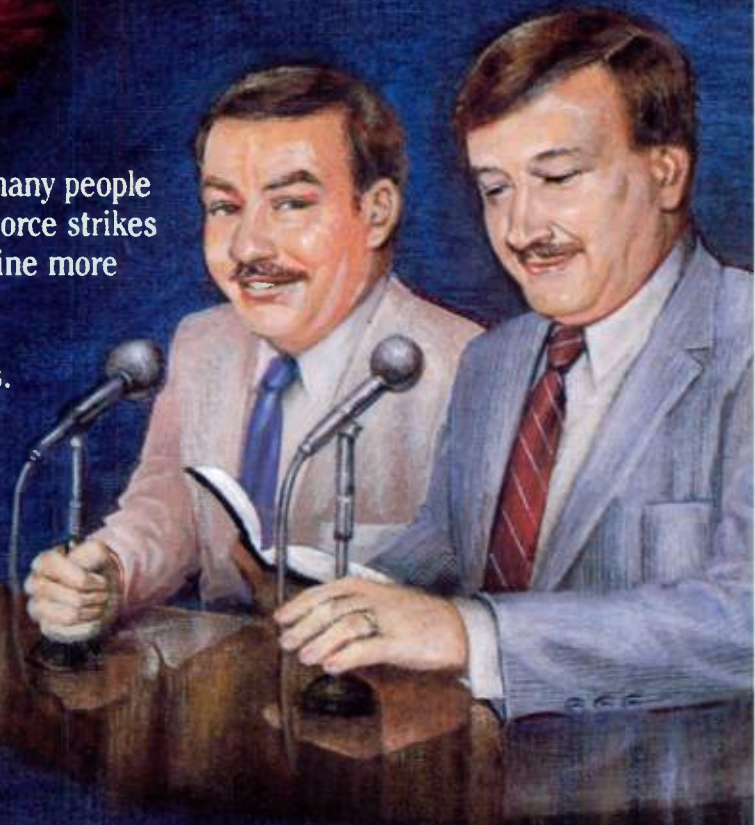
The three-day Media Expo 87 which is detailed in a four-color sales brochure, will open with a February 2 ribbon cutting ceremony at the Sheraton Washington Hotel here. The popular trade show has been 65 percent sold out, due in part, Media Expo director Michael Glenn said to more than

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MBN

(continued from page 12)

New York City, Bates has been an art director for two of the world's largest advertising agencies, Compton/Caldwell, Davis & Savage, Inc., and William Esty, Inc. He is a cofounder of Stratus, Inc.

Bates is responsible for the NRB magazine. As NRB director of publications, he also oversees the annual *Directory of Religious Broadcasting*, promotional brochures and several other publishing projects.

Dan Nicholas, associate editor of *Religious Broadcasting* magazine, was promoted to NRB director of news & information. He is now responsible for corporate public and press relations, writing media releases and related projects for NRB.

Nicholas continues as associate editor, writing and editing news and feature articles for the magazine. An NRB employee since August 1982, he is a Massachusetts native.

Elaine Sutherland, a resident of Blue Hill, Maine until July, is NRB's new office manager. For nine years she was manager of Noel Paul Stookey, the folk singer of Peter Paul & Mary fame. Sutherland coordinated Stookey's schedule, helped produce some of his record albums and was the road manager for the performer's contemporary Christian music group, The Bodyworks Band.

Sutherland was employed by NRB to coordinate the day-to-day operations and staff of NRB.

Weiland (Wally) Hollis was hired by NRB in September to initiate a computerized religious news and data service. The telephone-linked service, which will begin in January under the new name "NRBNet," is expected to provide monthly subscribers with a continuously-updated summary of religious news and other services.

Beginning in August 1985, he was a short-term missionary with Trans World Radio, Bonaire, working as production manager and on-air news reporter. After graduating in 1979 from BIOLA University, Los Angeles, with high honors, Hollis worked for three years at Creative Communications Associates, Orange, California.

Religious Broadcasting has named two editorial assistants. Paula LaFiura of Staten Island, New York, and Edith Duryea of Parsippany, New Jersey, joined the magazine staff this summer, replacing Tamara Browning and Sally Parker.

LaFiura, an NRB membership assistant since January, was a staff writer with WNYM-AM/New York (Salem Group) before coming to NRB. Duryea, a 1985 journalism graduate of Utica College of Syracuse University, Utica, New York, was an advertising copywriter at Channel Home Centers, Whippany, New Jersey.

NRB 87 Convention and Exposition Approaching Rapidly

Most of the speakers have been confirmed as participants in the NRB 44th Annual Convention and Exposition, which will be held January 31-February 4, in Washington, D.C. Convention organizers urge early registration. **These are the details:**

Saturday Night, January 31, Opening Plenary:

Josh McDowell, conference speaker and author, Dallas, Texas
Music: Michael Card

Sunday Morning, February 1, Worship Service:

David L. Hocking, speaker, The BIOLA Hour, Santa Ana, California

Sunday Night, February 1, Keynote Plenary:

Keynote Speaker: (To be announced)

Presidential Address: Robert A. Cook, NRB president; speaker, The King's Hour, Tannersville, Pennsylvania

Monday Afternoon, February 2, Presidential Plenary:

(Invited) President Ronald Reagan

(Invited) Vice-President George Bush

Music: Steve Green

FCC Report: Richard Wiley, former FCC commissioner; partner, Wiley, Rein and Fielding, Washington, D.C.

Monday Night, February 2, Evening Plenary:

J. Vernon McGee, teacher and founder, Thru the Bible, Pasadena, California

Music: New York Salvation Army Territorial Band

Tuesday Morning, February 3, Congressional Breakfast:

Adrian Rogers, president, Southern Baptist Convention, Memphis, Tennessee

Tuesday Midday, February 3, FCC Luncheon:

D. James Kennedy, president, Evangelism Explosion International, Fort Lauderdale, Florida

Tuesday Night, February 3, International Banquet:

Luis Palau, president, Luis Palau Evangelistic Team, Portland, Oregon

Wednesday Night, February 4, Anniversary Banquet:

Jimmy Swaggart, president, Jimmy Swaggart Ministries, Baton Rouge, Louisiana

Don't miss these other Convention and Exposition activities:

Media Expo 87, a three-day, 100,000-square foot media broadcasting show with almost 300 companies exhibiting, starts February 2

Evening gospel music concert, with some of the most popular Christian performers today, will be held on February 3

Bill Bright, president of Campus Crusade for Christ, will speak on January 31 (Open to NRB board members only)

Hispanic Broadcasters and Black Broadcasters concerts will be held Sunday afternoon, February 1

An Hispanic Worship Service is planned for February 1

Informative workshops for every interest will be held

NRB Business Meeting and Plenary Participants Meeting are scheduled

Attorney general Edwin Meese and Stephen Olford of Encounter Ministries (and others) will speak February 4 at the Sixth National Prayer Breakfast in Honor of Israel

Numerous press conferences, receptions, special interest meetings, award presentations, etc., are now being planned

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The Evangelist's Use of Radio and Television

Part 2

by Howard O. Jones

In the first of a two-part article, Dr. Jones said the worldwide information explosion provides a "tremendous challenge to all evangelists who desire to preach the Gospel." He described the world as "a global village of more than 4.5 billion people, most of whom have no saving knowledge of Jesus Christ."

In the first installment (see October 1986, page 28), he outlined the potential of radio and television as an evangelistic tool, discussed several program formats and reviewed the preparation needed by the broadcast evangelist.

Now, part 2:

Promotion of a radio or television program.

An evangelist should send out a monthly or quarterly newsletter that reports on God's blessing, along with the concerns, plans and future goals for a more effective soul-winning ministry. Always produce a well-written and attractive newsletter, since it reflects upon you and your ministry.

Two-Way Communication

Listener letters are invaluable and inspirational. Encourage people to write by offering them free books, tracts, printed copies of sermons and other Christian literature. People often write for information on how they might obtain sermons on cassette tapes. Because listener responses help to build a broadcast mailing list, answer all radio mail and provide spiritual counseling for people requesting it. Once people detect your sincerity and love for them they will support you with prayers and, if possible, financial gifts.

Christian magazines play a major role in promoting religious programs. The evangelist pays for advertising the broadcasts,

affording him good visibility with the reading public. Religious magazine editors and other writers feature stories on various evangelists and ministries.

Paid advertising in the secular press is often expensive, but the cost actually appears minimal when compared with the tremendous publicity newspapers can provide for evangelists in reaching thousands in a city and surrounding areas.

In promoting their broadcast ministries, many pastors and evangelists hold special radio and TV rallies or banquets in large churches or hotel ballrooms.

Financial Integrity

Guidelines are needed to help broadcast evangelists maintain a standard of integrity, credibility and accountability regarding the raising of funds to support the broadcasts. Be brief and to the point in handling this matter. Do not talk too much about yourself or your accomplishments. Always keep a low, humble profile before God and the people. Be honest and sincere in your presentation.

When raising money the radio or TV evangelist should never, under any cir-

cumstances whatsoever, unduly plead, beg or use questionable pressure tactics in influencing people to give. I believe this practice dishonors God, disgraces the ministry, and disgusts many people who will turn off the program. Others who continue to listen may suffer spiritually because they have been conditioned to reflect more on money and other material things than about Jesus Christ and the Word of God.

Financial needs will always arise in a broadcast ministry. But when it happens let us not lose faith, be discouraged or panic as though God suddenly declared Himself bankrupt, and is financially incapable of supporting His work and workers, and now looks to us for help. He owns all the wealth in the world.

As Hudson Taylor once said, "God's work done in God's way will never lack God's supply." In view of this we should handle financial matters on the broadcast in such a way that it bears a good Christian testimony before our broadcast family.

Some of the best-known Christian broadcasters have a policy not to make any financial appeals on their radio or tele-

(continued on page 31)

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(Circle 111 on the Reader Service Card)

The World By 2000: What If We Succeed?

by Robert H. Bowman

Our commitment to provide every man, woman and child on earth the opportunity to turn on their radio and hear the Gospel of Jesus Christ in a language they can understand so they can become followers of Christ and responsible members of His church by the year 2000 is an awesome and exciting responsibility.

What changes must occur in international Christian radio broadcasting to fulfill this goal? What impact will such an accomplishment have on the worldwide evangelical community? And even more importantly, how will the world be affected by the year 2000 as we reach our goal?

God's orchestration and historical development of the various missionary radio organizations strategically distributed in different regions of the world (FEBC in the Orient, HCJB in Latin America, TWR in Europe, and ELWA in Africa) bring encouragement that future development of God's plan in radio broadcasting will be as diversified as the past.

The completion of "The World by 2000" will blossom from activity in two areas. *First, pioneer work in new languages will be increased.*

International Christian radio already has worldwide coverage capabilities. The combined beams of "The World by 2000" participants literally circle the globe every day of the week. But there are no Gospel broadcasts in many languages.

Although there are 5,445 languages spoken in the world, the project will place greatest priority on the approximately 276 languages which 97 percent of the world's people speak. These "main" languages many times serve as trade languages for the smaller tribal language groups.

Increased Visibility

At the present time all known Christian radio broadcasts reach 170 languages. This means the combined efforts of radio broadcasters must pioneer Gospel programming into at least 106 new languages.

In turn, the hardware—towers, transmitters and studios—will increase significantly to accommodate the new language programming, as well as pro-

viding each organization with upgraded signal quality and coverage, and more adequate broadcast time to the larger language blocks where needed. For example, more than 80 million people in India and northwestern Pakistan speak Punjabi. At this time, they are being "reached" with only three hours of Christian broadcasting per month!

Missionary radio will achieve greater visibility in the general Christian public. Constituency bases must grow in support nations to generate the needed income to place more numerous and powerful stations on the air. All Christians must become informed and involved in radio as a vital aspect of fulfilling the Great Commission.

Secondly, cooperation will reach unprecedented levels.

Our growing cooperation has already yielded shared information, technical assistance when needed, and division of responsibilities for languages and programming, avoiding unnecessary redundancy and expense.

We hope and expect cooperation from more of the best domestic ministries to become involved in the multinational ministry of international radio broadcasting, sponsoring and producing quality programming in various languages.

As interest and outreach continues among hidden people groups, expect the radio "parachurch" organizations—the participants of "The World by 2000"—to do somewhat of an about face and assist local and denominational churches and missions produce radio programs for the many smaller language groups through technical assistance and training.

Growing Churches

The evangelical church will experience a new and unique "closeness" of believers worldwide through the increase of communication we envision. We will have greater cross-fertilization of ideas and insights into practical Christian living and experience.

Christian churches everywhere, especially in new and difficult areas, will be assisted and encouraged as never before. New opportunities for effective ministry

will unfold.

The burgeoning world of seven billion people expected by 2000 will, in all likelihood, experience the greatest revivals of all time to accompany the worldwide preaching of the Gospel through radio and other means.

Some 40,000 radio churches already exist in the Soviet Union and 80 percent of all conversions are through radio, according to church leaders there.

Radio played an important part in the phenomenal church growth in China, and is now laboring to train hundreds of thousands of its house church lay leaders. In the free world radio has fueled steady and sometimes explosive church growth and revival in Latin America, Africa and the Orient. We can only expect much more of the same.

Obviously, when the goal is reached in the few short years we have left before 2000, all will not be converted, but all will have the opportunity to hear, know and understand the Gospel of Jesus Christ. They will have a choice—the opportunity to receive eternal life.

The Holy Spirit will have greater opportunity to work in people's lives. Not that He cannot do anything or is limited in any way, but God has chosen the preaching of the Gospel to save souls.

Here is one race we are likely to win. As the population of the world grows, the number of languages does not. The number of languages may even decrease slightly.

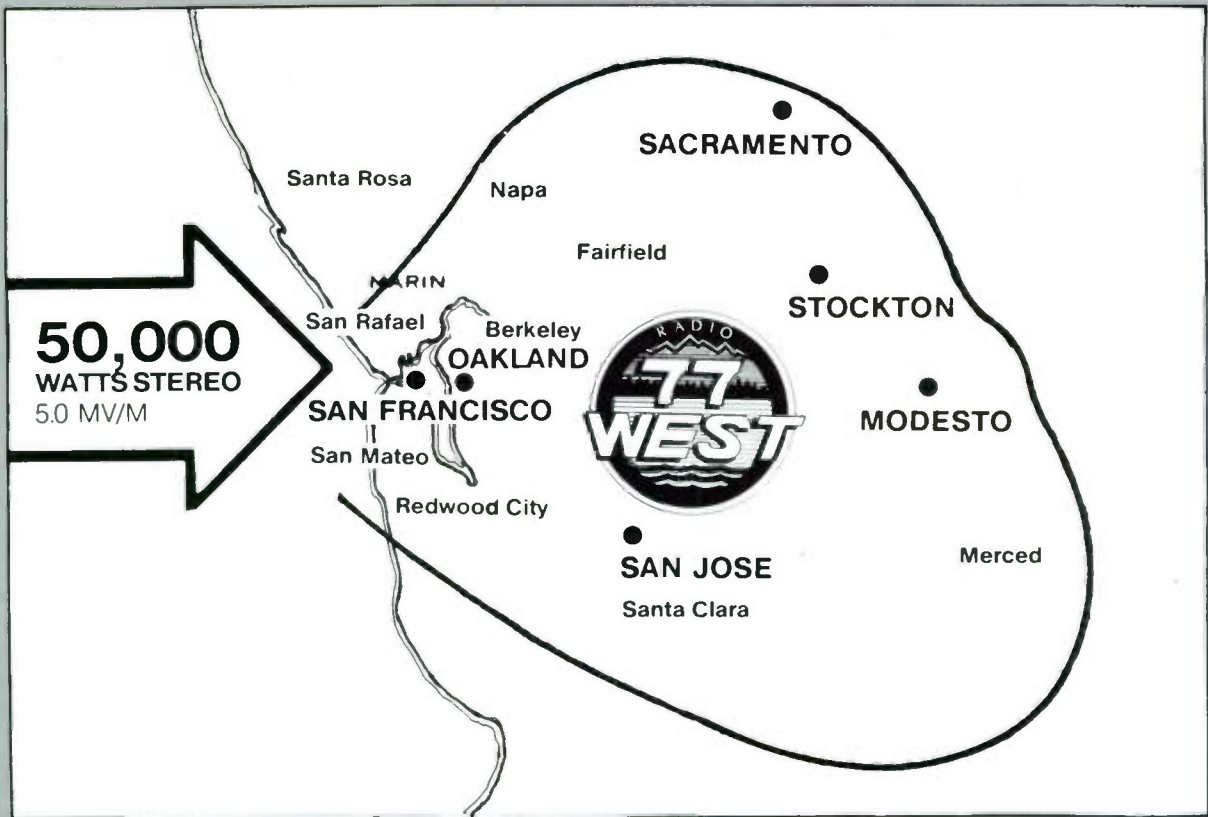
Definable goals to reach the entire world through radio, resting firmly upon the foundation of the Great Commission, have been put into writing. Needs are being identified and prioritized. For the first time in history, our destination is within sight! (Matt. 24:14)



Robert H. Bowman is president of Far East Broadcasting Company, La Mirada, California. He is an NRB board member and received the WRB Award of Merit on September 16, 1986, at the closing banquet of the NRB WEST.

