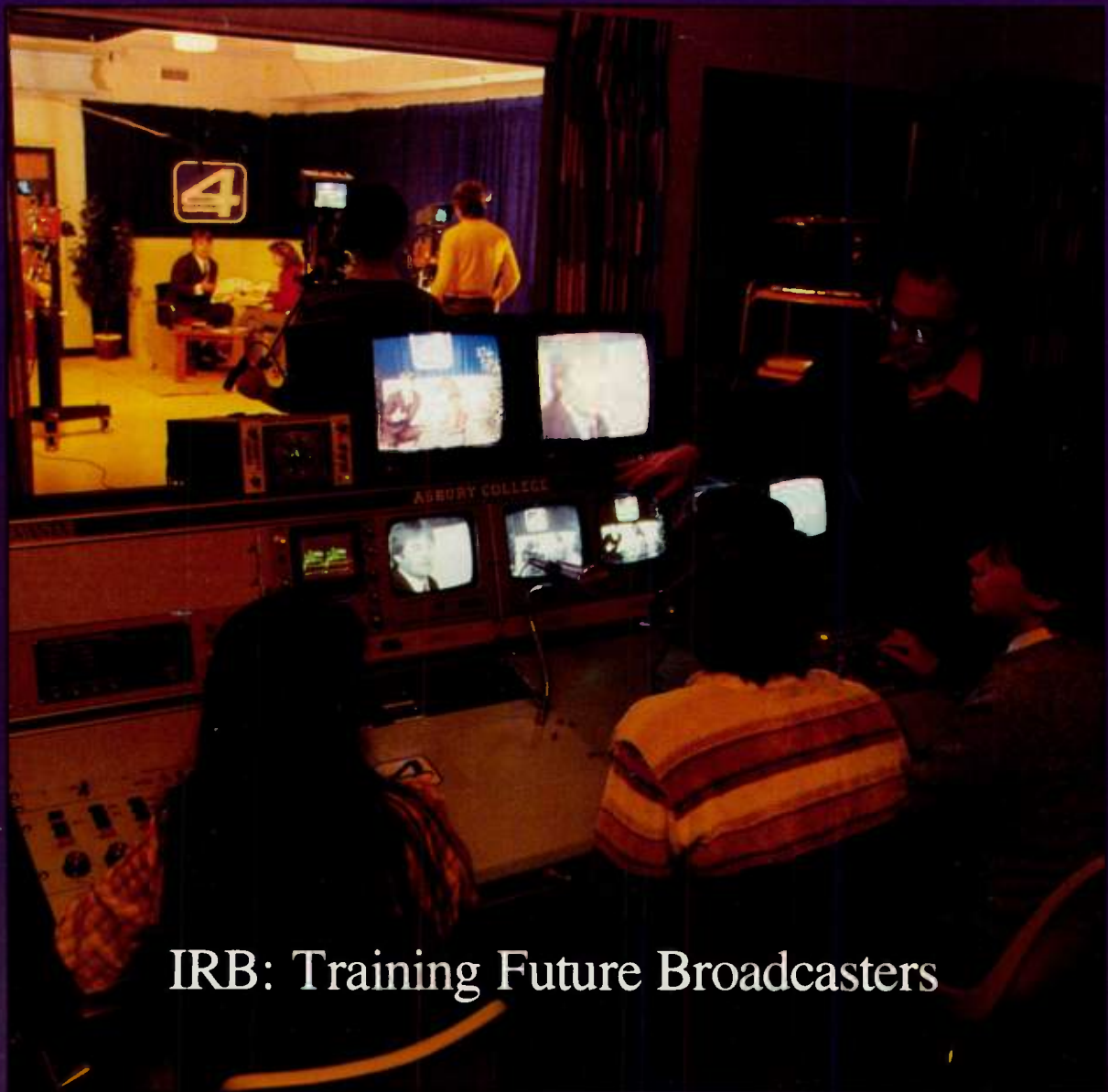


**Ben Armstrong:
On PTL**

RELIGIOUS BROADCASTING

The Official Publication of National Religious Broadcasters

June 1987



IRB: Training Future Broadcasters

How to Land a Job in Media

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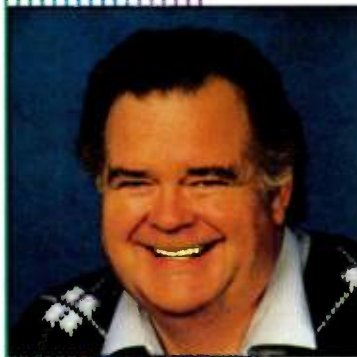
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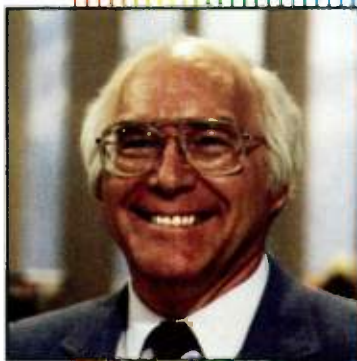
Bob & Jeanne



Doug Oldham



PTL Singers



Paul Ferrin



PTL Orchestra

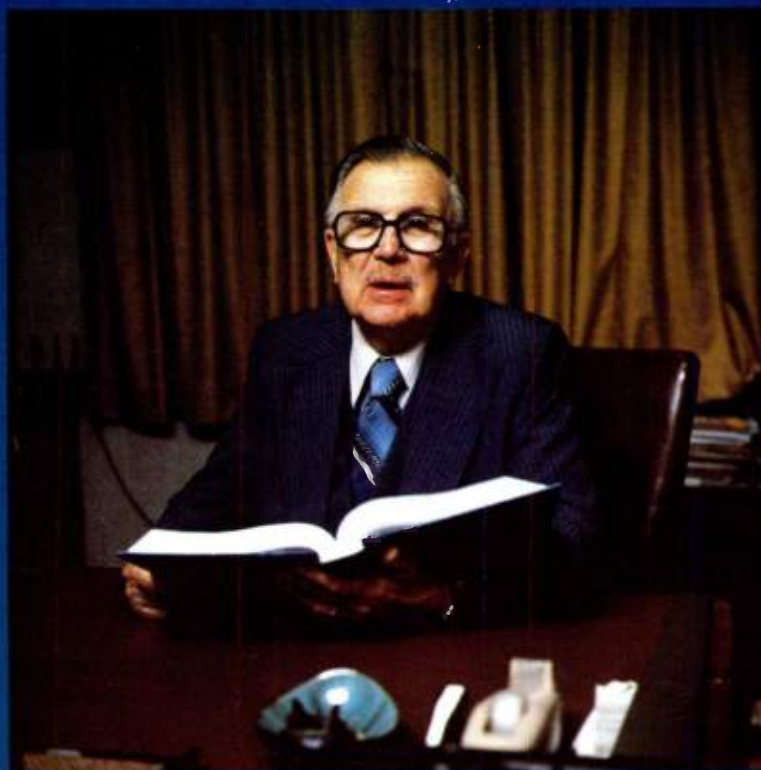


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Mr. Tim Twardowski
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Dear Tim,

Thank you for a job well done. After reviewing the recent results of our telemarketing program, I can honestly say your work exceeded my expectations.

As of last Friday, we have a 99.53% fulfillment rate on pledges for the DC-3 engine project, and funds are still rolling in. This makes our overall return on investment almost 3:1 on initial gifts through the door.