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Christian Television Programming: Finding a Local Angle

by Edith Duryea

As the latest collection of creative TV programs show, religious telecasters have been playing an increasingly active role in helping meet the needs in their communities.

Television broadcasters reach the masses; they also have the ability to reach a select few. In recent years, many religious telecasters have aimed their programming at meeting the needs of the community.

Technological advances have improved TV quality and, as with most technological improvements, have lowered the cost of equipment, making TV available to more people.

More and more independent groups can now afford broadcasting production equipment. According to David Clark, vice-president of marketing at the Christian Broadcasting Network (CBN), "If you have the resources and the money you can get on the air." However getting on the air is only half the battle. Clark, who is NRB treasurer, said today's TV environment is "very crowded" and it is generally more competitive for religious audiences than in the past.

The solution is to be more creative and innovative. With lowering costs of technology and the accessibility of stations, local ministries *can* have a tremendous impact on a community.

One way to get on the air is to be a network affiliate. The American Christian Television System, known as the ACTS Satellite Network, has been dedicated to building the local ministry through the network since 1984. By allowing affiliates a broadcasting "window" of air time ACTS-affiliates can air their locally-produced programs. Obviously, most church-owned affiliates air their own Sunday worship services.

Program Ideas

However, many cable operators have been doing some "creative types of programming," said Deborah Little, affiliate promotion manager at ACTS. She listed local talk shows, high school and college sports and musical specials as a few of the resources being tapped. She explained that

some affiliates have aired local church mission trips. Film equipment was taken along on these mission trips; the footage was edited and aired as a documentary at a later time.

Steve Guidry, pastor of Calvary Baptist Church, Jackson, Tennessee, is acting manager of ACTS channel 14. He said that with 21 hours of pre-emptable time allowed by the network, the church can have "a voice in the community through the airways."

Concert series, Bible studies and contemporary Christian music have been a few of the programs aired. Although the station is non-profit, Guidry has to manage it with a business point of view. By doing some non-religious programming he can attract local advertising support. The station airs taped broadcasts of the University of Mississippi sports events, as well as coaches, shows from the local Baptist college and the Southern Mississippi University. Guidry would like to air a Christian music video program similar to the secular M-TV. "This would be Christian music aimed primarily at youth," he added.

Mike Huckabee, pastor of Emmanuel Baptist Church, Pine Bluff, Arkansas, and president of Emmanuel Broadcasting Corporation, said the goal of their broadcasts is "to reach the maximum number of people."

Similar to Guidry's station, Huckabee has been able to gain support from local advertisers, including the United Way, mayoral candidates, local industry and service organizations.

Huckabee explained that by emphasizing community service and not being "overtly religious" the station can "penetrate to homes that wouldn't normally watch what they presume to be a continuously religious station."

"We are interested in the whole community," he said. A documentary on the local Sheriff's Department Rescue and Patrol Unit was one of the productions that

was well-received by the community.

PTL Television Network early this summer allowed affiliates 12 hours a week of pre-emptable air time or, "local avails." According to John McEntee, director of cable marketing for the network, approximately 1,300 cable systems subscribe to PTL. McEntee explained that by allowing affiliates to air their own programming the result is a triangle connecting the national broadcasters, the local community and the cable system.

McEntee explained that the alternative for a ministry going on the air is to go on a local origination station, which he described as a "hodge podge" of programming that is not usually watched.

The cable system can insert any show that is approved by PTL. This makes PTL more appealing to the cable system. McEntee said, so far the only use of the local avails has been to broadcast worship services. However, "If this catches on," said McEntee, "I think it could be tremendously advantageous for Christian churches."

Pre-empting of network programming is a good way to extend the reach of a local ministry.

LPTV Comes of Age

Starting a full power station is costly. An alternative route is to build a low-power television station (LPTV). While building a full-power station can cost well over a million dollars, a group or individual can start a LPTV station for as little as \$200,000 and still produce quality broadcasts.

In 1982, the Federal Communication Commission ruled that LPTV stations can originate broadcasts. Since that time the FCC has been flooded with construction permit applications to build these stations. According to Frank Trainor, sales marketing manager of Emcee Broadcasting Products, White Haven, Pennsylvania, a manufacturer of LPTV equipment,

NRB 87

Communicating Christ



T o t h e N a t i o n s

National Religious Broadcasters
44th Annual
Convention and Exposition
January 31 - February 4, 1987
Washington, D.C.



The Welcome Mat Is Out!

When we say "Welcome!" we mean

- You are important. Your ministry is significant in the plan and purpose of God. We respect and value you because of that fact.
- You are growing. Radio and TV have found an increasing usefulness in the evangelization of the world and the discipling of believers. You will find much at this convention to enlarge your vision and enrich your program. Technical assistance is everywhere, and spiritual dynamics in the convention program will confront you with God's will and His blessing at every turn.
- You are responsible to God, first of all, and also to the society you serve. NRB has always emphasized the need for continued access for the Gospel in the airwaves of our country and the world, plus continued high standards of ethics, program and performance. It is our prayer that delegates to the 1987 convention will come away from these thrilling days with a high and holy purpose that will be reflected responsibly in all we do.

Yes, **Welcome!** with all that the word means. We wish for you all God's best during these days, and through the year to come.

God bless you!

Robert A. Cook
President
National Religious Broadcasters

NRB 87 Convention Schedule



Come join us for five exhilarating days of education, entertainment, business, and fellowship. More than 4,400 fellow broadcasters and related professionals will be here from all across the globe to participate in this, the largest single gathering of religious broadcast professionals in 1987.



Pick the brains of over 140 top executives in the industry. Meet these professionals in any of over 60 workshops. Take advantage of this rare face to face opportunity to discuss your concerns, exchange ideas, and develop educated solutions to your organization's particular needs. Use the expanded workshop schedule listed on the next page to plan your curriculum and expand your capabilities for years to come.



More than 1,300 exhibit personnel representing over 300 organizations will hand out free information, answer questions, and demonstrate their latest products. This hands on, face to face interaction is invaluable if you're serious about the products and services on which you depend.

SATURDAY

- 8:00 pm Evening Program
Speaker: Josh McDowell, President, Josh McDowell Ministry
Music: Michael Card, recording artist, Sparrow Records
Harvest, recording artists, The Benson Company

SUNDAY

- 8:30 am Hispanic Worship Service
- 9:00 am Registration
- 10:30 am Worship Service
Speaker: David Hocking, speaker, "The Biola Hour"
- 2:30 pm Hispanic Concert
- 2:30 pm Black Broadcasters Concert
- 7:00 pm Keynote Plenary Meeting
Music: Teen Challenge Choir
Presidential Address: Robert A. Cook, President, NRB
- 9:30 pm NRB Television Reception

MONDAY

- 8:00 am Registration
- 8:00 am Prayer Time
- 8:45 am Media Expo Grand Opening/Ribbon Cutting Ceremony
Participants: Mike Glenn, Exposition Director, NRB; Robert Cook, President, NRB; Ben Armstrong, Executive Director, NRB
- 9:00 am TV Plenary
Speakers: Steve Allen, personality
Vincent La Bella, Producer, "Jesus of Nazareth"
- 11:00 am Workshop Session I
- 12:30 pm Board of Directors & Chapter Officers Luncheon
- 1:30 pm Presidential Plenary Session
FCC Report: Richard Wiley, Partner, Wiley, Rein & Fielding
Music: Steve Green, recording artist, Sparrow Records
- 7:00 pm Evening Plenary Session
Music: New York Salvation Army Territorial Band
Music: Teen Challenge Choir
Speaker: J. Vernon McGee, speaker, "Thru the Bible"

TUESDAY

- 7:00 am Registration
- 7:15 am Congressional Breakfast
Speaker: Adrian Rogers, speaker, "Word for the World"
- 9:00 am NRB 87 Media Expo
- 9:30 am Workshop Session 2
- 11:00 am NRB Business Meeting I
- 12:30 pm FCC Luncheon
Introductions: Richard Wiley, Partner, Wiley, Rein & Fielding
Speaker: D. James Kennedy
- 6:00 pm International Banquet
Speaker: Luis Palau
- 8:00 pm Concert

WEDNESDAY

- 8:00 am Prayer Time
- 9:00 am Registration
- 9:00 am NRB 87 Media Expo
- 9:30 am Workshop Session 3
- 11:00 am NRB Business Meeting II
- 12:30 pm Hispanic Banquet
- 12:30 pm Fellowship Banquet
- 3:00 pm Workshop Session 4
- 6:00 pm Anniversary Banquet
Speaker: Jimmy Swaggart

National Religious Broadcasters (NRB) is the voice of religious broadcasters. Since 1944 NRB has been providing an effective means of communication between broadcasters themselves and to the governments and agencies that directly affect their work. Through this annual convention and numerous other services NRB keeps its members current on developments in technology, programming and legislation. At present over 1,200 member organizations actively take advantage of the personal and exclusive services available only through NRB.

NRB 87 Workshop Schedule

Workshop #1	Monday, February 2	11:00 am - 12:15 pm
Workshop #2	Tuesday, February 3	9:30 am - 10:45 am
Workshop #3	Wednesday, February 4	9:30 am - 10:45 am
Workshop #4	Wednesday, February 4	3:00 pm - 4:15 pm

COMMERCIAL OWNERS AND OPERATORS

Convener: Tom Wallace, General Manager, KFAQ, San Francisco

1A. THE SEVEN-STEP FORMULA FOR STRENGTHENING MARKET SALES

• "How to Build Credibility in Sales"
 • "How to Get More Time with Clients and Prospects"
 • "Teaming Up with Sales to Reduce Credit and Collection Headaches"
 Moderator: Tom Wallace, KFAQ, San Francisco
 Panelists: Gene Bender, KIXL; Paul Hollinger, WDAC; Nevil Larson, WDCX; Ed Moore, WFRN

1B. RESEARCH: IS IT VALUABLE? HOW TO DO IT AND HOW TO USE IT

• "A Layman's Guide to Research"
 Moderator: Carl Richardson, Carl Richardson Ministries
 Panelists: George Barna, Barna Associates; Paul Virts, CBN

2A. HOW CAN I GET IN ON NATIONAL SALES?

• "Is a Christian Rep Firm on the Horizon?"
 • "The Secular Market"
 Moderator: Robert Ball, Salem Media
 Panelists: Joe Battaglia, WWDJ; Gary Crossland, Soma Media; Tom Dunkerton, Saatchi, Saatchi, Compton; Robert Powers, KCIS; KCMS; Jamie Clark, KFIA

2B. ACQUISITION FEVER—SO YOU WANT TO START A RADIO STATION

Moderator: Dick Marsh
 Panelists: Ed Atsinger, Salem Media; Dick Bott, Bott Broadcasting; John Boyd, Sunrise Radio

3A. HOW TO GIVE YOUR STATION THE PROMOTION EDGE

• "Programming Philosophies That Work"
 • "Winning Within the Law on Contests and Lotteries"
 • "Preparing Spots: Where to Find the Music" (Actual demonstrations)
 Moderator: Arla Bott, Bott Broadcasting
 Panelists: Sue Bahner, WSWG; Jim Patterson, KIRV; Burt Perrault, KTEK; Ed Toles, KSGL

3B. HOW TO CONDUCT RADIO TALK SHOWS

• "Troublesome Talk: Preventing Libel Suits and FCC Violations"
 Moderator: Anthony Evans, Urban Alternatives
 Panelists: John Jolliffe, "The Issues of Life"; Bob Larson, "Talk Back"; Marlin Maddoux, "Point of View"; Walter Martin, "The Bible Answerman"

4A. RADIO MUSIC LICENSING—WHERE ARE WE?

• "Copyrights and Wrongs"
 Moderator: Paul Evans, "Haven of Rest"
 Panelists: Ed Atsinger, Salem Media; Dick Bott, Bott Broadcasting; Chuck Fromm, Maranatha Music; Tom Moffitt, WTLN

4B. WHAT EVERYBODY WANTS TO KNOW ABOUT CURRENT FCC REGULATIONS (BUT CAN'T AFFORD TO ASK)

(See "Non-Commercial" Workshops)

4C. SATELLITE TECHNOLOGY AND WHAT IT MEANS FOR THE FUTURE OF MY STATION

(See "Engineering" Workshops)

NON-COMMERCIAL OWNERS AND OPERATORS

Convener: Char Binkley, General Manager, WBCL/Ft. Wayne

1. ARE WE TALKING TO OURSELVES?

• "How to Reach Unbelievers and New Listeners"
 Moderator: Dean Sipple, WMBW, Chattanooga, Tennessee
 Panelists: Joy Blowers, WFLB; Tom Hesse, KNIS; Vic Eliason, WVCY/WVCX; Bill Snider, WIBI; Chris Staley, KILA

2. FUNDRAISING TECHNIQUES FOR CHRISTIAN RADIO STATIONS

(See Session 2 for "Program Producers")

3. HOW TO IMPROVE OUR "ON-AIR" SOUND

• "Practical Pointers for the Radio Announcer"
 • "Finding the Right Personnel"
 Moderator: Paul Gathany, WCDR
 Panelists: Steve Moore, "How To

Manage Your Money"; Wayne Pederson, Northwestern Radio; Mike Kellogg, Moody Broadcasting Network

4. FACING THE ISSUES: WHAT DO OUR LISTENERS AND THE FCC EXPECT?

• "How the Local Church Can Use Christian Radio"
 • "Is the 'Proliferation' Too Great? (Program Duplication and Station Exclusivity)"
 • "Translators and Satellators: A Reality"
 Moderator: Ward Childerston, WCRH, Williamsport, Maryland
 Panelists: John Hull, WCIE; Robert Neff, Moody Broadcasting Network; Donald Nelson, KJNP; Herb Roszbart, KROA; Carl Singer, KCBI

4B. WHAT EVERYBODY WANTS TO KNOW ABOUT CURRENT FCC REGULATIONS (BUT CAN'T AFFORD TO ASK)

(Combined with Commercial Owners and Operators)
 Moderator: Richard Wiley, Wiley, Rein, Fielding
 Panelists: Ashton Hardy, Fawer, Bryan, Hardy, Zazkis; John Logan, Dow, Lohnes and Albertson; Marvin Rosenburg; Larry Secrest, Wiley, Rein & Fielding; also attorney from FCC

4C. SATELLITE TECHNOLOGY AND WHAT IT MEANS FOR THE FUTURE OF MY STATION

(See "Engineering" Workshop)

PROGRAM PRODUCERS

Convener: Jon Campbell, Executive Vice President, Ambassador Advertising Agency, Fullerton, CA

1. HOW TO START AND SUSTAIN A RADIO MINISTRY

• "Elements to Consider in Preparing the Budget"
 • "Translating My Church Ministry into Broadcasting"
 Moderator: David Hocking, speaker, "The Biola Hour"; pastor, Calvary Church
 Panelists: Phil Johnson, "Grace to You"; Norman Plunkett, "In Touch"; George Wilson, Billy Graham Evangelistic Association

2. HOW TO ANSWER DONOR AND NON-DONOR MAIL

• "How to Establish and Maintain Counseling with Listeners by Mail"

• "How to Measure 'Success' in Fund Raising"

• "Presenting a Biblical Philosophy of Ethics and Integrity in Fund Raising"
 • "A Stratified Approach to Effective Fund Raising"
 • "Strategic Long-range Planning"
 • "Satisfying the Regulators (State Tax Boards and IRS) Concerning 'On-Air' Offers"
 Moderator: Abe Van Der Puy, "Back to the Bible"
 Panelists: Art Borden, Evangelical Council for Financial Accountability; Rick Dunham, Biola University; DeWayne Herbrandson, Billy Graham Evangelistic Association; Tom McCabe, Killion, McCabe, and Associates; J. David Schmidt, Consultant

3. FUNDAMENTALS OF GOOD RADIO PRODUCTION

(Editing, Scripting, Promotion, Premiums and Producing the Final Product)
 Moderator: Sherman Williams, III, TeleMedia
 Panelists: Dan Balow, Domain Advertising Agency; James Christensen, "Heaven and Home Hour"; Carl Miller, Ambassador Advertising Agency; Tom Schindler, "Back to the Bible"; Dave Spiker, "Focus on the Family"; Robert Straton, Walter Bennett Advertising Agency

4. HOW TO TRANSLATE A BROADCAST MINISTRY INTO OTHER LANGUAGES

Moderator: Harold Sala, "Guidelines"
 Panelists: Norm Olsen, Thru the Bible; Jeff Towers, Director of Broadcast Relations, Trans World Radio

4B. SATELLITE TECHNOLOGY AND WHAT IT MEANS FOR THE FUTURE OF MY BROADCAST

(See "Engineering" Workshop)

TELEVISION

Convener: Paul W Kurtz, Director of Distribution Operations, World Wide Pictures, Inc.