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Thank you once again for the invitation to Akron and the time that you took to give me a complete understanding of your company's operations. Needless to say, I was pleasantly surprised at what I saw. Your people impressed me as the kind of people who would be able to communicate MAF's ministry and mission in the way in which we desire.

It is obvious from both the financial results and the lack of complaints that we reached our goal. Thank you once again for the special effort you made to be sensitive to our donors.

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Sincerely,

Ron Frey

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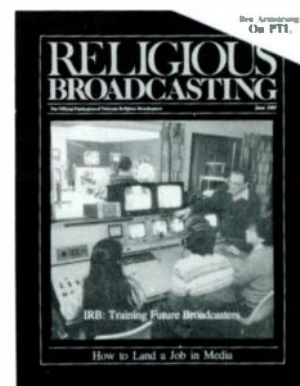
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SIGN ON

Set Thine House In Order Isaiah 38:1



On the face of it, this scripture suggests the following things:

1. God speaks to His servants, sometimes through circumstances; sometimes, as in this instance, through a direct message, but always in line with His Word. (Isa. 8:20)

2. Death, with judgment to follow, is a certainty for us all.

3. The number one priority in the light of the above is that we set our houses in order. This means, get things right with God and with people, and keep them that way, because you are going to meet God, perhaps sooner than you think.

4. The admonition is intensely personal: it is *thine* house that is to be set in order.

5. In the economy of God, prayer makes a difference. It made a difference for Hezekiah, and it will make a difference for you! More prayer on your part will make you a better person, a more compassionate and loving person, and a more effective broadcaster of God's Good News.

6. Answered prayer is no guarantee that you will not need to use good sense in making decisions. Hezekiah foolishly showed the messengers from Babylon all his treasures, thus insuring that the invaders would later come and take them away. Solomon said, "Dead flies cause the ointment of the apothecary to send forth a stinking savor: so doth a little folly him that is in reputation for wisdom and honour." (Eccl. 10:1)

7. Concern for others has two sides. In response to curiosity about another believer's destiny, Jesus said, "What is that to thee? Follow thou me!" In response to another believer's failures, the word is "restore such a one in the spirit of meekness, considering thyself, lest thou also be tempted."

8. The challenge growing out of the events of recent weeks is to make sure that our own houses are in order, kept that way through much prayer; and that our decisions are made in the wisdom that comes from God.

Robert A. Cook
President
National Religious Broadcasters

RELIGIOUS BROADCASTING

Vol. 19 No. 6

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NRB FORUM

On PTL

Dear Editor:

To see the secular press gleefully making hay of the human failings of Christian leaders has no doubt caused all of us some discomfort, [but] I'm glad to say good news is [still] easy to find.

Throughout our world, God is quietly at work leading people to Himself through the harvesting work of local Christians, missionaries and laypeople on short-term missions service overseas.

In Ethiopia, a local Mennonite leader has been named to head World Vision's continuing childcare and leadership development ministries as the devastating famine retreats into history.

In India, the local missions outreach is growing because of a food-for-work program in which unemployed laborers dig badly needed wells.

In the mountains of Ecuador, two strongly anti-Christian Indians melted before the love of Jesus as they learned why tents and blankets were being distributed to them after the country's devastating earthquake.

And, in Papua New Guinea, puppets are teaching illiterate slum dwellers about the love of Christ and practical disciplines such as sanitation and good manners.

These and other good news stories won't make the evening news; but, they are being recorded with joy and thanksgiving in the eternal history of God's people. I hope you find them a source of inspiration, as I did.

Dr. Ken Waters
World Vision
Monrovia, California

Dear Dr. Armstrong:

I, along with countless numbers of Christians around this great country, am saddened and dismayed about this sorry business. Liberals, atheists and, for certain, the mass media, will

attack with the full force of Satan and milk this situation to the very fullest. However, Jesus Christ, in His own good time, will provide a great victory for Christians who stand firm and go about correcting things that have led to this crisis.

Dr. Falwell and your board brothers will, through Jesus Christ, set straight things at PTL. I am delighted and excited that all of you have accepted this crucial challenge. Success is assured.

During this most difficult time I urge you to stay the course. I'm confident, absolutely, that you will.

Scott Carpenter

Encouraging Unity

Dear Brother Armstrong:

The Lord is doing unbelievable things. We will be sending a report concerning the angel we just received from Religion In Media for excellence in producing *The Occult World* special.

The new unified crusades are finally making an impact. We just closed at Altoona, Pennsylvania with record-breaking attendance. Some 150 made decisions the closing night, and ministers of varying denominations were embracing one another—weeping and praising God that they could work together for the souls of men.

It's a new day, brother Ben, and the invitations are so numerous that we are experiencing a difficult time in discerning God's will as to where to go and when. I rejoice when I think that it all started at NRB in that little eastern regional, where I unloaded my heart about my new burden for unity. NRB has meant much in my life and strengthened my position.

I just wanted to write a brief note saying I love you dearly, Ben, as a brother.

Jack Van Impe
Royal Oak, Michigan

Broadcasting Pro-Life

Dear Dr. Armstrong:

As you well know, abortions are performed in our society today at rates of epidemic proportions. I prayerfully ask the Christian community to respond to the urgent needs of the unborn in danger of abortion by sharing the following information with TV and radio audiences nationwide.

Crisis pregnancy assistance offered by organizations such as BirthRight and Pregnancy Crisis Center (Liberty Godparent Home) include free pregnancy testing, counseling, medical and legal assistance, social services, assistance with food, clothing and housing (in or out of the community), childbirth education and other services—as much or as little help as is wanted by the individual young woman.

Individuals who call nationwide toll free hotlines for help are assisted by counselors and centers (by referral) in their own areas (and/or outside their community if desired).

The crisis pregnancy assistance services are truly responsive to the individual mother and unborn child's physical, emotional and spiritual well-being, as opposed to the abortion-oriented "solutions" of groups such as Planned Parenthood and abortion clinic franchises. The life-oriented services provided by BirthRight and Pregnancy Crisis Center affiliates often prevent future crisis pregnancies due to the education, values, support and follow-up they provide. So many can benefit from these free, confidential and readily available services.

Thank you for your assistance and prompt attention to a great need.

(Mrs.) Maria R. Barczak
Hampstead, Maryland

Care to write? Please address all comments, responses and perspectives to: NRB Forum, Religious Broadcasting, CN 1926, Morristown, NJ 07960.

CENTURY TELEVISION NETWORK



Mr. Dolf Droge has served in the U.S. Government for more than three decades. Mr. Droge served with the United States Air Force in the Korean War as a reporter, feature editor and commentator for 31 months in Asia, stationed in Japan. Mr. Droge is presently under contract with CTN as both a consultant, and show host for the CTN series "The American Dream."



Dr. Samuel George Hines, born and reared in Jamaica, West Indies, has become a world figure on business for his Lord, and a Pastor in his homeland and in the United States where he is now a naturalized citizen. Dr. Hines was a speaker on the radio programs, "The Voice of Reconciliation" and "The Word of Reconciliation," and is currently engaged with CTN in the planning and development of the CTN series "The Voice of Reconciliation." Dr. Hines will be the host on this program.



Dr. George Crossley is a radio broadcast show host who has made missionary trips to Guatemala, El Salvador, Lebanon and Central America. Dr. Crossley has served as the show host the past four years of the nationally televised production "In Defense of Liberty." This outstanding series will be produced in the future under contract by CTN.

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MEDIA WORLD

Hispanic Congress Planned For July 25-29

GARDEN GROVE, Calif. (NRB)—Los Angeles 88, the last of 25 post-Amsterdam 86 congresses, is expected to result in the largest Hispanic congress of evangelization in history.

Also called the International Congress for the Evangelization of the Latin World, the July congress will be sponsored by the Billy Graham Evangelistic Association and the Alberto Mottesi Evangelistic Association.

Mottesi, an Argentine-born evangelist, was president of the historic Congress of Evangelization, Los Angeles 85, held in the Crystal Cathedral in October 1985. He recently returned from a crusade in Barcelona, Spain, where he preached to what is believed to be the largest evangelistic meeting ever held in the history of that country.

Singer Arrested In Front Of Soviet Embassy

WASHINGTON, D.C. (NRB)—Christian recording artist and author Patti Thompson was arrested March 23 in front of the Soviet Embassy here. Thompson, who has recorded 15 albums and written two books, was protesting on behalf of Soviet Jews Vladimir and Marie Slepak.

The Slepaks were the first Soviet Jews to request exit visas in 1970 and have for 17 years had their request denied by the Soviet government. Recently, according to a *New York Times* report, the Slepaks were permanently barred from leaving the Soviet Union by authorities.

Thompson said she was protesting "on behalf of the Soviet Jews, to make a statement to the Soviet government that they are human beings with rights, they are men and women who deserve the right to go to their national homeland." Thompson added the conditions they face inside the U.S.S.R. should be of concern to all Christians and all others concerned with human freedom.

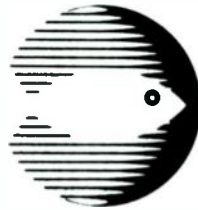
After being warned twice by a Washington, D.C. policeman that she could not stage a protest within 500 feet of a foreign embassy, according to District law, Thompson was handcuffed and taken to police headquarters. She was released several hours later after paying a \$50 fine. After her

release, Thompson explained her action on the nationally syndicated radio talk show, *Contact America*.

Lausanne Committee Adopts New Logo

ATLANTA, Ga. (NRB)—The Lausanne Committee for World Evangelization (LCWE) adopted a new logo in light of their plans for an international congress in 1989. The executive committee approved the logo during its meeting here in January.

The new logo still contains the ancient Christian symbol of the fish, representative of a creed developed in the early days of the



Christian church. The Greek word for fish was "ICHTHUS," an acronym which stood for "Jesus Christ, God's Son, Savior!"

The logo was designed by Mr. Graham Wade, creative director for Pilgrim International, a Christian communications firm in Sydney, Australia.

Increase In Missionary Personnel Reported

WASHINGTON, D.C. (NRB)—The number of missionaries sent overseas by North American Protestants has grown to 67,242, according to Wade T. Coggins, executive director of the Evangelical Foreign Missions Association. Of this number, 39,309 are "career" missionaries while 27,933 are short-termers who go overseas for a shorter specified time of service.

Coggins reported on statistics contained in the 13th edition of the *Mission Handbook*, released in March.

Career personnel as reported in the *Handbook* increased by 3,636 since 1979, but money used for overseas ministries, when adjusted for inflation, is only three percent higher.

The top ten North American agencies that have sent out career missionaries in 1985 are, in order of rank: Southern Baptists, Wycliffe Bible Translators, Youth With A Mission, New Tribes Mission; Assemblies of God, Seventh Day Adventists, Churches of Christ, The Evangelical Alliance Mission (TEAM), Christian and Missionary Alliance, and Christian Churches/Churches of Christ.

The *Mission Handbook* showed that 24 percent of North American missionaries go to Africa, 27 percent go to Asia, 11 percent go to Europe, 33 are sent to Latin America, and five percent go to Oceania.

Catholic Broadcaster to Close World Evangelization Congress

NEW ORLEANS, La. (NRB)—TV and radio broadcaster Father John Bertolucci will speak at the closing session of the 87 General Congress on the Holy Spirit and World Evangelization, to be held July 22-26.

More than 40,000 are expected to attend the New Orleans congress which is sponsored by the North American Renewal Service Committee, an umbrella organization of



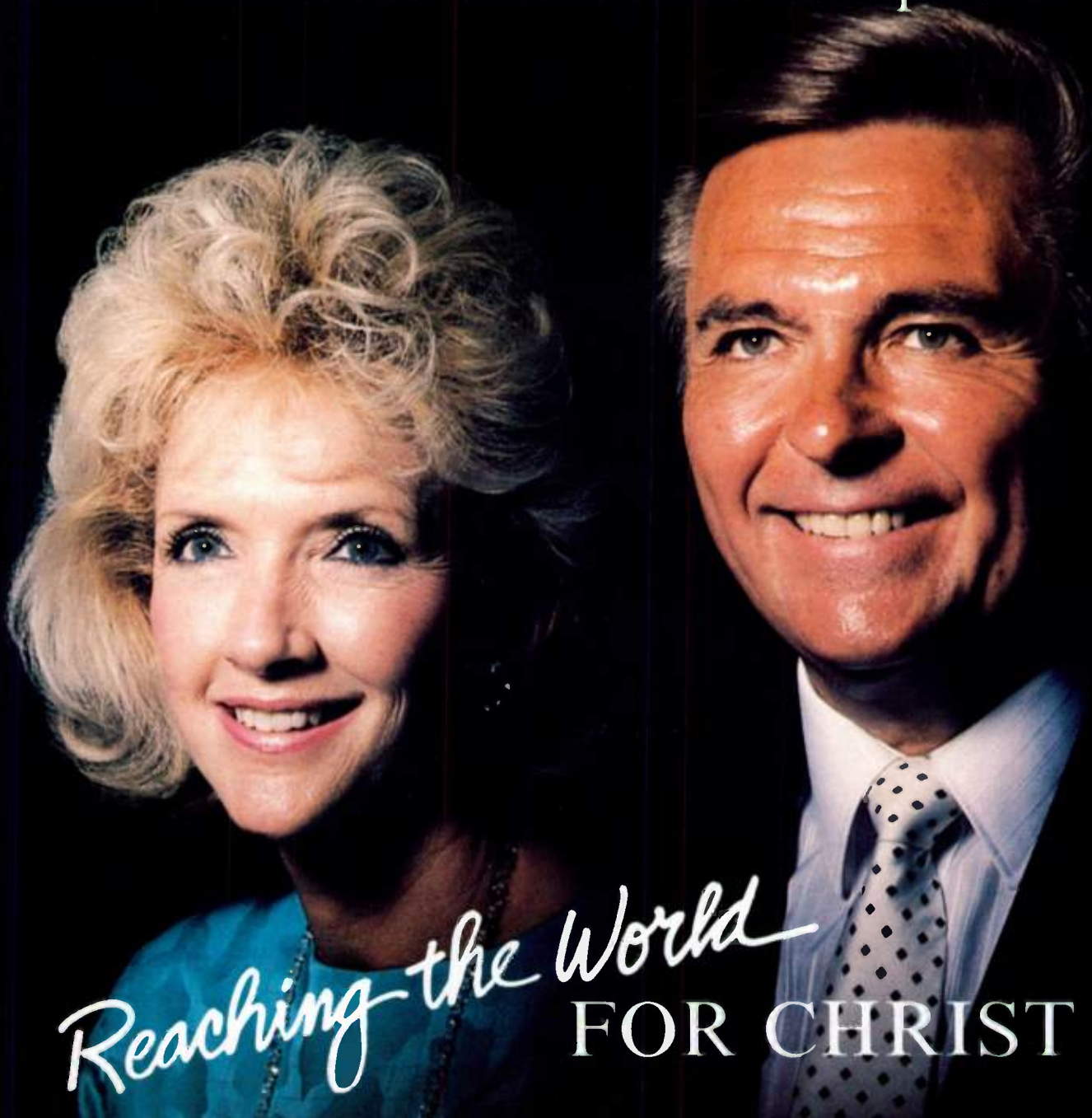
Fr. John Bertolucci

45 persons representing 33 denominations, ministries and fellowships.