Monday, 3:45-5:15 pm

A. CHILDREN'S TELEVISION

Jean Donaldson, Adventure Club

B. INTERNATIONAL TRANSCULTURAL BROADCASTING

Elmer Bueno, Elmer Bueno Presents

C. CONTEMPORARY/GOSPEL MUSIC

Bill Thompson, What A Fellowship Hour

D. FUNDRAISING

Bill Hull, Hope Communication

2A. LEGAL Q & A

Russ Bixler, Cornerstone Television

2B. CAPTURING A MASS AUDIENCE

Ted Baehr, Good News Communications

2C. CORPORATE GOALS & GROWTH

Ron Mighell, American Christian Television Services, Inc.

Tuesday, 3:00-4:15 pm

A. CO-VENTURES & FINANCING

Paul Kurtz, World Wide Pictures, Inc.

B. BLACK NATIONWIDE PROGRAMMING

Bill Thompson, What A Fellowship Hour

C. CABLE TV FOR BEGINNERS

Ray Wilson, Black Buffalo's TV Pow Wow

3A. CABLE MANAGERS MEETING

Jack Hightower

3B. NETWORKING NEWS FOR CHRISTIAN TV

Sam Wagner, Video ID Teleproductions

3C. VIDEO GRAPHICS

David Clark, CBN

4A. STARTING UP & PROGRAMMING A TV STATION

Dave Lewis, KYFC-TV/Shawnee Mission

4B. NEWS/MAGAZINE FORMAT

Glenn Plummer, CTN Magazine

4C. TELEPHONE COUNSELING

Paul Cole, PLC Media Inc

ENGINEERING

Convener: Dick Harris, Operations Manager, KGNW/Seattle

1. HOW TO MAKE AM'S BRIGHTEST DAYS

"AM Stereo—Is It Wise to Convert?"
"Use of Synchronous Transmitters"
"Broad-Banding AM Antennas for Higher Fidelity Sound"
"Daytimers Becoming 24-Hour Operations"
"The New Spectrum: 1605 KHz - 1705 KHz"

2. FM'S SYNERGISTIC VALUES

"Optimizing Audio Subcarrier Performance"
"FM Transmitter Multiplexing: Creative Use of SCA's"
"Satellites, Translators, and New Technologies"

3. MAKING THE BEST USE OF ENGINEERING TALENT

"Radio Contract Engineers"
"Station Maintenance Programs"
"Off-Premise Remote Control of a Station Using a Personal Computer"
"Questions Our Engineer Can't Answer"
"RF Radiation Regulations"

4. SATELLITE TECHNOLOGY AND WHAT IT MEANS FOR THE FUTURE OF MY STATION

(Combined with Radio Stations and Program Producers)
Panelists: Dick Becvar, Northwestern Radio; Mike Gliner, SRN; Jim Goodrich, Moody Broadcasting Network; Jim Sanders, Ambassador Advertising Agency; Al Stem, United Video

LEADERSHIP

Convener: Bill Bright, President Campus Crusade for Christ, San Bernardino, CA

1. HOW DO I KNOW I'M LEADING MY STAFF PROPERLY?

"Involving Employees in Decision-Making"
"Motivating Your Staff with Proper Time-Management"
"More Ways to Improve Morale"
Moderator: David Breese, "Christian Destiny"
Speaker: Bruce Wilkinson, "Walk Thru the Bible"

2. KEYS TO PERSONAL AND BUSINESS FINANCIAL SUCCESS FOR BROADCASTERS

"Compensation, Profit-Sharing, and Cash Flow"
Moderator: Sam Moore, Thomas Nelson Publishers
Speaker: Larry Burkett, Christian Financial Concepts

3. ARE YOU TEACHING YOUR PEOPLE TO FAIL ENOUGH?

(Encouragement to Take Risks; Processes to Improve Productivity; Latest Techniques in Management)
"Hiring and Firing: the Right and Wrong Way to Recruit"
"Recognition and Reprimands"
Moderator: Bruce Dunn, "Grace Worship Hour," Grace Presbyterian Church
Speaker: Ted Engstrom, "World Vision"

4. ALTERNATIVES TO LITIGATION

"How to Plan in Case of Libel and Other Suits"
Moderator: Tim LaHaye, American Coalition for Traditional Values
Panelists: Sam Eriesson, Christian Legal Society

MUSIC IN THE MEDIA

Convener: Bob Bowen, Convention Coordinator, NRB, Morristown, NJ

1. DEVELOPING THE MUSIC IN YOUR MINISTRY

2. MUSIC VIDEO

3. THE STATE OF THE INDUSTRY

"How to Get Uninterrupted Record Service"
"Christian Artists—More Than 4 oz. of Vinyl"
"What the Director of Radio Promotion Really Does"
"Compact Discs and Other New Technology"
"Record Companies/Bookstores—What They Really Think of You"

4. CONTEMPORARY CHRISTIAN MUSIC—OUR RESPONSE?

"Christian Rock—Are the Terms Mutually Exclusive?"
"Is There a Place For It?"
"What Are the Alternatives?"

WOMEN

1. WOMEN IN THE WASHINGTON SPOTLIGHT

"How to Take Positive Action to Impact Issues"
Moderator: Kay Arthur, Precept Ministries

2. WOMEN IN THE MINISTRY

"How to Prioritize Time and to Forgive the Unforgiveable"
"Personal Communication Skills for the Communicator"
"Your Sexuality: How to Make the Most of It"
"Conquering the Emotions that Paralyze"
Moderator: Edna Edwards, WFGW-WMIT

Panelists: June Hunt; Jan Silvious

3. WOMEN IN LEADERSHIP

Moderator: Millie Deinert, Billy Graham Evangelistic Association
Panelists: Dale Hanson Bourke; Evelyn Christenson; Joni Eareckson Tada

4. WOMEN IN PARTNERSHIP

Moderator: Cynthia Swindoll, "Insight for Living"
Panelists: Sherley Bott; Eleanor Bowman; Vonette Bright; Joyce Hart; Babs Leonovich; Marj Van Der Puy; Betty Wiersbe

HISPANIC BROADCASTERS

Convener: Jose Reyes, Spanish Communications Minister, La Vos de Salvocian, Cleveland, TN

1A. HOW TO PRODUCE A TELEVISION PROGRAM

1B. THE ROLE OF WOMEN IN THE FIELD OF COMMUNICATIONS

Monday, 3:45-5:15 pm
HOW TO DO AN INTERVIEW FOR TELEVISION

2. HOW TO INITIATE, DEVELOP AND PRODUCE A RADIO PROGRAM, PART I

Tuesday, 3:00-4:15 pm
HOW TO INITIATE, DEVELOP AND PRODUCE A RADIO PROGRAM, PART II

3A. HOW TO DEVELOP A FUNDRAISING CAMPAIGN

3B. GENERAL PRINCIPLES ABOUT ADMINISTRATION

INTERCOLLEGIATE

Convener: James Owens, Asbury College, Wilmore, KY

1. COMPUTERS IN THE CLASSROOM—INTEGRATION VS. SEGREGATION

To be held Saturday, from 2:00-3:00 pm

2. MANAGING STUDENT-RUN STATIONS

To be held Saturday, from 3:30-5:00 pm

3. HOW TO LAND THAT FIRST MEDIA JOB

(Panel discussion with representatives from radio, TV, film, research and advertising)
To be held Sunday, from 2:30-4:00 pm

4. COMMUNICATIONS: WHAT THE FUTURE HOLDS

To be held Monday, from 11:00 am-12:30 pm

5. STUDIO TOUR (tentative)

To be held Tuesday, from 1:00-3:00 pm

INTERNATIONAL BROADCASTERS

Convener: Jeff Towers, Director of Broadcast Relations, Trans World Radio, Chatham, NJ

1. UNDERSTANDING SHORT-WAVE PROPAGATION

2. AUDIENCE RESPONSE: WHAT CAN WE EXPECT

3. TRANSLATION/ADAPTATION: HOW IS IT DONE? WHY IS IT DONE? WHAT IS IT DOING

(Note: May be held in conjunction with Program Producers Workshop—"How to Translate a Broadcast Ministry into Other Languages")

BLACK BROADCASTERS

Convener: William H. Thompson, Fellowship Missionary Baptist Church, Chicago, IL

1. CREATIVE FINANCING

Moderator: Bishop Samuel Green, St. John's Church

2. BLACKS IN FOREIGN BROADCASTS

Moderator: Ernie Wilson, Ernie Wilson Ministries; Howard G. Jones, "Hour of Freedom"

3. BLACK BROADCAST OWNERSHIP

Moderator James Vaughn, Channel 49

4. AGENCY INVOLVEMENT

Moderator: Dwight Green, St. John's Church; Carlotta Harriell, WMYK/WZAM Radio; Eric Reynolds

NRB 87 Registration

Save valuable time and money by registering for NRB 87 today! Use the convenient registration form opposite this page to register for NRB 87 in advance and to make your complete hotel and travel reservations.

Be sure to fill out the form in its entirety and return it promptly while hotel accommodations last. All registrations and reservations are being processed as of the date received, so please don't delay. Confirmation of your convention registration will be mailed to you by NRB when completely processed. Room reservations will be confirmed by your hotel.

No convention registration and/or hotel reservations will be processed without the exclusive use of an official registration form.

Hotel and Travel Reservations

Registrants are encouraged to use the services of International Marketing Tours to assist you with all your hotel and travel arrangements.

As the official NRB 87 travel agency, International Marketing Tours (IMT) will be handling all reservations at the NRB 87 Sheraton Washington/Omni Shoreham co-headquarters hotels, as well as the Connecticut Avenue Days Inn and Connecticut Avenue Club.

With the Omni Shoreham and Connecticut Avenue Club on either side of the Sheraton Washington, and the Days Inn just two subway stops away, attendees

will find all four hotels well recommended.

Eastern/American are official airlines for NRB 87. Registrants are invited to take advantage of special discounted fares for the NRB 87 Convention by booking through IMT. Save 55% off regular coach and 30% off first class fares by filling out the "Air transportation" section of this registration form and returning it today. IMT is committed to providing you with a complete travel itinerary tailored to your needs.

Should you require any additional travel, hotel and convention information please call: International Marketing Tours (IMT) at 1-800-342-0476.

Sheraton Washington Hotel

The award-winning Sheraton Washington, situated in northwest Washington, D.C., is just 20 minutes from Washington National Airport and Union Station, and 45 minutes from Dulles International Airport. The 1,505 room hotel, with 125 suites, sits on a 16-acre campus which includes five restaurants, newsstand, drugstore, beauty salon, barber shop, post office, notary public, concierge and indoor parking (\$6 a day). The Metro subway station directly outside provides quick and affordable transportation to most of the city as well as National Airport and Union Station. All major credit cards are accepted.

Connecticut Avenue Days Inn

A few minutes up Connecticut Avenue the Connecticut Avenue Days Inn gives travelers what they're looking for—value. Without compromising service and comfort a guest can relax in one of 155 designer decorated rooms. Even the little things like free parking and a complimentary continental breakfast are included. The Metro and taxis connect you with the Sheraton Washington and the rest of the city any time of the day or night. All major credit cards are accepted.

Omni Shoreham

A few steps from the Sheraton Washington, the Shoreham's 11-acre campus is in Washington's Rock Creek Park. The traditional 8-story hotel, with 770 guest rooms including 41 suites, provides four restaurants and lounges for the convenience of its guests. A newsstand, florist and gift shop are also on the premises. All major credit cards are accepted.

Connecticut Avenue Club

Quietly nestled across Connecticut Avenue, the Connecticut Avenue Club is for attendees that enjoy a European-style full service hotel and appreciate its 19th Century style tradition. Even the most demanding travelers will approve of the hardwood furniture that surrounds them and the complimentary morning paper, oversized towels and terry cloth robes that are standard. The restaurant features Mandarin Chinese cuisine and can accommodate small dinner parties in private dining rooms. Free parking is included. All major credit cards are accepted.

National Religious Broadcasters 44th Annual Convention & Exposition January 31 - February 4, 1987, Washington, D.C.

Instructions:

1. Use a separate registration form for each person OTHER THAN SPOUSE.
2. Please fill out each section of the form completely. All information is vital for expediting your registration and hotel and air transportation requests. **Please abbreviate if required to fit spaces supplied.**
3. Registration fees are listed below. **MEMBER RATES APPLY ONLY TO MEMBER ORGANIZATIONS WHOSE DUES ARE CURRENT.**
4. Make checks payable to National Religious Broadcasters. **Mail completed form with payment to NRB Convention Services, CN 1926, Morristown, NJ 07960, 1-800-342-0476.**

Registration fee includes tickets to the Congressional Breakfast, FCC Luncheon, and Anniversary Banquet, plus admission to all workshops and Media Expo '87.

*Faculty/Student rates are only available to 1986-87 members of Inter-collegiate Religious Broadcasters (applications available from NRB). The \$55 registration fee does not include tickets to the Congressional Breakfast, FCC Luncheon and Anniversary Banquet.

Advance registration must be paid in full in U.S. dollars to qualify for reduced rates. Registrants unable to attend will be issued a credit upon receipt of a written request postmarked by January 16, 1987. No cash refunds will be issued.

No telephone reservations will be accepted.

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 Dr. Mr. Rev. Miss Mrs. Ms.
 Nickname (for badge) _____
 Spouse name (for badge) _____
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 Address _____
 City/State/Zip _____
 Telephone (day) _____ (evening) _____

Check appropriate box: NRB Member (name of member organization if different from above) _____
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Primary Medium in which you are involved:

- Radio Film
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	deadline Sept. 30	deadline Jan. 16	On-site
NRB Member	___ @ \$195	___ @ \$225	___ @ \$270
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Non-Member	___ @ \$295	___ @ \$335	___ @ \$385
Non-Member Spouse	___ @ \$200	___ @ \$210	___ @ \$265
*Faculty/Student	___ @ \$120	___ @ \$120	___ @ \$120
*Faculty/Student	___ @ \$ 55	___ @ \$ 55	___ @ \$ 55

Total Amount Enclosed: \$ _____
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SOCIAL SECURITY NUMBER _____	SOCIAL SECURITY NUMBER _____
MONTH/DAY/YEAR OF BIRTH _____	MONTH/DAY/YEAR OF BIRTH _____

Signature _____
 Please send _____ additional registrations.
 Please send Media Expo 87 exhibitor information.
 Please send hospitality suite, reception, sponsorship information.
 Please send NRB Membership information.

Hotels and Rates

Reservation deadline: December 31, 1986

Co-headquarters: Sheraton Washington Hotel/Omni Shoreham Hotel

	Single	Double	Triple	Quad	Suites
Sheraton	\$82, \$90, \$94	\$98, \$106, \$110	\$96	\$112	call NRB
Omni Shoreham	\$73, \$82, \$90, \$94	\$89, \$98, \$106, \$110	\$130	\$140	\$275-350
Days Inn	\$58	\$65	\$69	\$73	_____
Connecticut Ave Club	\$70	\$85	\$130	\$130	_____

Please reserve the following accommodations: _____ Sharing with _____
 1st choice hotel _____
 2nd choice hotel _____
 3rd choice hotel _____
 Arrival Date: _____ Hour: _____ AM/PM No. of Rms. _____
 Departure Date _____ Hour: _____ AM/PM No. of Persons _____
 Reservations held until 4:00 pm unless guaranteed with a Major Credit Card:
 Card Name _____ Card No. _____
 Exp. Date _____ Signature _____

Circle room preference;
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Name(s) _____ No. of Persons _____
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 Date & Time of Departure _____ Date & Time of Return _____

NRB 87 MEDIA EXPO

Partial Exhibitors' List

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Computer Companies

Inner Connection Video
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CBN University
Teen Challenge Training Center

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Broadcast Electronics, Inc.
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QEI Corp.
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Telex Communications, Inc.
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The Glass Doctor
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Bowmar Entertainment Corp.
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AP Broadcast Services
ICM USA Radio Network
Moody Broadcasting Network
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TV Networks

Harvester TV Network
PTL Television Network

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Bibles for the World
Holman Bible Publishers
Kirkbride Bible Co.
Oxford University Press
World Home Bible League

Book Publishers

Baptist Sunday School Board
Crossway Books
David C. Cook Publishing Co.
Dominion Press
Faith Printing Co.
Gospel Light Publications
Harvest House Publishers
Huntington House, Inc.
Muknomah Press
Poine Publishers, Inc.
Scripture Press Publications
Whitaker House

Bible and Book Publishers

Cambridge University Press
Dake Bible Sales
J. Countryman Publishers
Thomas Nelson Publishers
Tyndale House Publishers
Zondervan Publishing House
World, Inc.