Bertolucci, speaker on the television broadcast *The Glory of God* and the daily radio program *Let Me Sow Love*, will

(continued on page 10)

Dr. Jack and Rexella Van Impe . . .



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(continued from page 8)

speak on "World Evangelization" at the concluding session Saturday night. He is an assistant professor of theology at the Franciscan University of Steubenville, Ohio, and director of the St. Francis Association for Catholic Evangelism.



Reinhard Bonnke

Other speakers slated for the five-day conference are German-born evangelist Reinhard Bonnke; Edward V. Hill, pastor of Mount Zion Missionary Baptist Church, Los Angeles; and Bob Mumford, Bible teacher and conference speaker, San Rafael, California.

CBN Holds International Training Center

VIRGINIA BEACH, Va. (NRB)—Broadcasters from Zambia, Zimbabwe, Nigeria, Kenya and Sweden attended the Christian Broadcasting Network's first international training seminar here March 2-27.



(l-r) Akin Jimoh (Nigeria), Tunde Alabi (Nigeria), Funke Ogunsi (Nigeria), Andrew Quicke, course coordinator.

(Photo by Michael Jarzombek)

The goal of the seminar was to improve the quality of broadcasting in foreign countries. The training is part of an agreement between CBN and stations that air the international version of *The 700 Club*.

"This arrangement helps both the stations' employees and CBN," said Burton Katzelnik, manager of CBN's international marketing. CBN taught classes in management theory, audience research, television graphics, budgeting, directing, script-writing, TV advertising, television operations, production and buying programming. Participants spent over 200 hours in training during the month they were at CBN.

Andrew Quicke, CBN University professor of film and television, headed the seminar, which was the first of its kind in CBN's 25-year history. "We see ourselves as Christian television missionaries," Quicke said. "We're helping to train some of the new people, the next generation of African broadcasters."

Philippine Believers Cite Communist Persecution

CHARLOTTESVILLE, Va. (NRB)—Missionary leaders on the island of Mindanao in the Philippines report that an intelligence unit of the Philippine Ministry of National Defense has issued a warning that NPA liquidation squads plan to eliminate all anti-communist leaders.

Christian leaders, pastors and missionaries have been urged to take extra care, according to reports received by Christian Aid Mission.

A Christian leader on Negros Island said, "Several pastors have been killed by the NPA, and it seems that the communists are against truly born-again Christians because they refuse to join them. It looks as though this is the beginning of widespread persecution of Christians in our nation."

Chief of Staff, General Fidel Ramos,

recently ordered an investigation of the brutal killing of Arturo Bibiolata, leader of Mindanao Fellowship of Bible Churches, who was gunned down by unidentified assailants on December 26.

A believer on the Calamian Islands said, "It is no longer safe to hold open air rallies. Our co-workers have received black ribbons [a death threat] from the NPA, who told them not to preach the gospel anymore!"

Cable Households Average 48.2 Percent Nationwide

NEW YORK (NRB)—Approximately 48.2 percent of all television households nationwide are wired to cable television, according to Arbitron Ratings. This percentage, based on information updated in February, equals about 42,215,900 households.

The number of television households wired to cable increased 7.7 percent since February 1986.

Santa Barbara—Santa Maria—San Luis Obispo, California has the highest percentage of cable penetration, at 88 percent. Baltimore, with 30 percent, is estimated to have the smallest percentage of households with cable.

The February cable television information was calculated from data collected from diaries in four previous nationwide television surveys (February 1986, May 1986, July 1986 and November 1986).

AM Stereo Increases By 40 Percent

DALLAS (NRB)—The number of AM radio stations broadcasting in stereo increased more than 40 percent in the last eight months, from approximately 446 in August 1986 to more than 700 at the end of March 1987.

Among the FM stations, nearly 45 percent say they intend to use the FMX™ circuitry to enhance the clarity of their stereo signals in outlying areas.

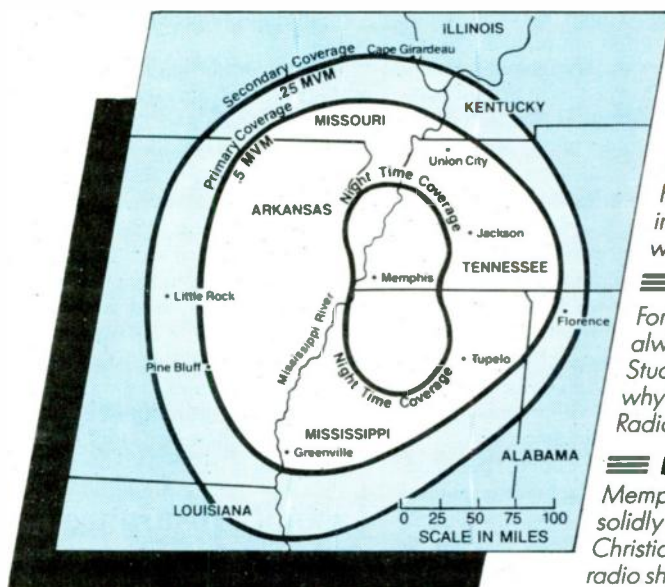
Other data showed that 41 percent of radio stations said they are carried on at least one cable system's audio service; 87 percent have access to a satellite dish; 25 percent use compact discs on the air; 52 percent use microcomputers at the station; cellular telephone is in use at 21 percent of the stations surveyed; and 31 percent of the FM stations use subcarriers.

The random survey of 445 commercial stations was taken March 23-24, and was conducted for the National Association of Broadcasters by American Airlines Direct Marketing Corp./Donohue Research and Marketing, Dallas, Texas.

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NRB NEWS

Armstrong Resigns PTL Board; Remains As Consultant

W. PALM BEACH, Fla. (NRB)—At a PTL board meeting here on April 17, Ben Armstrong resigned his post as a member of the new interim PTL board. He will continue in the capacity of consultant to PTL as approved by both PTL and NRB.

The NRB executive board met on April 9 in Parsippany, New Jersey, when it was determined that Armstrong, executive director of NRB, should resign from the PTL board. The executive board of NRB believed his direct involvement with the PTL board might constitute a conflict of interest with his present responsibilities at NRB.

Headed by Dr. Jerry Falwell, the PTL board is now comprised of six persons; Dr. Falwell, pastor of Thomas Road Baptist Church in Lynchburg, Virginia; Sam Moore, president of Thomas Nelson Publishing Company, Nashville, Tennessee; Dr. Bailey Smith, president of Real Evangelism Association and former president of the Southern Baptist Convention; DeWitt Braud, of Louisiana; and Jerry Nims, of the *Old-Time Gospel Hour*.

Regarding the alleged "holy war" between TV evangelists, Armstrong said, "Never did I think that Jimmy Swaggart was attempting a takeover. This point was confirmed to me in a Nashville, Tennessee, meeting between Swaggart and myself." Armstrong said that "I believe the future of PTL is in good hands with the new board of strong, respectable Christian leadership."

NRB Brazil Holds Second Annual Convention In Rio

MORRISTOWN, N.J. (NRB)—The Second Annual Convention of NRB Brazil (Associação Brasileira De Comunicadores Cristãos) was held in the Presbyterian Cathedral at Rio De Janeiro April 24-26, 1987, under the direction of President Rev. Guilhermino Cunha. Dr. Robert A. Cook, president of NRB for the U.S., gave the keynote address and spoke to convention

delegates several times during the two-day affair. Approximately 70 official delegates, representing as many separate ministries from Porto Alegre in the south to Belem and Manaus in the north, elected Rev. Allan Bachman of Radio Trans Mundial Do Brasil as president for 1987-88. Other officers are: Rev. Guilhermino Cunha, first vice president; Dr. Arolde de Oliveira, second vice president; Jose Mauro Souza Lima, secretary; and professor Gesiel Gomes, treasurer. Rev. Jack Schmidt continues as executive secretary, coordinating the work of the organization under the direction of the Executive Committee.

The Presbyterian Cathedral, one of Rio's oldest and most stately churches, was crowded at each of the plenary sessions, which were presided over by outgoing president Cunha. It was estimated that the official delegates at the convention represented more than 900 separate programs regularly aired on radio and television throughout Brazil.

Two concepts emerged from the discussions during the convention. The first was in the form of a resolution inviting representatives of Christian broadcasting in all other South American countries to attend the 1988 Brazil convention for fellowship and the sharing of mutual concerns and objectives. The second most important emphasis was based on the possibility of establishing "sister stations" with broadcasters in the USA. The vision of building Christian radio and television stations in all of the capital cities in Brazilian states will probably remain only a vision unless funds can be secured from abroad to cover land purchase and construction costs. The brethren at the Rio convention stressed that what was needed was not a "hand-out" but a "hand up" in helping get started. A radio or television ministry in the States, for example, if it really got serious about missions, could "adopt" a station in Brazil, raise matching funds to equal those provided by Brazilian brethren, and thus make possible the establishment of a self-sufficient ministry.

This concept follows the challenge presented by Dr. Cook in his key-note address in Washington earlier this year. The idea of adopting a ministry overseas looms large in his thinking as one proof that the U.S. broadcaster is really serious about the evangelization of the world. "We can now talk to all the people in the world at one

time—there is enough technology to do it," Cook said. "All that remains is to find the vision, the will, and the sacrifice to make it a reality."

Research Begins On 1988 Directory Of Religious Broadcasting

MORRISTOWN, N.J. (NRB)—Research for the *1988 Directory of Religious Broadcasting* has already started, and questionnaires regarding changes and new listings will be mailed out before June 1, according to Marjorie Stevens, managing editor.

The mailing will solicit information on call letters, management names, program name and length, equipment type offered, network affiliation and a number of other areas that will be included in the 1988 edition.

Stevens said she has received a higher than average return from repeat buyers, indicating that they want to keep up-to-date with the information listed in the Directory. "That indicates to me that the Directory is fulfilling its obligation and they value the information it contains," Stevens said.

However, Stevens added that there are many new stations, program producers or other affiliated services that belong in the directory, but which NRB may not know exists. "We depend on you to apprise us of any new listings," she said.

The *1987 Directory of Religious Broadcasting* is available for \$49.95; the price for NRB members is \$29.95.

Liability Insurance Offered To NRB Members

MORRISTOWN, N.J. (NRB)—A new liability insurance is being offered to radio stations, television stations and program producers who are members of NRB, according to Jon Rovetto, membership services director at NRB headquarters. The program protects clients against claims involving libel, slander, defamation of character, or infringement of copyright, title or slogan.

C. Gregory Bryan of Sunstate Insurance & Realty, Inc., is coordinator of the program,
(continued on page 14)

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Accessory Kit.. **\$1670**
WV-D5000 WV-S070
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NRB Regional Conventions

The dates of the seven NRB regional conventions are approaching. Plan ahead to attend by contacting the chapter presidents.

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October 22-24, 1987

North East, MD

Sandy Cove Bible Conference Center

President: Sue Bahner

WWWG Radio 1500

1850 Winton Road South

Rochester, NY 14618

716-461-9212

Southeastern Chapter

September 16-18, 1987

Atlanta, GA

President: J. Richard Florence

WRMB-FM

1511 W. Boynton Beach Blvd.

Boynton Beach, FL 33436

305-737-9762

Midwestern Chapter

October 14-16, 1987

St. Charles, IL

Pheasant Run Resort

President: Herb Roszhart

KROA-FM

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Nebraska 68832

402-845-6595

Southwestern Chapter

October 7-9, 1987

Dallas, TX

Harvey Hotel at Airport

President: David Payne

Kenneth Hagin Ministries

PO Box 50126

Tulsa, OK 74150

918-258-1588

Western Chapter

September 20-22, 1987

Los Angeles, CA

Airport Marriott

President: Ray Wilson

Wilson Advertising

1540 West Glenoaks Blvd, #205

Glendale, CA 91201

818-246-2200

Southcentral Chapter

September 24-25, 1987

Memphis, TN

Hyatt Regency

President: Buck Jones

Word for the World

Bellevue Baptist Church

70 North Bellevue Blvd.

Memphis, TN 38115

901-725-9512

Caribbean Chapter

October 1-2, 1987

Caribbean Hilton

San Juan, PR

President: Bob Rodriguez

WERR-FM

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vinces, and oversees various membership newsletters, including *Inside NRB* and the IRB and BNRB newsletters.

A graduate of CBN University with a Masters Degree in Communication, Rovetto joined the NRB staff in January 1986, when he worked as radio and TV satellite coordinator for NRB 86. After that convention, Rovetto was hired full-time and began work on several membership projects, including the redesign of membership applications, obtaining car and hotel discounts for members, and other special projects. His appointment as head of membership came after NRB 87.

"It's encouraging to see members communicating more with us," Rovetto said. "The more they tell us about themselves, the better able we are to serve them. Our newsletters are reflecting that added dimension," he said.

Since Rovetto's involvement in membership, NRB has seen a dramatic increase in numbers of applications. "In 1986 the board accepted 120 new members. I anticipate that we will more than double that amount in 1987," Rovetto predicted. At the last board meeting on April 9, 30 new members were approved by the membership committee. Of these, seven were applicants to the NRB Hispanic chapter, HNRB. Rovetto said he already has 38 new applications pending for the next board meeting in September, and expects that number will be close to 100 when the board meets.

NRB Headquarters Staff Welcomes Newcomers

MORRISTOWN, N.J. (NRB)—The month of May saw new additions to NRB headquarters with the expansion of the publications department. Gayle Virkler, formerly of The Pocket Testament League, has been hired as circulation assistant for *Religious Broadcasting* magazine and also assists in writing NRBNet news and *Inside NRB*, a "members only" newsletter.