Magazine Publishers

Christian Herald
People of Destiny Int'l.
Strang Communications Co.

Radio Program Producers

Bob Larson Ministries
Cithope
God's News Behind the News
Image Media, Inc.
Programming Plus

TV Program Producers

Faith for Today Television
Feed the Children
Fulton J. Sheen Communications
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Showers of Blessings Ministry
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New Generation Productions
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Ben Armstrong, Ph.D., Executive Director
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"There is a definite trend toward LPTV ownership by special interest groups. Religious broadcasters make up a prominent part of this group."

An LPTV signal cannot exceed 1,000 watts. Depending on the location of the transmissions a single station can reach as far as 25 to 30 miles.

Sam Embry of Nashville, Tennessee, built and manages Nashville's first LPTV station with a local Christian format. W61AR went on the air this past June using a 100-watt UHF transmitter that reaches a 3.5 to four mile radius. "We have a potential audience of nearly 250,000 people," said Embry, whose tower is located in downtown Nashville.

Embry's station is dedicated to the local ministries. The programming includes music, specifically country and Southern Gospel and a local interview show with a Christian perspective. He also airs a lot of children and family-oriented programs.

According to Embry, "Television equipment has improved. You can get more for your money. Television is the greatest teaching tool available," he added.

Another way local churches can get involved in the television medium is by sup-

porting local stations. Early this year several leading Protestant churches in Birmingham, Alabama, joined together and started an independent TV station. This full power 1.4 million-watt station WCAJ-TV 68 is dedicated to "providing a positive family-oriented alternative for television viewers," said Dr. M. Scott McClure, president of Celtic Media, Inc., a non-profit corporation that owns a majority of interest in the station. The station also provides a media outlet through which local churches can promote their ministries.

Tuning In

Targeting programming toward the community is not exclusive to small areas. In large metropolitan areas it is also possible for Christian television to meet the needs of the community. David Oseland, program director of WCFC-38/Chicago, explained that it is possible to gain acceptance in the secular market while presenting the Gospel to a non-Christian audience.

Oseland said that he would like to see programs produced for a Christian audience that are marketable in the secular

world. One plan in the works at WCFC-TV is a light Christian-oriented comedy show. Oseland described the show as being "a cross between David Letterman and *Saturday Night Live*." The show, titled *A Half a Comedy Hour*, will be taped in front of a live audience in conjunction with Night-Light Players, a Chicago comedy troupe. Oseland said this show is an attempt to appeal to a younger age group, adding that the response from pilot shows has been positive.

Another show produced this year by WCFC-TV was *Living With Your Passions*, a realistic and contemporary 13-week series hosted by Erwin Lutzer, pastor of Chicago's Moody Memorial Church. The series deals with adultery, lust and homosexuality, among other topics of sexual desire. Throughout the series the viewers learned how to control passion, and not allow it to control them. Lutzer has written a book by the same name.

Targeting programming to meet the needs of the local audience or meeting the needs of the viewing community are positive trends for Christian broadcasting.

(continued on page 29)



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The Bible and Politics

by D. James Kennedy

The Bible and Politics! Probably never in my lifetime nor in yours has there been such a controversy and furor of concern about the relationship of religion and politics. Hardly a week has gone by that we have not heard something about it in the media.

Why this sudden tremendous concern and controversy over this subject? Why, after over two hundred years, should this now become a very controversial issue? For every effect there must be a cause. What is the cause? Is it because Christians and other religious people are becoming more interested and active in the political arena? That is no doubt true, but I believe that it is part of the *effect* and not the cause.

The cause, I think, is something which is often unseen or unrealized by the average person in America, but is a significant fact of which we should all be aware. I believe the cause of all this controversy in the last decade or two is that the government in this country has been expanding the parameters of its interest and concern. Until now it has included within the borders of its own legislative and judicial enactments matters that for hundreds of years were considered to be merely in the realm of morality or spirituality.

State Involvement

This has caused an inevitable reaction from those whose principal concern has been in those areas. For example, we all know that in the last two decades the government has expanded its concern to include the fact that prayer may no longer be said in our schools, although it had been said in our public schools for three hundred fifty years prior to that time. We have been told that no longer can the Scriptures be read in the schools, yet the Scriptures had been read in them for this same period of time.

We have been told recently that it is now perfectly legal to destroy millions of unborn children. We are told that Christians may not teach their own beliefs concerning the origin of mankind and the universe and mankind's particular unique endowment as created in the image of God. Therefore, the whole biblical concept concerning the nature of man upon which our Constitution was founded is being eroded.

An attempt is being made concurrently with the expansion of government control to silence the religious protest. For example, several years ago in the state of California a survey went out to the churches. Among the questions asked were: Have you in the past year made any statements concerning such political matters as abortion? homosexual rights? ERA? and several other things. Matters that at one time would have been considered to be the proper domain

of the moral field have been preempted by the government into the political arena and a "no trespassing" sign has been placed in front of the church.

Eighty some churches refused to sign the statements on the basis of the First Amendment but their churches were thrown into the tax rolls; they were charged millions of dollars of taxes; their churches were confiscated and they began to be sold at auction. Fortunately, such an outcry went up that this intolerable religious tyranny was finally stopped. But this is the kind of action and reaction that is taking place in our country today.

In Louisville, Nebraska, a Christian school was shut down. A number of fathers were thrown into jail simply for placing their children in a school which did not have the imprimatur of the secular state on it, in spite of the fact that objective testing indicated that the children were academically one to two years ahead of the children in the public schools in Nebraska. The pastor was thrown into jail for months and finally the church was padlocked. In a midweek prayer meeting a hundred people were picked up bodily, while on their knees in prayer, and carried out of the church by state troopers and thrown into the dirt. By the grace of God and the exercise of the liberties that still remain to us, all of that was overturned but only after much suffering and anguish to these individuals.

But you can see the effort of the state to further expand its territories. This, of course, is the type of thing which goes on in places like the Soviet Union where the state expands and expands and expands until it covers the totality of life. The result, of course, is tyranny and despotism.

The New Religion

Why are we experiencing this government attack on religion—most particularly on the Christian religion? Many do not realize that in the last 50 years a new religion has emerged in America—a religion which declares that it is the religion of the future and that it is going to replace all the other religions of the world. It is a religion which is intolerant of the expression of any other religious view, especially in the public sphere. I refer, of course, to the religion of secular humanism, which is indeed a religion and declared itself to be such several times in the *Humanist Manifesto* in 1933.

The religion of secular humanism replaces God with man, and man's own ideas become his ethics and morality. It completely denies that there is any God who can save us and teaches that we must save ourselves; that there is no God who can mandate moral standards for mankind so we will create our own as we go.

This religion has indeed declared a full-scale war on Christianity in America.

Paul Blanshard, one of the best known humanist educators in America, wrote an article in *Humanist* magazine, the official organ of the American Humanist Association. In it he looks back over the 75 years of his life which he says, with evident satisfaction, were "full of rebellion against religious superstition." In fact, he also says that though after 16 years in the public schools Johnny may not be able to read, it is wonderful that, at least, we have rid his mind of the religious superstition that he brought to school from his home! Blanshard goes on to say that he doubts that any span in human history has carried the world farther along to honest doubt.

And doubt, of course, is the ultimate virtue of the humanist, doubt of all religious dogma other than their own.

Teaching New Religion

John J. Dunphy, writing also in the 1983 issue of *Humanist* magazine, said this: "I am convinced that the battle for humankind's future must be waged and won in the public school classroom by teachers who correctly perceive their role as proselytizers of a new faith . . ." I wonder if parents in America realize that when they send little Johnny toddling off to school in the morning that he may run into a proselytizer for a "new faith" standing behind the desk in his classroom!

What kind of "faith" is this? "... they will be ministers," says Dunphy, "of another sort, utilizing a classroom instead of a pulpit to convey humanist values in whatever subject they teach (preschool to university). The classroom must and will become an arena of conflict between the old and the new—the rotting corpse of Christianity . . . and the new faith of humanism." That is what education is all about! Whatever happened to reading, writing and arithmetic?

These humanists have their own ethical agenda that seems to wrap itself around immorality and death. What used to be called "the old immorality" is now called the "new morality": Free divorce, gambling, pornography, homosexuality, free sex between consenting individuals of any age, and love trysts with death. Indeed, the four horsemen of the Humanist Apocalypse are: abortion, infanticide, euthanasia, and the right of suicide.

It is interesting that God says in His Word, "He that hateth me loveth death." So we have a death ethic abroad in our land today which is being foisted upon the American people. Unfortunately, it is being done subtly and disingenuously in ways which deceive the gullible.

For example: When I debated an abortionist not long ago in Fort Lauderdale, he said clearly that he was personally not "pro-abortion." Even as Stephen Douglas in his debates with Lincoln said that he was personally against slavery but was in favor of people in the new states having the right to choose whether to be slave or free, so it is hard to find anyone today that is pro-abortion. They are all "pro-choice." They try to grab the high ground in discussions on abortion and deceive people. But it seems that people are not being deceived quite as easily as they were at first.

Imposing Morality

In fact, Dick Conklin, in a recent issue of *Broward Concerns* rips the cloak off the whole ugly business beautifully. He stated: "Let me make one thing perfectly clear. I am personally opposed to the wave of muggings sweeping the country, and I'd never participate in such an act, but I have no right to impose my morality on others. Rather, the mugger should have the Right to Choose. This decision should be only between the mugger and his attorney.

"Oh sure, I know of those fanatical anti-mugging groups, who use emotional pictures of the victims to dramatize their anti-choice position. Most of them attend churches which hold similar views. That makes this a religious issue, a clear violation of the separation of church and state.

"Obviously, making mugging illegal won't stop all of the incidents. It will only make criminals out of the muggers. Therefore the only alternative is legalization. That's why I support Mugging on Demand. After all, you can't legislate morality.

"During this election year we must vote for those Pro-Choice politicians who endorse permissive mugging laws. With liberalization, mugging will become quick and efficient, performed out in the open under ideal conditions. How could we ever return to the days of 'back alley' muggings?"

Does this sound familiar? All of the arguments in favor of abortion are right there but stripped of their cloak of deception.

What does the Bible say about our responsibility as citizens of this country and about our government? Jesus Christ declared that we are to render unto Caesar the things that are Caesar's and unto God the things that are God's. Therefore, it is our responsibility to do whatever good citizenship requires. And there is a relationship between obedience to God's laws and even the peace or continuation of a society. Does it make any difference to us whether vast numbers of people in this country live in flagrant disobedience to the laws of God? Listen to God's word: "If ye walk in my statutes, and keep my commandments, and do them ... I will give peace in the land, and ye shall lie down, and none shall make you afraid." (Lev. 26:3, 6a)

Isn't it interesting that in a time when immorality is sweeping across the land like a tidal wave out of a cesspool, there is at the same time an epidemic of such fear that some people cannot sleep at night. "And if ye will not for all this

hearken unto me," said the Lord, "but walk contrary to me; Then I will walk contrary to you also in fury; and I, even I, will chastise you seven times for your sins ... And I will make your cities waste, and bring your sanctuaries unto desolation ... and I will bring the land into desolation." (Lev. 26:27,28,31) That Scripture has a modern ring to it, does it not?

The proclamation of the theological and religious foundations of this nation are vital to our well-being. It is interesting that those who say that Christians should have no part in the running of this nation (and the world is very vociferous about that) say that we should not impose our morality upon others.

This is a statement that has been made repeatedly by various public figures in recent months, and Christians, are often silenced by that accusation. This, of course, means that though their conscience tells them what is right they will vote for the opposite. That is hypocrisy! To violate one's conscience is one of the most heinous things that one can do to oneself. Certainly a life in politics was never envisioned by the founders of this country to be one where we violate our own consciences and vote for what we know to be morally evil and repugnant.

*"It is our
responsibility to do
whatever good
citizenship requires"*

All Law is Morality

Every time any legislature enacts a piece of legislation it is always an imposition of somebody's morality on other people. The secularists and humanists would seem to suppose that we are so ignorant that we are not aware of that fact. Therefore, we are not to do it; we are to sit back and be quiet while they are busily engaged in doing precisely that which they prohibit us to do.

When the laws are passed against thievery, the morality of the honest is imposed upon the dishonest. There must be many a thief in prison right now who deeply resents that imposition!

When we impose laws against prostitution we are imposing the morality of those who have a high view of the sanctity of sex against those who have a low view of it. And I am sure there is many a prostitute who has been gathered up off the streets into the police van and hauled away to court who is indignant at the idea that we should impose our puritanical morality on them.

When we pass laws against murder we are imposing the morality of those who have a high view of life on those who do not. I am sure that there are many people on death row this very day who deeply resent the audacity on our part to impose our morality on them.

Every law, every enactment, imposes somebody's morality on someone else. It is always true that legislation is built upon morality and morality is built upon religion. There is no escape from that fact.

What is happening today is that the secularists and the humanists are trying to push Christianity off the field and replace it with the religion of secular humanism which gives way to its agenda of death and immorality. They then want to have the so-called "new morality" enacted into legislation and have succeeded in doing it about fifty percent of the time. Let us not be deceived into supposing that that is not an enactment or an imposition of morality. It is a far cry from the views of the founding fathers of this country.

Morality, Founding Fathers

The great Daniel Webster said, "... let us not forget the religious character of our origin. Our fathers were brought hither by their veneration of the Christian religion. They journeyed by its light, and labored in its hope. They sought to incorporate its principles with the element of their society, and to diffuse its influence through all their institutions ... in the full conviction, that this is the happiest society which partakes in the highest degree of the mild and peaceful spirit of Christianity."

Samuel Adams, who has sometimes been called "the tongue of the revolution," said "the Rights of Colonists as Christians may be best understood by reading and carefully studying the institutes of the great Law Giver ... which are to be found clearly written and promulgated in the New Testament."

George Washington said, "Believing, as I do, that religion and morality are the essential pillars of Civil society ..." And again, "It would be impossible to rule this nation without God and the Bible."

Furthermore, John Quincy Adams summed it up by saying, "The highest glory of the American Revolution was this: it connected in one indissoluble bond, the principles of civil government with the principles of Christianity."

But the humanists today are busily engaged in pouring the acids of their unbelief upon that indissoluble bond to totally remove the principles of Christianity from our nation.

The Arthur S. DeMoss Foundation placed full-page ads in newspapers all over the country where they quoted a number of the founding fathers of this country along with this statement: "Religion's Influence On Public Policy Has Had a Long and Distinguished History. Over the past 200 years Religion has been a stabilizing force in this country. Suddenly Americans are being told that religion and morality were never meant to influence politics. To believe this would require a disregard for our history

and even the desertion of the principles of our forefathers.

"The values of religion and morality have influenced public policy from our beginning to the present. Do we now separate religion from politics and ignore our nation's heritage?"

In the ad they quoted these words of Washington: "Of all the dispositions and habits which lead to a political prosperity, religion and morality are indispensable supports."

Also, Daniel Webster, who said, "Our ancestors established their system of government on morality and religious sentiment."

In 1828, Supreme Court justice Joseph Story, who wrote the great commentaries on the Constitution, said this: "Probably at the time of the adoption of the Constitution, and of the first amendment to it ... the general if not the universal sentiment in America was that Christianity ought to receive encouragement from the state so far as was not incompatible with the private rights of conscience and the freedom of religious worship. An attempt to level all religions, and to make it a matter of state policy to hold all in utter indifference, would have created universal disapprobation, if not universal indignation ... The real object of the amendment was not to countenance, much less to advance, Mohammedanism, or Judaism, or infidelity, by prostrating Christianity; but exclude all rivalry among Christian sects, and to prevent any national ecclesiastical establishment which should give to a hierarchy the exclusive patronage of the national government."

Our founding fathers established a nation which allowed tremendous freedom. "In the process of time thousands have come among us," said the great Charles Hodge of Princeton, "... All are welcomed; all are admitted to equal rights and privileges. All are allowed to acquire property, and to vote in every election, made eligible to all offices, and invested with equal influence in all public affairs. All are allowed to worship as they please, or not to worship at all, if they see fit. No man is molested for his religion or for his want of religion. No man is required to profess any form of faith, or to join any religious association. More than this cannot reasonably be demanded. More, however, is demanded. The infidel demands that the government should be conducted on the principle that Christianity is false. The atheist demands that it should be conducted on the assumption that there is no God. And the positivist on the principle that man is not a free moral agent ... The sufficient answer to all this is that it cannot possibly be done."

No, the founders of this nation had a very different view than what is being told today.