Gina Bongo, a recent graduate of Messiah College, joined the NRB staff in January to assist in satellite coordination for NRB 87. She now is a staff writer for NRBNet and *Inside NRB*.

The magazine staff at NRB also welcomed Jackie Graziano in May as an editorial assistant. Graziano was formerly assistant features editor for a local newspaper in New Jersey. Her new responsibilities include copy-editing, proofreading and feature writing for various NRB projects.

Three recent graduates from Liberty University will also join the NRB staff June 1. Jennifer Steele, Leticia Sneed and Tammy Leytham will assist in various office duties.

(continued from page 12)

developed in conjunction with Seaboard Surety Company of New York. Bryan said most radio and TV stations do not realize that the liability insurance they own probably does not cover broadcast claims. According to Bryan, "Many insurance companies are discontinuing writing this kind of coverage in various states. In the states where they are writing, the cost has increased dramatically in the last few years." He searched for eight months before finding Seaboard, which has been in broadcast liability since 1950 and holds an A+ rating with Best's Insurance Guide.

"We're happy to offer this new benefit to NRB members, and we anticipate that it will be a source of savings to our members as well," said Jon Rovetto, who worked with Bryan in the planning stages of the program.

Sunstate Insurance was founded by Bryan's father, C. Norris Bryan, in 1964. Since that time it has specialized in insuring churches, Christian schools and radio stations and expects to begin working with TV stations in the near future.

For more information on broadcasters' liability, contact Bob Bowen, NRB, CN 1926, Morristown, NJ 07960. Telephone (201) 428-5400.

Jon Rovetto Appointed Head Of Membership Department

MORRISTOWN, N.J. (NRB)—Jonathan Rovetto is the new director of membership services at NRB. In this capacity, he handles membership applications, develops new ser-

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Radio and International Missions

Part II

by Francis A. Grey

There appear to be three major areas of challenge facing international Christian broadcasters today:

- The challenge of unreached peoples, many of whom have little or no Christian broadcasting in their own language
- The challenge of planning and working together cooperatively
- The challenge of finding and training suitable people to produce programs

Unreached Peoples

One of the greatest strengths of radio is that it can go to people who are otherwise inaccessible or out of reach. We don't have to look far to discover that many in today's world qualify for this category. Among the most obvious are those separated from us by ideological barriers. We also need to be aware of the other challenges which may have been overlooked.

1. Muslims and Hindus

Of great concern are those who are separated by religious and cultural barriers. An analysis of current Christian radio offerings reveals that the amount of Christian broadcasting going into the Muslim world from Africa to India is pitiful. We also discover that these peoples are among the least impacted by the message of the Gospel. Muslim groups inside

communist countries also tend to be overlooked. This explains why Soviet Central Asia reflects minimal mail response compared with the USSR as a whole.

It would seem as though radio, in many respects, is ideal for the task of Muslim evangelism. Its effect becomes even more powerful when its use is carefully integrated with Bible correspondence courses and other literature materials. Such efforts will also prove invaluable to the small numbers of faithful Christians to be found among these Muslim

The respectable Hindu castes are an equally formidable challenge. Today some 600 million caste Hindus in India are reflecting an openness to change as never before in history, but the closed nature of the system precludes overt evangelism and much success for traditional forms of outreach by the established churches. Innovative approaches, largely by indigenous parachurch groups, are meeting with considerable success in many areas. Among these are radio programs coupled with dedicated and personal correspondence.

The potential for India is barely being scratched. Broadcast hours are relatively small compared with the attention given to other world languages, and programming for the most part reflects only limited at-

tempts to relate biblical truths within the context of the Hindu worldview.

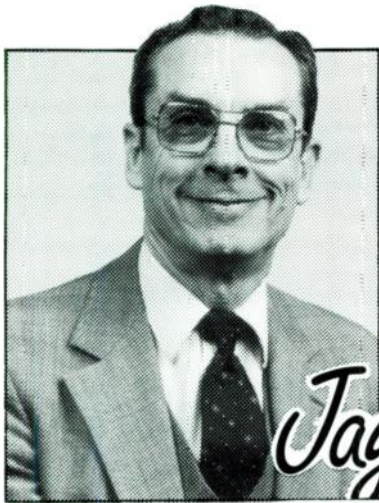
2. Minority Peoples

As the present complement of broadcast ministries has evolved, it would appear that each organization has added languages to its overall outreach according to one or more of the following: a) What was obvious; b) What was requested by a church or organization, possibly within the target area; c) What programming was readily available and/or paid for; d) What was expedient.

This has resulted in many people/language groups being totally overlooked. These are the minor language groupings within larger countries, for the most part. Yet the term "minor" is only relative in that such people groups may run into several million in number. Indonesia is one such country which harbors within its population 15 distinct languages, each spoken by more than one million people.

But why care about these minor language groups when everyone learns the national, or trade, language? Another objection focuses on the economics of minor language broadcasting. Isn't radio for the masses and therefore inefficient for reaching smaller groups? A more practical

(continued on page 29)



Jay Cole

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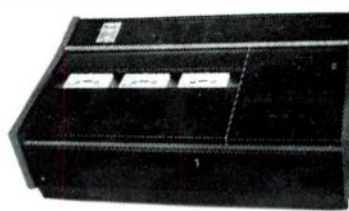
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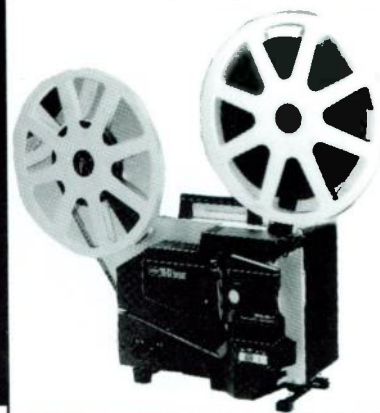
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Advancing Your Career Through Christian Broadcast Schools

by Paula LaFiura



In December, 1985, Asbury students traveled to France to produce a documentary on missionary church involvement in France.

So you want to study broadcasting? There are now more than 400 Christian colleges and universities throughout the United States that provide students with the ABCs of broadcasting in the context of Christian values, objectives and motivations. Of these, several have expanded their communications departments in recent years to provide increased faculty, more broadcast-related courses, and better equipment facilities.

With such a wide diversity of options, how do you decide which program is best for you?

The following outlines some of those colleges and universities which offer the most comprehensive training opportunities with respect to broadcasting and mass communications. Space does not permit us to include every institution worthy of consideration. We would therefore recommend further investigation and have included suggested reading at the end of this article.

In alphabetical order:

Asbury College
 Wilmore, Kentucky 40390
 (606) 858-3511

Students majoring in Broadcast Communication will find a wide range of electronic and print media offerings at this 1,000-member college. Studio courses provide opportunities for planning, producing and evaluating radio and television programs. All broadcast majors are required to participate in an internship in



Asbury students on location in Caen, France.

some area of communications. Students are also encouraged to join IRB, the student chapter of NRB.

Dr. Jim Owens, professor of broadcast communications at Asbury and chairman of IRB, said Asbury students also have the opportunity to travel abroad as part of their training. Student crews have traveled to Honduras and France and have also covered local events such as the ICHTHUS Christian Festival in Wilmore.

Facilities include radio station WACW-AM, two radio studios, an audio editing suite, graphics room, film animation area, and a multi-camera mobile television production trailer.

Estimated costs per quarter are \$2,375.

Baylor University **Waco, Texas 76706** **(817) 755-1011**

The telecommunications major features a flexible program encompassing corporate communications, advertising, film and promotions as well as the traditional broadcasting field. "We try to teach our students how to function as Christians in the media, not necessarily in Christian media," said Dr. Judith Saxton. "The focus is ... to provide students with an understanding of the television industry and then to encourage them to approach it as Christians," she added.

Facilities include two audio labs, a television studio complete with three cameras, editing facilities, a character generator, portable VCRs, and 8mm and 16mm film equipment. The college radio station, KWBU-FM, is non-commercial

and student-operated.

The department also offers a Bachelors of Business Administration in Broadcasting and, according to Saxton, students are encouraged to undertake local and/or national internships.

Tuition is \$7,778, including room and board and other fees.

Biola University **La Mirada, California 90639** **(213) 944-0351**

Located on 100 acres, Biola is "the only accredited Christian college that offers a wide range of liberal arts and professional majors along with ministerial majors, while requiring thirty units of biblical studies of every student." Biola's Communication Department is the second largest in the school and includes three concentrations: print media, public relations and radio-television-film.

According to Dr. Tom Nash, Biola's training in radio-television-film "is designed to be two level: giving the student well developed entry level skills for the first job and in-depth training to help the student throughout his or her career." An interdisciplinary program allows combinations such as media in missions (bringing in courses from the School of Intercultural Studies) for corporate communication (involving courses from the business department).

Facilities include an audio production studio, a color television production facility using ¾-inch VCR format, and a student-run campus radio station, KBBK (carrier current). Within the past few

months Biola was able to acquire a complete package of 16mm motion picture production equipment, including three cameras and a sophisticated "flatbed" editing system.

Tuition per year is \$6,516; room and board is \$3,170.

Carson-Newman College **Jefferson City, Tennessee 37760** **(615) 475-9061**

Owned and operated by the Tennessee Baptist Convention, this four-year liberal arts college offers four concentrations under the department of communications arts: broadcasting, drama, journalism and speech.

Facilities include LCNC-TV Channel 10, a cable station in which students produce a nightly newscast for 3,600 homes in the Jefferson City area. "The hands-on experience provided by LCNC has proved to be a great plus for our students," CN president Cordell Maddox said. The college is continuing to expand its broadcast outreach. This month, *What's Happening*, a half-hour nightly news program, began airing on the American Christian Television System (ACTS) satellite network.

Tuition is \$4,420 per year. Room and board are approximately \$2,000.

CBN University **Virginia Beach, Virginia 23463** **(804) 424-7777**

The School of Communication at CBN is a graduate program that emphasizes television production on the professional level. "We don't play television here," says Dr. Robert J. Schihl. "We produce the real thing." Now in its ninth year, the school will offer a Ph.D program in communication starting in the fall. It will be the first Ph.D program for CBN University.

Students can study in the following concentrations: radio, television, film, drama, photography, media management, public relations and advertising, journalism and communication studies.

Excellent facilities enable television majors to use CBN Cable Network equipment as well as full facilities within the school itself. Students produce *NewSight*, a weekly summary of religious news shown nationally via CBN Cable. In addition, students also produce spots for local stations and music videos for Word Records. Radio majors may audition for WXRI-FM/Norfolk, Virginia, a CBN-owned radio station.

Tuition for the fall of 1987 is \$115. per credit hour. Yearly costs vary according to
(continued on page 22)

SATELLITE TECHNOLOGY

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EDUCATION

(continued from page 19)
the courses taken.

Cedarville College **Cedarville, Ohio 45314** **(513) 766-2211**

Cedarville's broadcasting major includes 4 areas: general communication, journalism, management sales and research, and video production.

Facilities include a new five million dollar library, in which is housed a new fully equipped television studio with two editing suites and two audio studios. School officials are currently planning to provide a campus carrier current station, specifically for use by students. WCDR-FM radio is owned and operated by the college. Students must audition for a position at WCDR and are then paid to work there.

The internship program is required for majors and offers a variety of learning opportunities. Some students have interned at Radio Luce in Italy and HCJB in Quito, Ecuador.

According to Dr. James Leightenheimer, Cedarville features a "strong academic program," especially in the area of sales and station management. "We're doing a great job across the board," he said, adding that three recent graduates are now radio station managers.

Tuition is \$6,900 including room and board and other fees.

Heritage School of Evangelism and Communication **Charlotte, NC 28279** **(704) 542-6000**

The program at Heritage can best be described as an "internship system of education with each of its programs integrated with a corresponding area of the PTL Television Network." Internship programs are offered in the areas of TV production, video technology, audio technology, counseling, graphic arts & design, evangelism and journalism. The school is not designed to provide a liberal arts or Bible college education. Instead, the PTL ministry is the classroom or learning environment of the school. Heritage is not accredited, therefore, interns are not eligible for government-backed funding of their education.

The length of study varies from one to two years, depending on the applicant's previous history. The school boasts an "extremely high rate of employment upon graduation."

Estimated annual expenses, including

tuition, housing, food and other fees, are \$6,200.

Hope College **Holland, Michigan 49423** **(616) 392-5111**

"For a college of around 2,500, we can give a taste of everything," says communications department chairperson Dr. Ted Nielson. For those majoring in communication, this includes producing material for the college itself, as well as PSAs for local television and radio stations. Students work at at WTHS-FM, the campus radio station. The college utilizes the local cablevision station to produce about 50 programs a year.

Tuition, including room and board, is about \$4,900 per semester.

Houghton College **Houghton, New York 14744** **(716) 567-2211**

The communication major here combines a mass media emphasis with course work in leadership, managerial skills and other related fields. A distinctive feature is the emphasis on preparation for careers in international settings.

Facilities include a television studio with a three-camera operation, ¾ and half-inch editing, and radio station WJSL-FM, which will be upgraded this year to 6,000 watts.

Houghton College was founded in 1883 and is home for about 1,200 students.

Tuition, including room and board, is \$8,400.

John Brown University **Siloam Springs, Arkansas 72761** **(501) 524-3131**

Founded by evangelist John Brown, Sr. in 1919, JBU has a student body of approximately 800 and offers a "blend of general education core with real hands-on, career-oriented majors." Students can obtain both associate and bachelor degrees in broadcasting, journalism or public relations. Broadcasting students work at the campus radio station KLRC-FM and participate in the production of a daily television news program which is carried over the local cable system.

Faculty members in the Communications Department all have extensive professional experience in the industry. Facilities include a 40- by 50-foot television studio and five radio production studios.

Tuition, including room and board is about \$6,400.

Liberty University **Lynchburg, Virginia 24506** **(804) 582-2235**

Training "champion Christian communicators" is the goal of the Department of Telecommunications at Liberty. Over 200 students major in one of five concentrations: telecommunications management, telecommunications writing, television production, radio production and television-radio performing.

The department places a strong emphasis on Christian leadership within the broadcast industry. Students graduate this fully-accredited university with knowledge in creating floor plans, budgets and program schedules and completing FCC applications. Training in broadcast sales is required of all management majors.