Christians Waking Up

Unfortunately, Christians, by default, have inherited a glorious patrimony and they have allowed it to sift through their fingers like sand until now they find themselves in a great struggle to maintain and to hold on to the glorious inheritance that we have in this country. Add to those, even within the Christian camp, who

have said in effect:

Sit down, O men of God
His Kingdom He will bring
Whenever it may please His will,
You cannot do a thing!

And so countless millions of Christians have sat on their hands! Ten years ago 50 percent of Christians were not even registered to vote and 50 percent of those that were did not vote! But I thank God that the church is waking up and the men and women of God are rising up and facing the responsibilities that they have today. Someone said to a Christian a number of years ago, "The problem of our nation today is ignorance and apathy. Don't you agree?" And he replied, "I don't know and I don't care."

Fortunately, that attitude is passing. People are realizing that we are to serve not only the Kingdom of God but we are to render unto Caesar the things that are Caesar's; that we are to exercise our responsibilities and our privileges as Christians.

I do not believe that we should have an established state church in America. I think the idea is abhorrent. I do not believe that we should have a church state. I do not believe that preachers should endorse candidates from the pulpit, even though that is a perfectly



"The founders of this nation had a very different view than what is being told today"

legal thing to do. I do not believe that preachers should become embroiled in partisan politics. I do not think preachers should tell people for whom they should vote. In fact, I think any preacher who assumes that prerogative is going to find that he is no more capable of doing it than many others who have tried and failed.

I do believe, however, that it is incumbent upon us as ministers of the Word of God to declare the principles and moral teachings of the Scripture that impinge upon public policy in this country, and therefore, to help enlighten Christians from the Word of God as to what their responsibilities are.

It was from the pulpits of New England that there thundered forth the great proclamations concerning liberty and freedom and the sovereignty of God and the nature of man which led to the foundation of our Constitution and the American Revolution. Historians agree in that fact and that still remains our job.

It is a sin not to vote. Where does it say in the Bible that it is a sin not to vote? Jesus Christ

said, "Render unto Caesar the things that are Caesar's." That means that we are to render unto the state whatever it is our proper responsibility as citizens of that state to render. And certainly in this nation that includes, at the very minimum, the fact that we should vote.

What is a sin? A sin is any failure to obey a commandment given by God. A sin is not whatever we would like to think it is; it is a disobedience to the commands of God.

I hope that the day will come when Christians will look upon apathy and indifference concerning their responsibilities as Christian citizens in this great nation as a base and iniquitous thing and be ashamed to admit that they have failed to live up to their duty.

Christianizing the World

We must continue to fulfill the Great Commission of Jesus Christ to take the Gospel to every creature. We must be, not only the salt of the earth exercising its privileges in the kingdom of Caesar to prevent the nation from corrupting altogether, but we must be the light of the world to bring the light of the Gospel and eternal life to men who are perishing in darkness and ignorance. We must do that!

There are some who would accuse us of trying to Christianize America. Am I trying to Christianize America? You bet I am! Jesus Christ's last commandment to the Church was: "Go ye into all the world, and preach the Gospel to every creature" (Mark 16:16). I am not only trying to Christianize America, I am trying to Christianize every country in the world through the Gospel. I think that will be the greatest blessing that those countries will have ever known, and history attests to that fact.

Some act as if that were some sort of an un-American thing to do. May I simply remind them of their own history? The charter given to the first settlers in this nation was The Virginia Charter of 1606, which laid out the purposes for the Jamestown landing in 1607. It stated that they came to Jamestown "for the propagating of the Christian religion to such as live in darkness and utter ignorance of the true worship of Almighty God." It is not only the Indians in America who live in utter darkness and ignorance of the true worship of God. Today there are millions of others walking our streets who are just as benighted as anyone ever has been in the darkest parts of this world. It is our job to propagate the Christian religion to them.

Or, consider the Mayflower Compact—the birth certificate of America—which says that the Pilgrims landed at Plymouth and went to choose a place of settlement where they could express to the fullest potential all that God has built into them for brotherhood and love and peace and justice, and offer it all up to the glory of God. That is our high and glorious calling. By the grace of God may we do it!

D. James Kennedy is senior pastor of Coral Ridge Presbyterian Church, Fort Lauderdale, Florida, and is heard regularly on both TV and radio. Kennedy will speak on February 3 at the NRB 87 FCC Luncheon.

Being Christ's Agent in a Fallen World: The Perspective of D. James Kennedy

Interview by Dan Nicholas

If you're serious about impacting the world through personal evangelism, you've probably heard about Evangelism Explosion International. And if you've heard the gospel according to "EE," you've heard of its founder, Dr. D. James Kennedy, senior pastor of the 7200-member Coral Ridge Presbyterian Church of Fort Lauderdale, Florida.

The 55-year-old gospel preacher, who has ministered from the same pulpit for 27 years, is one of the most outspoken evangelical leaders on biblical morality and the destructive impact of "secular humanism."

His preaching ministry was first televised eight years ago, and is now seen weekly in some 165 U.S. markets and in 23 other nations. Kennedy's views on topics relating to the Bible have been carried on radio for 18 years. Today he is heard on more than 75 radio stations.

In this sometimes candid interview, Dr. Kennedy responds to the "new morality," discusses the broadcaster's role in public policy and describes strategies for maintaining a faithful response in a sinful culture.

NRB: Can a local, small-market, Christian broadcaster really have an impact on national policy in the war on the "New Morality?"

KENNEDY: Yes, he can to a degree. Every individual voter can have an impact on national elections because his vote is important. Democracy is a collection of a great aggregate of individuals and smaller collocations of one sort or another. And, though he may not be the decisive factor in determining national issues, he certainly can make a contribution. Just because we can't individually be the determining swing vote, doesn't mean that we shouldn't play our part, even if we don't succeed at this time in shifting the battle the way we want it to go.

NRB: From your experiences, what are the realistic and practical strategies that can be implemented in this battle for the minds and the hearts of America?

KENNEDY: Well, I think you're talking about a local television station or radio station right here?

NRB: Yes, or a program producer that's on one or two stations.

KENNEDY: Well, I believe there are two basic things that we need to do. As pastors, as individual Christians, as Christian broadcasters, as Christian station owners, whatever, our two ultimate goals are that we should attempt to fulfill the Great Commission of Matthew 28 and three other places, and we should attempt to fulfill the cultural mandate of Genesis 1:28. The Great Commission tells us that we are to win people to Christ and train them and the cultural mandate of Genesis 1 [says] we are

to subdue the earth and have dominion over it; that as Christ's agents in this world we are to bring to bear on all spheres of society the teachings and influence of Jesus Christ. That means that we should bring that to bear not only in the church, the family, and the school, but in television, in radio, in music, in the arts, motion pictures, and science and in *every* sphere of life, that we should attempt to bring to bear the teachings of Christ and the Christian world and life view.

The great problem that we've had is that for the last 75 years, Christians have been involved in a pietistic retreat from culture and from society. We've left a vacuum in higher education, in the media, in politics, in government, into which unbelievers and other non-Christians have moved, and they have filled that vacuum. Now we have a very non-Christian, and often anti-Christian, secularistic culture which has emerged, particularly in the last 30 years in America, as a result of this failure. I think that we can win people to Christ and then encourage them to get involved in every sphere

of society to make a difference—to get the salt out of the saltshaker into the life in which we live.

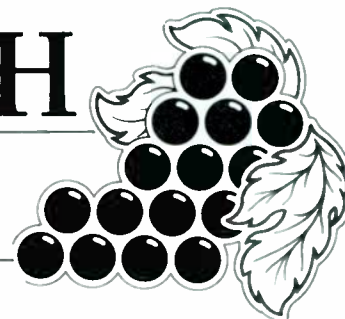
NRB: In practical terms, then, how can the local broadcaster accomplish these goals?

KENNEDY: He has to keep in mind on the one hand, he's trying to win people to Christ; and though that's "old-hat," they certainly should know that. On the other hand, they should, in their broadcasting and in their programming, deal with what does Christ have to say, what does the Bible have to say, about issues that are affecting our society today. What does He have to say about capital punishment? What does He have to say about economics? What does the Bible have to say about education? What does the Scripture have to say about art or music?

We should try to influence all of these spheres with a Christian point of view. Otherwise, they're going to come out in the perverted and distorted forms that we see today. What does the Bible have to say about sexuality?

(continued on page 28)

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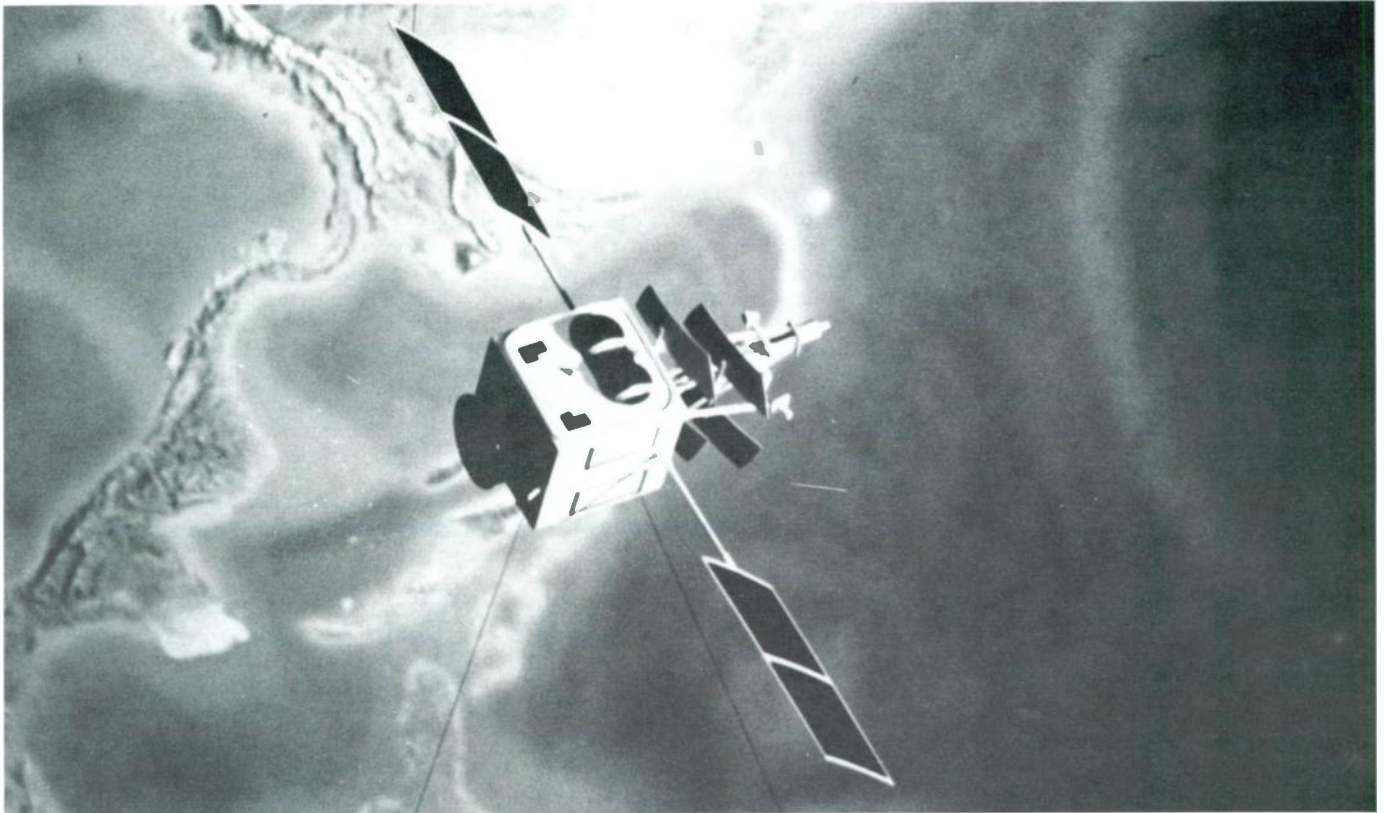
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Christian Radio Programming: The Satellite Connection

by Paula LaFiura

Whatever the course of satellite technology, increasing competition can insure continued access and excellence in all areas of Christian radio programming.



Satellite technology and the services it provides to Christian radio are no longer just "pie in the sky."

In 1986 more than ever before, Christian radio is enjoying the benefits that satellite affords. From delivery services and programming networks to the potential of direct broadcast satellite, "satellites" and SCS audio subcarrier frequencies, satellite technology is gradually molding station formats and creating new ways for listeners to relate to local ministries.

The first and most obvious innovation is live radio, heard simultaneously nationwide. The highly successful *Talk Back with Bob Larson* and *Point of View* call-in programs are being joined by more live call-in talk shows. In the last year alone, stations in New York, Chicago, New Orleans, Minneapolis and Oxnard,

California, noted a significant increase in live programs.

Al Sanders, president of Ambassador Advertising, said he believes the newer call-in programs will become more specialized. Examples of this include Larry Burkett's program entitled, *How to Manage Your Money*, which, as the title suggests, deals primarily with financial concerns. The program is slated to begin in January.

Another program to begin this fall is *The Family Report*, a weekly one-hour call-in with host Dr. Raymond Moore. This program grew out of Moore's daily five-minute feature on family education and health issues.

Sanders, an NRB executive committee member, recently started his own new program, entitled *Vox Pop*, or *Voice of the People*. The daily interview/talk

show addresses biblical principles in light of current issues. *Vox Pop*, broadcast recently from the NRB WEST 86 convention in Los Angeles, is heard on the SkyLight Satellite Network.

Special Interest Programming

On both the national and local levels, Christian radio is becoming more selective in its focus. While the broader-based preaching and teaching programs like Swindoll's *Insight for Living* remain popular, many of the newer programs are targeted to specific needs.

Paul Ramseyer, executive director of Northwestern College Radio, believes this is a result, in part, of the savings and convenience satellite technology affords the local station manager. "Stations [can] have unattended operation during all-night hours. This will mean a savings in person-

RADIO

nel and overhead while maintaining a ministry on a 24-hour basis," he said, adding, "I think the majority of Christian radio stations in the country will have some form of satellite programming in the next two to three years." Ramseyer, former NRB treasurer, agrees with Sanders that programs dealing with family and personal problems will increase as local managers respond to the need for more specialized programming.

This need is not limited to the adult audience. New programs designed for children and teens are also on the rise. *Kids of God's Kingdom* was the first Christian children's call-in program to be broadcast via satellite. John Tracy hosts the weekly program from the studios of KVTT-FM/Dallas, presenting a mix of songs, Bible stories and quizzes. Children are invited to call in to participate. The program is now broadcast on approximately 25 stations across the nation.

Another highly successful children's program is Amy Grant's *Heart to Heart*, which first aired in September. In it the popular singer-songwriter relates Old and New Testament stories as if she and her young listeners are on location observing the biblical event in progress. The program title is derived from a book Grant wrote last year. Producer Edward Lubin said the program is syndicated nationally to 155 stations at present.

WRFD-AM/Columbus (Ohio) began producing *Especially for Kids* in April. The program features story telling, singing and a birthday club that children can write to and have their birthdays announced during the program.

Rap Session, heard on KLFJ-AM/Springfield (Missouri), Mel Johnson's *Young World*, and *Off the Streets*, a ministry of Covenant House, New York City, are examples of other new programs for or concerning teenagers.

Local Concerns

Off the Streets is also representative of another trend in Christian radio—that of increased station involvement in local concerns. *Off the Streets* began airing in January on WWDJ-AM/Hackensack (New Jersey). Co-host Renn Vara says the live call-in challenges listeners to hear what is happening to the youth in the Times Square area. "Let's deal with the issues as they are," says Vara. "Let's start approaching why kids are on the street, and what you and I as Christians can do to respond to it." Vara said he is currently investigating the possibility of national syndication for the program. WWDJ-AM general manager Joe Battaglia said he is

putting more emphasis on locally-sponsored programs this year, those "that are contemporary in their approach [and that] involve the New York metropolitan mindset."

Those involved in satellite services support the local angle. Wayne Shepherd of the Moody Broadcasting Network said that, although Moody is a 24-hour-a-day service, they too are interested in seeing stations develop their own local programming. Michael Gliner, vice president of Satellite Radio Network, told *Religious Broadcasting* that he believes there is an increasing occurrence of station managers who "want to get involved or be a part of their community. They want to be involved in the mainstream of radio and they are learning how to do it," he said.

Six out of seven major market stations interviewed by *Religious Broadcasting* cited an increase in local ministry over the last year.

Examples of innovative local programming include *TME Talk in Trade*, in which listeners call to trade, buy or sell merchandise or to offer personal messages such as birthday or anniversary greetings. The 60-minute program, which first aired July 14, is heard live on WTME-AM/Au-

*"New programs
designed for children
and teens are also
on the rise"*

burn (Maine).

Fishin' with the Preacher presents information on local fishing sites, laws and conditions, and has been heard weekly on WOPP-AM/Opp (Alabama) since March.

KJLY-FM/Blue Earth (Minnesota) said it would start *Candidates Forum* last month. This three-program special featured local political candidates and interviews. According to station manager Paul Schneider, each program was to be at least 60 minutes in length, allowing for audience participation. Listeners called to question various candidates.

A professional broadcaster, President Ronald Reagan has made the most of the opportunity to be heard live on radio. His

(continued on page 35)

Pro-Life Perspective

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John C. Willke, MD



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CONVENTION

(continued from page 25)

In every area of life, we have narrowed the Christian focus down too much so that we have drawn large segments of our culture and society; and having ignored them, we've left them for unbelievers to shape and model after the image of the devil, really.

NRB: Most of your speeches, in fact, and your sermons, deal with these matters: evangelism and social responsibility—what some have called biblical activism. How should a broadcaster, or how can a broadcaster, incorporate both of these aspects of biblical faith into a single broadcast?

KENNEDY: Well, I don't know that they always have to be incorporated into every single broadcast, but I think, given a year's menu, we don't have to have fish for every meal or beef or carrots. But there should be a balanced menu over a long period of time. I'm not saying that every message has to contain both these elements ... sometimes they can, but not necessarily always. I certainly don't have them in every message. I preached a message [recently] which was very, very simply, a Gospel message dealing with the "wages of sin is death and the gift of God is eternal life." I preach on gambling and that's a very crucial issue here. We're going to be voting on casinos, gambling and the lottery in Florida. Strangely enough, the polls show that a lot of conservative Christians are in favor of this; they are ignorant of what the Bible says about the subject. They're going to, in my opinion, vote [on] something which is going to be deleterian to the whole quality of life in the state.

NRB: Yes, when it comes to issues like that, why are some evangelical leaders still indifferent at times regarding the moral issues about which you speak so often?

KENNEDY: Well, obviously, they don't agree with my basic premise that the cultural mandate and the Great Commission are two things that we are to teach and include in our message, and they're still involved in the pietistic retreat which essentially was that Christianity refers to my own personal relationship with God and my own personal walk with the Lord and probably in my family relationship, and perhaps it extends also to training up my children.

But that's as far as it got and it still left the vast majority of culture out of the picture and in the hands of humanists, atheists, secularists and people of other persuasions, who were happy to take it over and run it.

NRB: Can an evangelical leader keep relatively silent on abortion, gambling, or any of the other issues you've mentioned, and still be faithful to the biblical message?

KENNEDY: I don't think so. Martin Luther said something to the effect that, though we may be ever so faithful in preaching the Word of God, if we're not fighting where the battle is raging hottest, we are in effect traitors. The battle in his day was over justification by faith. We may be off preaching something else ever so faithfully and ignoring where the real battle is going on. I'm afraid that there are people do-

ing that today.

NRB: Should an evangelical leader run for national office?

KENNEDY: I find nothing objectionable about that. I do encourage Christians of all stripes to be involved in society, whether it's on the school board or PTA, or the political process. We have four people just now in our church running for office, and I shall encourage that. I don't think that a clergyman gives up his citizenship responsibilities or privileges when he becomes a clergyman, and I personally find nothing wrong with that. I think he's certainly going to open himself up to tremendous scrutiny and he'd better have a thick skin and a clean record ...

NRB: You have said that you are trying to "Christianize America and every other nation." I wonder if you'd briefly describe your views on separation of church and state.

KENNEDY: Well, when I say that I'm trying to Christianize America, some humanists and others have said with horror about this or that or other evangelical leaders, that they are trying to Christianize America, as if that was some terrible thing ... and yet, essentially, every Christian should be attempting to Christianize not only America, but every other country in the world. The Great Commission certainly involves an effort to Christianize every nation in the world. Every Christian who prays the Lord's Prayer, saying "thy kingdom come," is certainly praying that the kingdom of Christ might be advanced and that all of His obstacles and enemies will be put down and that He will reign. So, I don't see anything radical about that. I think that the church may have become so quiescent in the last century that people find that for the church to state what it's supposed to be doing all along now suddenly seems revolutionary. But, you asked something particular about that?

NRB: Yes, would you briefly describe your views regarding separation of church and state?

KENNEDY: O.K., my views are that the phrase "separation of church and state" is a cliché that's used almost to describe the first part of the First Amendment. Unfortunately, it is not wholly successful in describing it and it is something of a distortion of the First Amendment. In fact, very interestingly, I talked to a group of people in church here one time and I asked them how many of them were familiar with the phrase, "separation of church and state." Every hand went up and I said, "How many of you can quote or tell me what the First Amendment says?" Nobody could ... so the phrase, "the separation of church and state" has almost replaced the First Amendment in the minds of most people.

It's interesting that, though that phrase does not occur in the U.S. Constitution, it does occur in the Soviet Constitution, which says in Article 52, "The church in the USSR shall be separate from the state and the school from the church."

NRB: If the FCC commissioners requested that you attend a hearing today on how to improve the moral quality of television, what

would you advise them? What are your recommendations?

KENNEDY: Interesting question. Well, I think all we have to do is look at the parent of television, motion pictures. If you went back to look at motion pictures prior to and subsequent to *Gone With the Wind*, you would see a tremendous difference. Obviously, in motion pictures today you can hardly find a picture that doesn't have profanity and blasphemy in it, almost every minute. That's obviously one difference. If you look at the sitcoms today and the sitcoms that were prevalent in the fifties, you see that there is a whole different moral world and life view that undergirds them. The Christian world and life view has been replaced by the humanist world and life view, which is basically non-theistic; there are no moral absolutes. As one vice-president of one of the networks said, the thing that appalled him most was not the immorality of modern television, but the fact that there just are no morals—the amorality of it. They are not even aware of breaking any moral rules because there are no moral rules, there are no moral absolutes.

I think that television should quit hiding behind the idea that they're simply reflecting society. What they all too frequently do is take the worst part of society and hold that up before a magnifying glass or a loudspeaker, trumpet it to the whole world and transform the whole of society into the worst form of society, all under the name of realism. Well, I grant that gutters and toilets are real, but they're not the only reality and certainly they're not the most desirable reality, and I don't think that they should constitute symbolically the essence of what is on the motion picture screen or the television day after day. If they are, they certainly are going to reduce society and produce society in that same image. I think they need to recognize that they have a moral responsibility which they seem to have abdicated.

NRB: But a lot of people watch those programs. What can a Christian broadcaster do to attract viewers and still not compromise [Bible] principles?

KENNEDY: Well if I were a broadcaster, I would try to put on the best, most interesting programming that I could that did not violate the moral principles of the Scripture. And, if I could not make it by doing that, then I would get out. If I have to have nude ladies dancing on the communion table to attract a crowd to church, then I think I ought to get out of the ministry. And if I have to do the same sort of thing in television, then I'll get out. I think it's a matter of whether we put principle or profit as the ultimate goal.



Dan Nicholas, associate editor of *Religious Broadcasting*, is NRB director of news & information.

(continued from page 21)

However it is also important that nationally-produced programs keep in tune with the changing times.

Singles Spotlight

Trinity Broadcasting Network, Tustin, California, has recently added *Makers Match* to their programming schedule. This 30-minute show hosted by Steve Brock is a Christian talk show focusing on singles. The first 10 minutes consist of two five-minute interviews of single Christians, one male and one female. They are asked questions about themselves and what they are looking for in a relationship. Viewers can then write to these people in care of TBN, which screens the letters and forwards them on. The next 10 minutes is an interview of a Christian celebrity who is single. The show is wrapped up with a 10 minute discussion led by Howard McGregor, a married minister. According to Marlene Rice, an associate producer at TBN, "The show has gotten phenomenal response."

Also in the works at TBN is the prospect that Michael Reagan, son of President Reagan, may host a new show, *The Bible Tells Me So Show*. A children's Bible-based game show, the idea was inspired by the President's grandson.

New this year is the American Music Entertainment Network (AMEN), which first aired July 5. Although the network experienced a short period off the air in September, they were to be uplinked again in October. According to AMEN president Bill Airy, the network had planned to broadcast taped concert videos, but he has decided to air Christian music videos similar in style to M-TV.

Marilyn Hickey Ministries, Denver, Colorado, said they had great success with their production, *A Cry for Miracles*. The show, co-hosted by Gavin McLeod, Pat and Shirley Boone, Meadowlark Lemon and Rosie Greer, is a documentary special telling the stories of three families that experienced miracles in their lives.

The special was contracted to air on seven stations or networks. According to Rod Petersen, manager of special media at Marilyn Hickey Ministries, they received over 5,000 telephone calls from viewers wanting to know more about Christian faith.

Although the show is designed for non-religious TV, it was aired recently by TBN and PTL. According to Petersen the show has been airing on more than 15 stations since August 11.

Shadowlands released this summer by Gateway Films is based on the later years

of Christian author C. S. Lewis. The film was awarded best single drama and best actress by British Academy of Film and Television Arts, which represents the British equivalent to the Academy Awards. The film portrays many of the same basic Christian beliefs that are communicated in Lewis' books. *Shadowlands* is a co-production of BBC-TV, the Episcopal Radio-TV Foundation and Gateway Films. The film is available to be aired on any TV station upon request.

Twentieth Century Guidelines is a talk-music-variety show which is planned to go on the air this month. According to pastor Dan Ronsisville, producer and host of the show, the goal is to "bridge the gaps between the secular and Christian world." He said, "Basically, it is a look behind the scenes of what the Christian life is really all about, at what happens after the church lights are out, the hymnals are closed and the last 'Amen' is said."

The show will deal with "everything from politics to sex and marriage," he added. Ronsisville is pastor of Cathedral of the Cross Church, Birmingham, Alabama. The show produced for the secular market, will air on WBRC-TV.

Grove Avenue Baptist Church and Agape Fellowship, Richmond, Virginia, plans to air a new show this fall. *Home Before Dark*, hosted by pastor Vander Warner, Jr., will air on cable channel 32, an independent religious station. The show will discuss problems Christians face today, including the home and the family, problem children, drug abuse and more. "The main thrust of the show is to inform Christians of the alternatives to today's problems," said Paul Takagi, media director at Agape Fellowship.

By using technological advances to gain excellence, many religious broadcasters have been playing an increasingly active and integral role in their communities. Through creative and community-minded programming the needs of the community are being met, and the religious telecaster has gained a new level of respect and acceptance.



Edith M. Duryea is an editorial assistant for Religious Broadcasting.

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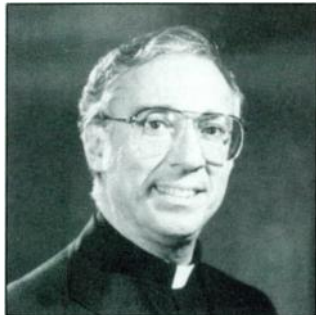
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BROADCASTERS



John Bertolucci

The personality team of **Tim Berends** and **Al Gross** took first place in the Los Angeles Herald Examiner's "Top Jock" contest. Berends and Gross cohost a morning show on KBRT-AM/Los Angeles.

The Reverend John Bertolucci, director and speaker on the Roman Catholic television broadcast *The Glory of God*, completed five years of broadcasting on October 4, which his denomination celebrates as the feast of St. Francis of Assisi. The 30-minute weekly Bible teaching show is produced by the **St. Francis Association for Catholic Evangelism (FACE)**, Dallas, Texas.

On September 17, the Holyland Fellowship of Christians & Jews awarded NRB first vice-president and WCFC/TV-38 president **Jerry K. Rose** a hand-painted commemorative plate from Israel in recognition of leadership and service in enhancing greater Christian-Jewish dialogue. **Rabbi Yechiel Eckstein**, founder and president of the Holyland Fellowship, said Rose has been "a key figure" in helping spearhead Holyland Fellowship activities. Eckstein spoke at an NRB 85 workshop entitled "The Challenge of Israel and Jewish-Christian Dialogue."

KFLT-AM/Tucson (Arizona) became a



D. James Kennedy

50,000-watt station on July 12. The station's frequency was changed from 1450 to 830 AM. General manager **Ken Hettlinga** said the station now reaches most of Arizona and northern Mexico, as well as parts of western New Mexico.

Dr. D. James Kennedy was honored at the Fifth Anniversary Celebration of High Frontier on September 23 for an "outstanding contribution to the defense of the nation" and for leadership in support of High Frontier in the religious community. Kennedy, an outspoken advocate of the Strategic Defense Initiative, known as "Star Wars," pastors the Coral Ridge Presbyterian Church, Fort Lauderdale, Florida. He is a featured speaker at the 1987 NRB Convention.

WHME-FM/South Bend (Indiana) celebrated its 18th year with a free party and concert. Helping WHME celebrate were **Bob Bennett**, **Rich Mullins** and **Chris Christian**. An estimated 2,000 listeners and supporters attended the event, held on the grounds of **LeSea Broadcasting**, which owns WHME-FM.

On June 13th **Patricia Diaz Dennis** was confirmed unanimously as the fifth FCC commissioner, filling the vacancy created by the departure of Commissioner **Henry Rivera**.



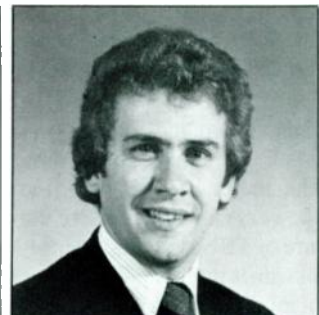
Don McCrory

She is serving a three-year term. Dennis, a 39 year-old Democrat, comes to the FCC from the National Labor Relations Board.

Paul Finkenbinder recently celebrated 31 years of radio ministry to the Spanish-speaking world. Known as "Hermano Pablo" (Brother Paul) by Latin Americans, Finkenbinder is heard on 566 radio stations and 144 television stations in Latin America. His program was awarded the "Distinguished Service Award" from NRB in February 1986.

The new executive editor at *Eternity* magazine is **Don McCrory**. He was director of publications for *Convenanter Witness*, which is published monthly by the Reformed Presbyterian Church of North America, Pittsburgh. *Eternity* is published by Evangelical Ministries, Inc., Philadelphia. **James Montgomery Boice**, an author and radio broadcaster on *The Bible Study Hour*, is president of Evangelical Ministries. McCrory replaces **William J. Peterson**.

A meeting of the National Coalition Against Pornography was held in the home of New York **Cardinal O'Connor** recently, with leaders from many Protestant denominations, the National Association of Evangelicals and America's Jewish community in atten-



John Maddex

dance. **The Reverend Bruce Ritter**, founder of the Covenant House of New York City commented, "The debate on pornography now has been mainstreamed. It is no longer the concern of just the extremists in this country." The Covenant House ministry recently started *Off the Streets*, a weekly radio program dealing with youth problems.

John Maddex is now administrative director of Focus on the Family's Broadcasting Department. Maddex will move to southern California from Chicago where he worked for 13 years as director of broadcast stations for Moody Broadcasting Network.

A cloistered Roman Catholic nun who manages a cable TV network in the heart of America's Bible Belt is the subject of a new Crossroad Publishing (New York) book. The biography of Birmingham-based **Mother Angelica**, who manages **Eternal Word Television Network**, was written by **Dan O'Neill**.

A program called **The Spoken Word of God** began broadcasting from Swaziland in the Urdu language in September. The Orlando, Florida, program will be heard in Pakistan via the 100,000-watt transmitter of Trans World Radio.

(continued from page 16)

vision programs. Instead, they raise finances by contacting people on the mailing list or presenting the matter to individuals who attend their public meetings.

God honors such faith and the ministry continues to grow. Whatever method is used in fund-raising, be sure that it honors the Lord. When we trust Him, He never fails us. Note His precious promise in Philippians chapter 4 and verse 19: "But my God shall supply all your needs according to his riches in glory by Christ Jesus."

The National Religious Broadcasters organization has published a book, entitled: "NRB Financial Guidelines for Religious Organizations.*" This is a very helpful document that you might want to secure for further study on this matter.

Response to Christian broadcasting.

Whenever I read our radio mail from various races and nationalities of people who listen to the *Hour of Freedom* broadcast, I discover that Christians are blessed and helped, while the unconverted find salvation and joy in Jesus Christ.

Some pastors and other Christian leaders believe that the increase of radio and television programs today seriously threatens local churches. Generally, the majority of surveys and polls taken reveal that radio and television programs complement local church ministries rather than compete or conflict with them.

Extended Ministry

Some of the largest churches in the United States have national and international radio and television programs that reach many unsaved and unchurched people, without inhibiting the church's growth and expansion. Individuals who find Christ through these church broadcasts usually join evangelical churches in their communities or help in planting new churches.

Great numbers of people converted in years past through Billy Graham's evangelistic crusades and radio and television programs are now pastors, evangelists, missionaries and Christian workers, serving in various segments of society.

The evangelist's ministry on radio and television also extends and enhances his public ministry. For instance, during my 1983 evangelistic tour of six African countries, radio and television programs prepared the way for our city-wide crusades.

Christian radio and television programs

PROGRAMMING

are an encouragement to missionaries in foreign countries, who, along with national pastors and Third World evangelists, often send letters testifying of this. They gather people together around the radio in church or in a home each Sunday to hear the Word of God. Others record sermons in English and preach them by translation to their own tribal people.

Prospects for Christian broadcasting.

I foresee a promising future for evangelists who preach the Word of God today via the electronic media.

NRB's Ben Armstrong states, "The missionary call continues to propel the electric church. Today more than 60 Christian organizations operate international radio stations, and hundreds of organizations on every continent produce programs. International stations, operating 128 transmitters, place enormous power at the service of those willing to accept the challenge and the financial responsibility of transmitting the Gospel worldwide."

Spiritual conflicts

Encouraging reports, however, should never allow us to forget that Christian broadcasting always conflicts with Satan and the forces of evil.

Many times we broadcasters have felt Satan's presence, power and attacks against us as we began to prepare a radio or television program. There might be an electrical power failure, a breakdown of equipment for no valid reason, and other strange distractions and interruptions. Why? Because Satan wants to hinder and discourage us in our work, and, if possible, prevent us from getting God's Word out to the people.

As broadcasters, therefore, we dare not trust in ourselves, our education, gifts, talents and abilities, or in the power made available to us through the media.

Instead, we must undergird every phase of our ministry in fervent and earnest prayer, energized by the Holy Spirit who indwells us.

Broadcasters: redeem the time for the days are evil. May we use radio, television, the printed page and every other means possible to reach as many people as possible with the Word of God, to complete the unfinished task of evangelism and world missions, and to hasten the return of Jesus Christ.

Howard O. Jones is an associate evangelist with the Billy Graham Evangelistic Association.

*See Ben Armstrong, *The Electric Church*, page 180.

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for your
market...
LUIS PALAU
P • R • E • S • E • N • T • S

TELEVISION

This dynamic evangelist and Bible conference speaker brings his unique gifts of communication to the television screen with sparkling, issue oriented TV productions. Highest production values are maintained throughout. Specials from Australia, New Zealand, Central and South America, Europe, England and North America capture the excitement of Luis Palau's worldwide ministry. Each program is inspirational, dynamic and spiritually challenging.

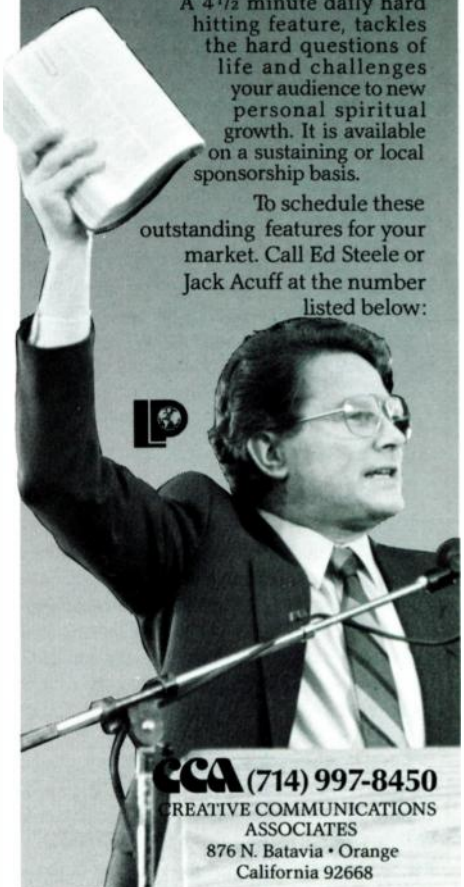
RADIO

HEART AFTER GOD. A ¼ hour daily syndicated radio program available for major U.S. markets. Predominantly Bible study, Luis Palau, who has authored more than 7 books, numerous articles and pamphlets and speaks to major conferences such as the NATIONAL RELIGIOUS BROADCASTERS, The National Association of Evangelicals, Moody Founder's Week, and many others, brings fresh insight and practical wisdom to bear in his dynamic exposition of the Scripture.

LUIS PALAU RESPONDS:

A 4½ minute daily hard hitting feature, tackles the hard questions of life and challenges your audience to new personal spiritual growth. It is available on a sustaining or local sponsorship basis.

To schedule these outstanding features for your market. Call Ed Steele or Jack Acuff at the number listed below:



(Circle 116 on the Reader Service Card)

MUSIC

Barinov Released from Soviet Labor Camp

GARDEN GROVE, Calif. (NRB)—Soviet Christian composer Valeri Barinov was released from Russian prison on September 4th. According to Tim Goble, president of the Free Valeri Barinov Campaign, the Barinov family is currently seeking permission to emigrate to the West.

Barinov secretly recorded *The Trumpet Call*, an evangelistic rock opera, inside the Soviet Union sometime between 1983 and 1984. The music in English and Russian was later smuggled to England and re-mixed by



Soviet Composer Valeri Barinov

Scott Wesley Brown. It is now available on the *I Care* label.

In 1984 Barinov was sentenced to two-and-a-half years imprisonment because of Christian activities that included the secret recording. During his time in prison, Barinov was put into solitary confinement for six months for witnessing to other prisoners. He reportedly suffered a heart attack while at the labor camp.

Goble commented that his release is "a direct result of answered prayer." He said it is common for Soviet authorities to extend prison sentences without trial. September 4th was the earliest possible release date that had been set by the Soviet authorities.

Best-Selling Christian Recordings

1. The Collection, by Amy Grant (Myrrh/Word)
- (1) 2. Morning Like This, by Sandi Patti (Word Records)
- (2) 3. The Big Picture, by Michael W. Smith (Reunion/Word)
4. For God and God Alone, by Steve Green (Sparrow Records)
- (4) 5. Unguarded, by Amy Grant (Myrrh/Word)
- (3) 6. Hymns Just for You, by Sandi Patti (Helvering Productions/Benson)
7. Back to the Street, by Petra (Star Song/Word)
- (6) 8. The Champion, by Carman (Myrrh/Word)
- (13) 9. Don't Wait for the Movie, by White Heart (Sparrow Records)
- (7) 10. So Glad I Know, by Deniece Williams (Sparrow Records)
- (8) 11. Captured in Time & Space, by Petra (Star Song/Word)
- (5) 12. Chronology, by David Meece (Myrrh/Word)
- (12) 13. Songs From the Heart, by Sandi Patti (Impact/Benson)
- (11) 14. Age to Age, by Amy Grant, (Myrrh/Word)
15. From a Servant's Heart, by Larnelle Harris (Benson Records)
16. Holy Rollin', by Bryan Duncan (Light/Lexicon)
- (9) 17. More Than Wonderful, by Sandi Patti (Impact/Benson)
- (14) 18. He Holds the Keys, by Steve Green (Sparrow Records)
- 16) 19. Straight Ahead, by Amy Grant (Myrrh/Word)
20. Medals, by Russ Taff (Myrrh/Word)

(parenthesis indicate last month's position)

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Singing Americans Complete Fourth RiverSong Release

NASHVILLE, Tenn. (NRB)—*Hearts of Praise. Songs of Majesty* is the title of the Singing Americans' latest album, which features classic hymns such as *It Is Well With My Soul*. The LP also marks a recording debut for two new members of the group: Clayton Inman, lead singer and Bill Barken, tenor. The Singing Americans were named the Favorite Male Group for the Southern Gospel Music Association in 1983. In 1985 the People's Choice Awards presented the group with seven out of fifteen awards.

Other cuts include *It Is No Secret*, and *The Ninety and Nine*. Bass singer Dwayne Burke said the album primarily speaks of praise. "We wanted to get a good album of all praise songs—getting back to praising God and all He is to us," Burke said.

Panpipes Featured on Brentwood Christmas Album

BRENTWOOD, Tenn. (NRB)—*A Panpipes Christmas* is the title of this second LP that highlights the use of the panpipes, a wooden wind instrument found chiefly

in Romania and Hungary. The "syrinx" "pandan pipes" or "nie," as it is also called is an ancient instrument consisting of a group of pipes bound together in graduating length. One side of the pipes is closed and the sound is produced by blowing across the top of the four to 12 pipes that make up the instrument. The light, airy sound of the pipes, played by Jon Clarke, is combined with the Don Marsh Orchestra. *A Panpipes Christmas* contains classic Christmas carols as well as seasonal songs of recent years. It is available on both record and cassette.

Pianist Records Debut Album on Benson

NASHVILLE, Tenn. (NRB)—Dino Kartsonakis' first album with Benson combines classic tunes from gospel music, top forty radio and the Broadway stage. *A Place For Us* includes *Was It A Morning Like This*, originally recorded by Sandi Patti, and *That's What Friends Are For*, written by Carol Bayer Sager and Burt Bacharach.

Dino has performed in concert halls and churches in Europe, India and America. He was first known as a pianist for the late Kathryn Kuhlman and has since become one of the most recognized sacred pianists in the world.

New Agency to Represent Gospel Artists

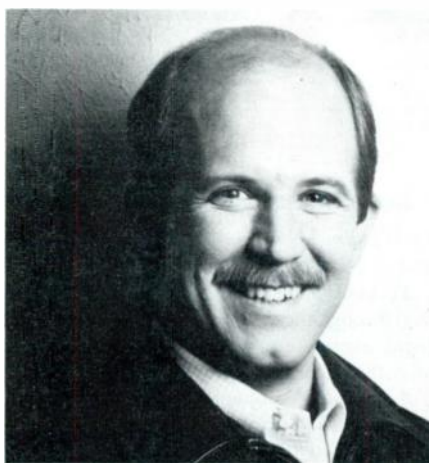
NASHVILLE, Tenn. (NRB)—Herman and Ed Harper recently announced the formation of Harper and Associates. The new booking agency will represent The Cathedrals Quartet, Masters Five, The Speer Family, The Nelons, The Singing Americans, Kelly Nelon Thompson and others.

Herman Harper sang for 13 years with the Oak Ridge Boys. Besides singing bass, Harper managed the group for five years. He then joined with Don Light, who had earlier established the nation's first gospel music booking agency. He has served on the Board of Directors of the Gospel Music Association for eight years and as its chairman for two years.

Starnes Single Recorded at Jimmy Swaggart Crusade

BATON ROUGE, Louisiana (NRB)—*Don't Give Up on the Child of God* is be-

ing marketed as a single after its inclusion on John Starnes' most recent album, "Live ... John Branham Starnes." The song was writ-



John Starnes

ten by Guy Heath and recorded live during a Jimmy Swaggart crusade. Tana Lonon, director of radio promotions for Jim Records, said the company is currently conducting na-

tional contests around the song which appears on the Shiloh label. According to Lonon, Christian World Inc. of Oklahoma City also plans to produce a sound track of the Southern Gospel tune.

MusicLine Changes Title, Format; Eliminates Advertisers

LAGUNA HILLS, Calif. (NRB)—*MusicLine* magazine, a publication of CCM Publications, Laguna Hills, California, has changed from a monthly magazine format to a newsletter format. *MusicLine Update* will be published twice a month, and will feature industry news, chart analysis, playlists from key radio stations and the following charts: Adult, Contemporary Hits, Rock, Top Album, Contemporary Inspirational and Concert Attendance.

Advertisers have been dropped from the publication. *MusicLine Update's* first issue was to be released October 10.

WANTED: Music news of specific interest to broadcasters. Call (201) 428-5400.

LOOKING FOR QUALIFIED HELP?

*You'll find hundreds of
experienced broadcast professionals
in the NRB Employment Registry.*

One phone call to the Registry puts you in touch with hundreds of qualified prospects. Don't waste another minute writing ads and sifting through resumes... simplify your search with one complete and current list of experienced professionals to choose from. Call the NRB Employment Registry today for all your employment needs.

The NRB Employment Registry.

Your complete source for experienced broadcast professionals.

Call Henry Leshner at 201-228-9522 for details today!

BOOK REVIEWS

ABORTION Questions and Answers

by Dr. and Mrs. J. C. Wilke, Hayes Publishing Co., Inc., 316 pages.

A must-read paperback reference book for any person who is (or would like to be) involved with the pro-life movement.

The book is easy to read and understand; however, it is difficult in the sense that it makes the reader stop and think. It is not relaxed reading.

Using a question and answer format, the Wilkes lead the reader through the highly controversial issue in a "rational scientific, and medical way."

Life is defined philosophically and biologically. In order to accept the rest of the book it is vital that the reader accept the Wilkes' point of view that life begins at fertilization.

The history of abortion is outlined including infanticide which was preferred over abortion because of the danger to the mother. Early anti-abortion movements and the enactment of anti-abortion laws are also discussed.

Part three gives a complete description, including photographs, of fetal development. This prepares the reader for the next section which describes how, when, where and why abortion is done. Also included in this section is a discussion on the effect abortion can have on the mother, such as post-abortion depression and complications that may develop during later pregnancies.

More than half of the book deals with answering "Social Questions." The Wilkes begin by discussing unwanted pregnancies including those that are the result of incest and rape. They cite statistics about the occurrence of such pregnancies and offer alternative solutions to abortion.

Finally, the political role of the Right-to-Life movement is discussed, as well as the groups that are anti-abortion. In this section the Wilkes explain why some companies and organizations are boycotted by the Right-to-Lifers.

The book was written to be a successor to the Wilkes previous book, *Handbook on Abortion*, (1971). The handbook was often called the "bible" of the Right-to-Life movement. *ABORTION Questions and Answers* has potential to become the new "bible."

—by Edith Duryea

Choosing an Advertising Agency

by William M. Weilbacher, Crain Books, National Textbook Company, 170 pages.

This complete guide takes readers step-by-step through the process of choosing an advertising agency and developing a relationship after the choice has been made.

Addressing companies unfamiliar with the details of such a task, Weilbacher begins by asking, "Do you really need an advertising agency?" and "Should you change your advertising agency?"

The book also discusses the various aspects of looking for an agency. The process must be both orderly and exhaustive, the author says, but the effort is worthwhile when a match is found between the company's needs and the agency's capabilities. Ideas include developing lists of potential agencies, designing a questionnaire, handling an agency presentation and making the final selection.

Choosing an Advertising Agency further

prepares the reader to develop the new agency relationship. Agency compensation and contracts are covered thoroughly, as well as some of the initial problems faced in the relationship.

Also included are a list of about 450 U.S. advertising agencies, an account solicitation fact sheet, a sample questionnaire and evaluation form, evaluation forms of meetings with the agency, and an index.

Weilbacher speaks with authority, having written numerous books on marketing and advertising. A graduate of Yale University and Columbia University Graduate School of Business, Weilbacher is president and founder of Bismark Corp.: Marketing/Advertising/Consulting. He has held quite a few corporate executive positions.

Easy to read and professional in its approach, *Choosing an Advertising Agency* should be among the top reference tools of anyone wanting to choose an agency the smart way.

—Sally Parker

Best-Selling Christian Books

Clothbound

- | | | |
|------|-----|--|
| (1) | 1. | Growing Deep in the Christian Life, by Charles Swindoll (Multnomah Press) |
| (2) | 2. | Growing Strong in the Seasons of Life, by Charles Swindoll (Multnomah Press) |
| (4) | 3. | Love Must Be Tough, by James Dobson (Word) |
| (5) | 4. | Living on the Ragged Edge, by Charles Swindoll (Word) |
| (3) | 5. | Twice Pardoned, by Harold Morris, (Focus On the Family Publishing) |
| (6) | 6. | Come Before Winter, by Charles Swindoll (Multnomah Press) |
| (7) | 7. | The Be-Happy Attitudes, by Robert Schuller (Word) |
| (8) | 8. | Loving God, by Charles Colson (Zondervan) |
| | 9. | The Kingdom of the Cults, by Walter Martin (Bethany House) |
| (10) | 10. | The Road Unseen, by Peter and Barbara Jenkins (Thomas Nelson) |

Paperback

- | | | |
|-----|-----|--|
| (1) | 1. | The Seduction of Christianity, by Dave Hunt (Harvest House) |
| (4) | 2. | Ordering Your Private World, by Gordon MacDonald (Thomas Nelson) |
| (2) | 3. | Love Life for Every Married Couple, Ed Wheat (Zondervan) |
| (3) | 4. | When Breaks the Dawn, by Janette Oke (Bethany House) |
| (5) | 5. | The Pursuit of Holiness, by Jerry Bridges (NavPress) |
| (9) | 6. | Free to Be Thin, by Neva Coyle and Marie Chapien (Bethany House) |
| | 7. | Dare to Discipline, by James Dobson. (Tyndale/Bantam) |
| (8) | 8. | Healing for Damaged Emotions, by David Seamands (Victor Books) |
| | 9. | For Better or For Best, by Gary Smalley (Zondervan) |
| | 10. | Preparing for Adolescence, by James Dobson (Vision House/Bantam) |

(parentheses indicate last month's position)

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(continued from page 27)

five-minute weekly address to the nation is being broadcast on Christian radio stations around the nation, having started earlier this year with the USA Radio Network. The program is available via satellites by the radio divisions of ABC, NBC, Associated Press, United Press International, Mutual Broadcasting and others.

Mutual Broadcasting and the radio divisions of ABC, NBC and CBS jointly produce a five-minute Democratic response program, featuring various Democratic members of Congress. The program, aired each Saturday, one hour after the President, is available by satellite.

Music, Please!

The use of radio is not just for talk. More music services are available now than ever before. KILA-FM/Las Vegas (Nevada) announced plans to begin a network that will feature MOR/Adult Contemporary Christian music. Station officials said the SOS Radio Network may be operational by January.

KYMS-FM/Santa Ana (California), launched the Interstate Satellite Network in August. The service, which features contemporary Christian music, was to be broadcast on five stations as of October, including KRDS-AM/Phoenix. Gordon March, general manager of KRDS-AM, mentioned a great need for Christian stations to format contemporary music.

"Contemporary Christian music is a \$300 million industry, surpassing classical and jazz in total sales. When you look at the number of all-classical and jazz stations in the country versus the number of all-Christian music stations, you see there's a lot of catching up to do," he observed. Marcy said the Interstate Network fills a void in the national marketplace and helps those stations that otherwise would not have the sales people and programmers to market a full-time music station.

Leo Galletta, network operations manager of the listener-supported Bible Broadcasting Network, agrees that there is a need for more stations to play Christian music, but he has found that stations formatting the traditional Christian music produced by Bible Broadcasting enjoy popularity and are growing in number.

The network, which began 15 years ago with only one station, now owns and operates nine stations and presently holds construction permits to build two more in the near future. The network affiliates are fed via satellite. BBN features a 50/50 mix of music and programs.

"The response to conservative Christian music has been overwhelming," Galletta said, adding that, "most people can relate more readily to conservative music." Although others may disagree, the apparent popularity of both traditional and contemporary music styles indicates that Christian music via satellite will continue to proliferate.

Controversy Continues

Satellite technology is not equally beneficial across the board, as is the case with low-power FM translators, or "satellators," as they are now being called. If approved, in the Moody case, satellators would amplify and translate a satellite-fed signal to another frequency, bringing the signal to areas that would otherwise be unable to receive it. In this way, the FM-translator extends coverage of the programming far beyond the original licensed area.

If the FCC approves the Moody petition for satellators, commercial stations in rural areas may find greater competition with larger satellite networks.

Direct Broadcast Satellite (DBS), another element that may present a challenge



*"More music services
are available now
than ever before"*

to smaller stations, is accomplished by high microwave-powered signals that are received by 24-30-inch dishes located near the home of the listener, who then plays the television or radio program on his television set. Robert Johnson of Dominion Satellite Network says this technology will have the capacity to provide multiple, digital, stereo, radio channels to cover the entire continental United States and Canada—from one source.

Local stations can also be transmitted by satellite and broadcast in this way, direct to the viewer's home. This "super station" effect may challenge the smaller, low-budget stations, to the degree that they depend on national programming to draw an audience.

Richard Beckvar, technical director of SkyLight Corporation, agrees, adding that he views DBS as "further fragmenting an already fragmented marketplace for the commercial stations." On the other hand, Beckvar said he sees "benefit in providing the availability of ministry to people who before weren't able to receive it." SkyLight was recently given permission by the FCC to monitor the transmitters of local station affiliates from its headquarters in Minneapolis. This extended remote control package was announced at NRB West in September.

And the Winner Is ...

Greater challenges for some stations do not have to mean a decrease in listenership. On the contrary, proliferation of nationally-distributed programs should encourage station managers to develop new methods to meet those needs that national programs are unable to meet. Johnson believes small stations can further their ministries by emphasizing local programming.

"I think the local station has tremendous potential to provide an expanded volume of local programming," Johnson said, adding that he believes the local station is going to be very strong in the future. Satellite services and networks, as well as local stations and even listeners, can all benefit from satellite technology, although it may take considerable adaptation on the part of all involved.

What's in the future for Christian radio? Beckvar believes we may one day see satellite networks giving way to fiber optics. "I can foresee that at some point in time networks will be serviced more cost-effectively by fiber optics than by satellite," he said.

Whatever the course of technology, increasing competition can insure continued access and excellence in all areas of Christian radio broadcasting. Perhaps then, the "pie in the sky" will truly become "a piece of the pie" for everyone.



Paula LaFiura is an editorial assistant for Religious Broadcasting.

WASHINGTON

Commission Will Charge Fees for Regulatory Action

by Richard E. Wiley

The FCC has established a fee schedule for construction of a new broadcast station, change of authorized facilities and the licensing, renewal or sale of broadcast stations. The new schedule was approved in a recent amendment to the Communications Act which required the Commission to implement its charges no later than April 7, 1987. The Commission recently issued a Notice of Proposed Rulemaking designed to carry out the provisions of the legislation.

As proposed by the FCC, fees collected from broadcast and other applicants will be retained regardless of the ultimate disposition of their applications. Fees will be returned only in certain limited circumstances such as applications or filings with an insufficient fee; fees submitted with applications or other filings not requiring a fee; unnecessary filings requiring no staff action; and instances when a waiver is granted or the Commission adopts new rules that nullify the need for already-accepted applications. Applicants will be expected to submit multiple fees where a single form allows for multiple chargeable actions.

The Commission has indicated that it expects a full fee payment to accompany chargeable applications or filings at the time of their submission to the Commission. Thus, non-payments, partial payments or installment payments will be allowed only if the applicant proffers a check for the full fee accompanied by a waiver request which is thereafter granted by the Commission.

In no event will parties be allowed to defer payments for more than six months. Under the proposed rules, payments will be accepted in the form of a check or bank draft made payable to the Commission or a money order made payable in U.S. currency.

The Commission tentatively proposes that one check, bank draft or money order accompany each application or filing to be submitted. As an alternative to the proposed "one check per application" policy, however, it proposes to allow one check, draft or money order for multiple applications provided all applications are received simultaneously as a single package, are from the same legal applicant and request the same Commission authorization (i.e.,

new construction permits or renewals in the same radio service).

Applicants will be charged a 25 percent penalty for the amount of fees not paid in a timely manner in those limited instances when the Commission grants a deferral request and bills an applicant for the fee due. In addition, applicants will be billed if an insufficient fee payment is discovered after bureau or office processing of the application or filing has begun, or the staff modifies the classification of the action requested.

In its Notice, the Commission has tentatively determined that broadcast hearing fees will be assessed only against competing applicants in comparative proceedings for new construction permits or major or minor charges. Fees must be filed within 20 days after the Hearing Designation Order is released.

The Commission has also tentatively determined to charge \$700 for certain special relief petitions including petitions for significantly viewed status, network programming nonduplication protection, federal pre-emption, cable system and television broadcast cross-ownership, effective competition and other rulings under the Cable Communications Policy Act.

Instruments of authorization will be automatically rescinded if the Treasury notifies the FCC that final payment has not been made. Similarly, if an applicant's payment fails for insufficient funds, it will have no opportunity to submit a payment unless the applicant decides to refile.

Noncommercial educational radio and television licensees will be exempted from the fees. No applicant will be charged for applications requesting extension of time to construct, reinstatement of expired permits, modifications that may be made without prior authorization from the FCC, or requests for Special Temporary Authority.

Richard E. Wiley, a partner in the Washington, D.C. law firm of Wiley, Rein & Fielding, is a former Chairman of the Federal Communications Commission.

For your convenience, the following is a list of some of the fees that broadcasters will be expected to pay for various applications. For a complete listing of the fees to be charged, see *Notice of Proposed Rulemaking, FCC 86-301*, released July 9, 1986 (Establishment of a Fee Collection Program).

Commercial TV Stations

New and Major Change Construction Permit Application Fees	\$2,250
Minor Changes Application Fee	500
Hearing Charge	6,000
License Fee	150
Station Assignment and Transfer Fees	
Application Fee (Forms 314/315)	500
Application Fee (Form 316)	70
Renewals	30

Commercial Radio Stations

New and Major Change Construction Fees	
Application Fee AM Station	2,000
Application Fee FM Station	1,800
Minor Changes Application Fee	
AM	500
FM	500
Hearing Charge	6,000
License Fee	
AM	325
FM	100
Station Assessment and Transfer Fees	
Application Fee (Forms 314/315)	500
Application Fee (Form 316)	70
Renewals	30
Directional Antenna Licensee Fee (AM only)	375

FM/TV Translators and LPTV Stations

New and Major Change Construction Permits Application Fee	375
License Fee	75
Station Assignment and Transfer Fees	
Application Fee (Forms 314/325)	500
Application Fee (Form 316)	75
Renewals	30

Auxiliary Services Major Actions

Application Fee	75
Renewals	30

The Most Frequently
Asked Questions About ...

NRB'S Comprehensive Benefits Plan

NRB provides an excellent medical, dental and vision care package for its membership. This package, the Comprehensive Benefits Plan, offers NRB members exclusively the best possible medical protection in today's market. The plan was developed in conjunction with Continental Benefit Company. The claims are administered by W. J. Jones Administrative Services, Inc. and reinsured by the Hartford Group.

NRB members have asked several questions concerning the plan. We have answered the ten most-asked questions for your information:

BY MAURICE PRINDIVILLE



Maurice Prindiville is president of the Continental Benefit Company and plan administrator of the NRB trust.

Will this plan cover my hospital bills?

Yes. The program will cover 100 percent of the first \$4,000 of covered hospital charges with the balance paid at 80 percent of covered charges after the deductible until a \$1,500 out-of-pocket limit has been reached. Thereafter, the program will pay 100 percent up to \$1,000,000.

Will this plan cover all my doctor bills?

Yes. The program will cover 80 percent of all doctor bills until \$1,500 is spent out of pocket. Thereafter, the program will pay 100 percent of all doctor bills up to \$1,000,000.

What is the deductible?

The deductible is \$100 per person, limited to \$300 for a family in a calendar year. The deductible is all inclusive and can be applied to doctor's visits, dental and vision care and prescription drugs.

What are the maximum out-of-pocket expenses?

In no event will the covered out-of-pocket expenses per covered individual, after the application of the deductible, exceed \$1,500.

Is there life insurance?

Yes. \$20,000 of life insurance is provided for each member of the plan.

Is there other coverage besides physician and hospital care?

Yes. There is dental coverage includes examinations, X-rays, extractions, oral surgery and more. There is also vision care which partially covers vision analysis, frames, lenses and contact lenses.

Who backs the Trust?

The Trust is overseen by the Trustees, which are the NRB Executive Board members. Reinsurance for the Trust is provided by the Hartford Group.

Does this program cover pregnancy?

Yes. Pregnancy is covered in this plan and is treated as an illness.

Does this program cover psychiatric disorders, alcoholism and substance abuse?

Yes. With all maximum benefits per covered person of \$15,000 for in-patient and out-patient in a calendar year.

What is the cost of the program?

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All NRB members are invited to consider joining this plan as it is provided as a specific membership benefit. Other stations and related organizations are most welcome to apply for coverage in this plan as long as they are also applying for membership to NRB.

Please direct all inquiries to: Continental Benefit Company, 11 East 44th Street, Suite 1405, New York, New York 10017 or call us on our toll free number 1-800-438-5566.

The Continental Benefit Company is the Plan Administrator designated by the Trustees of NRB, and they will be pleased to provide all additional information and answer any questions you may have on this important member service.

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EMPLOYMENT

The Christian Broadcasting Network, Inc. has an immediate opening for an experienced videotape operator. Must be familiar with RCA TR700, TR600, TCR100, VPR2, Sony BVU800 and 200 series VT

recorders. Four years experience as a videotape operator with at least 3 years at a major production or broadcast facility. If CBN's mission excites you, send resume and salary requirements, in confidence, to: The Christian Broadcasting Network, Inc., Employment Dept., Box VTO, Virginia Beach, VA 23463.

The Christian Broadcasting Network, Inc., located in Virginia Beach, Virginia, has an immediate opening for a technical director in their production services division. The qualified candidate will have 5 years experience in live television production. News experience helpful. Position requires qualified audio/video routing, digital video effects, and all areas of production ... camera, audio, lighting, videotape. Must have the ability to work well under pressure. Must also be willing to work nights, holidays and weekends. If CBN's mission excites you, send resume and salary requirements, in confidence, to: The Christian Broadcasting Network, Inc., Employment Department, Box TD, CBN Center, Virginia Beach, VA 23463.

NOW ACCEPTING tapes and resumes for present and future openings in all areas, including P.D., M.D. and News. Send to Bill Pevlor,

KGNM-AM, 2414 S. Leonard Rd., St. Joseph, MO 64503, 816-233-2577.

Wanted: Broadcast engineer to maintain production/post facility. Experience on the following equipment helpful: Ikegami HK322 cameras, Ampex VPR 2B, VPR 6, TBC's, 4100, ACE, ADO 2000, Dubner CBG2. For more information, write or call Dick White, Director of Broadcast Operations, In Touch Ministries, 796 West Peachtree St. NW, Atlanta, Georgia 30308. Telephone: 404-881-1221, ext. 270. We also have openings for radio and cassette duplicators.

Ministry oriented broadcaster. Twelve years in Christian and secular radio. Programming, production and announcing. Returning from missionary radio assignment in Europe. Available November 1986. Resume, tape and references available. Box 11A, NRB, CN 1926, Morristown, NJ 07960.

Radio Network Anchors: 2 needed. Mature on-air delivery, strong writing skills, self starter. National radio net to debut this fall. If you are called to serve and are ready to work hard to achieve excellence, send tape, resume, references to CBN News Radio, CBN Center, Virginia Beach, VA 23463. No calls please.

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134	135	136	137	138	139	140	141	142	143	144
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LATE NEWS

PENDING STATE NOD
FALWELL WILL NOT
MOVE TO ATLANTA

Pending ratification of the Virginia General Assembly in January of a late September Lynchburg City Council vote, TV preacher Jerry Falwell will not relocate his ministry base, with its 2,000 jobs and \$100 million annual budget, to Atlanta. The council decided (5 to 2) not to press a \$1.4 million property tax assessment for Liberty University, the property for which is held by Falwell's broadcast ministry.

GRAHAM MAKES FRENCH
HISTORY WITH TV
SERMON AND CRUSADE

Billy Graham, in Paris for his Mission France crusade in September, was the guest of many nationally-broadcast interviews. Though it is impossible to buy air time for religious programs in France, the 67 year-old American evangelist was invited on one telecast to preach a short sermon. A record 70,000 calls were received by the program, with a 75 percent approval rating for Graham's John 3:16 message. Despite terrorist bombings immediately before the crusade and security checks for each attendee (a first for any Graham crusade), more than 100,000 persons attended one of the eight meetings. Mission France was telecast live by satellite to 31 other French locations, resulting in the largest evangelistic effort in French history.

BLACK NRB COMMITTEE
RATIFIES BYLAWS AND
SECOND VICE CHAIRMAN

The NRB Black Broadcasters Committee (BNRB), under the chairmanship of Clay Evans, met October 8 at St. John Church of God, Newport News, Virginia, to ratify bylaws and plan a "giant Black Gospel Concert" for NRB 87. Those present also ratified the earlier election of a new second vice chairman. He is Bishop Smallwood Williams of The Bible Way Church, Washington, D.C. Anthony Evans, a popular plenary speaker at NRB 86 last February, will address the BNRB-sponsored Luncheon on February 4.

ATTENDEES AT NRB
MIDWESTERN MEETING
ELECT THREE OFFICERS

The NRB Midwestern Chapter convened October 8-10 at the Billy Graham Center on the Wheaton (Illinois) College campus. The more than 100 broadcasters present voted to elect three new officers: treasurer Edward Elliott of Domain Communications, secretary Les Lamborn of the Radio Bible Class and member-at-large Robert West of WEEC/Springfield (Ohio).

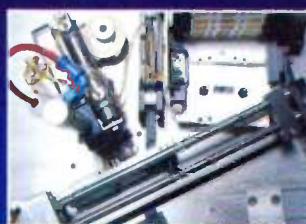
OHIO RADIO PROGRAM
WILL CELEBRATE 50TH
YEAR ON NOVEMBER 30

The Calvary Hour radio broadcast of Orrville, Ohio, which will receive a Milestone Award at NRB 87, will celebrate its 50th anniversary on November 30. Founded by the late William Detweiler, Sr., the program is co-pastored by William and Robert Detweiler.

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