Facilities include two commercially-operated student-run stations, WLBU Radio and WLBU Television. Advanced students have the opportunity to work with the Liberty Broadcasting Network, 50,000-watt radio station WRVL, or a national satellite TV network, which is located in the same building as the department.

Tuition is \$1,450 per semester. Room and board per semester is \$1,515.

Messiah College **Grantham, Pennsylvania 17027** **(717) 766-2511**

Founded in 1909 by the Brethren in Christ Church, Messiah's student body totals over 1,750 students from approximately 15 countries, 25 states and 40 denominational groups. The school offers a major in radio, television and film in cooperation with Temple University in Philadelphia. In the junior and senior years, radio, television and film majors live at Messiah's center in Philadelphia while taking courses from Temple University.

Tuition for one semester, not including room and board or other fees, is \$2,600.

Moody Bible Institute **Chicago, Illinois 60610** **(312) 329-4000**

This four-year undergraduate Bible institute features three areas within the Department of Communications: broadcasting, writing and audio/visual.

Facilities include two announcer studios, a multi-track audio production studio, a television production studio and editing suite, and an audio/video multimedia lab.

In addition, Moody Bible Institute owns

and operates 11 broadcast stations, including WMBI-AM and FM in Chicago, as well as the MBN Satellite Network. These are available for student interns, as are *Moody Monthly* and Moody Press. According to Dr. Charles Christensen, the school recently added an in-house daily television news program.

The 140 majors in the department receive "a substantial Bible background with extra credentials in communications," said Christensen.

There is no tuition, but estimated costs of room, board and other fees are \$4,000.

Northwestern College
Roseville, Minnesota 55113
(612) 631-5100

The Division of Communication is comprised of approximately 110 majors in the areas of Broadcasting, Speech and Drama, Journalism and English.

According to Professor Richard Long, Northwestern offers "knowledgeable faculty, excellent facilities and a good variety of courses." Those facilities include 3 audio studios and a full television production center. Students produce a local cable newscast each week. The campus radio station, WVOE-AM (carrier current), is also run by students.

The college owns and operates Northwestern College Radio Network and Skylight Radio Network.

Tuition is \$6,525. Room and board, respectively, are \$1,275 and \$1,095.

Oral Roberts University
Tulsa, Oklahoma 74171
(918) 495-6518

The goals of the Telecommunications major are to "develop skills, provide a base for a whole range of vocational experiences within broadcasting, and provide appropriate preparation for graduate study." The telecommunication division also offers minors in journalism or writing.

Facilities include one television studio and audio lab with editing facilities. In addition, students manage KORU (carrier current). Students produce *Telenews*, a weekly program produced on campus and shown on closed-circuit. In addition, students publish a weekly newspaper called *The Oracle*. Internships are "highly recommended."

Tuition, including room and board and other fees, is estimated at \$4,000 per semester.

Pepperdine University
Malibu, California 90265
(213) 456-4000

Telecommunications students may specialize in broadcast journalism, production or management. According to Robert Lewis, assistant manager of the department, Pepperdine offers "an excellent hands-on opportunity to work with equipment both in studio and on location."

Students operate an FM radio station (KMBU) by cable, as well as a closed cable TV station monitored within the campus. Internships are available to juniors and seniors with grade point averages of 3.0 or better. The university



Professor Rick Handy during shooting of a promo for Southern California College.

plans to add a new course in film this summer.

Facilities include one television studio and three audio studios, a newsroom and 3/4-inch and 1/2-inch remote system. The university is currently building a new telecommunications center which will include two television studios, control rooms, master control, expanded editing facilities and room for tape storage.

Expenses for one trimester, including room and board and other fees are approximately \$7,580.

Roberts Wesleyan College
Rochester, New York 14624
(716) 594-9471

Three years ago this four-year Christian liberal arts college of about 700 students began a communications major; the first group of majors is graduating this spring. The major includes a professional internship in the Rochester area, as well as a concentration in a related field of study.

Facilities include two color cameras, two portable VCRs, a special effects generator, video editing and additional standard audio/video equipment.

Tuition is \$8,322 per year, including room and board.

Southern California College
Costa Mesa, California 92626
(714) 556-3610

A private, coeducational liberal arts college, S.C.C. offers a community atmosphere among its 1,000 students, faculty and administration. The communication department offers four concentrations: broadcast journalism, television produc-

tion, television production management and theatre.

Facilities include three 3/4-inch video edit bays, three video cameras, two audio bays (both two-track and four-track capabilities), as well as eight-track audio editing in the advanced audio bay. According to Professor Gary Fisher, the department is currently making plans to produce local programs on cable to begin next fall.

The department graduates about 15 students each year. All faculty members and professionals in the industry continue to work on outside projects. According to Fisher, two-thirds of communications graduates are now working in the field.

Tuition is \$2,300 per semester.

Spring Arbor College
Spring Arbor, Michigan 49283
(517)750-1200

The communications department consists of about 60 students with majors in

(continued on page 34)

How to Land A Job In Media or

“A Funny Thing Happened to Me on the Way to the Studios”

by Ron Mighell

Knowing the correct way to go about looking for a job in Christian broadcasting can often be the deciding factor in a market where there are more applicants than jobs available. WTLW-TV (Witnessing the Living Word) founder Ron Mighell offers suggestions from the perspective of the interviewer.

My earliest memory of radio was standing on a library table in front of the pulpit at the Baptist church, at the age of four, singing, “I Will

Make You Fiss-ers of Men” into a great big RCA44 mic. (I stuttered uncontrollably as a child, but could sing.) It was in Aurora, Illinois, during the war years. My song was broadcast over a quaint little 250-watt daytimer that reached twenty miles occasionally. This encounter generated an excitement in me that has not diminished in over forty years. From that day on I loved radio and wondered at its possibilities.

I share this background to let you know how I landed my first media job. Two weeks after I became a Christian, I found

myself in Bible college, wanting to serve God, but not feeling called to the pulpit. Coming over my bedside radio was KEAR-FM in San Francisco. I thought radio ministry would be the best of both worlds ... serving God and answering my life's ambition. I slipped into my knickers, combed my hair and headed for the studios. The interview went something like this:

“How long have you known the Lord?”

“Three weeks!”

“Radio experience?”

"I used to sing on a table."

"Can you announce?"

"God just healed me of stuttering; I couldn't even answer a phone two months ago ... It was something I had since I was five."

"Thanks, Mr. Mighell. Don't call us, we'll call you."

Somehow, it didn't feel like the interview was going too well, so I became bold. "I've got an offer you can't refuse. I'll be your *volunteer* janitor on Thursday mornings, 'cause this place is a mess!"

"You're right," said the station director. "It's an offer I can't refuse. You're on."

I began working part-time within a month, and in six months I was employed as a full-time employee at the station.

Ultimately I was named network program director of Family Stations, Inc. That is how I started my first broadcasting job and the formula still works.

There aren't very many people who will do that. Frankly, higher education can occasionally put a haughtiness in some of us. It is as though, as we leave the halls of ivy with their terminal overdoses of theory, a voice follows us saying, "You are of great value to this marketplace and to God's kingdom. I don't know how they did it without you. Now go out and bless some employer with your presence." The truth is, we are humans, we all fall short, and there are more applicants than there are jobs. Mr. Marconi is the only media worker who wasn't crowded. Since then, there have always been more people than jobs in radio and TV, so you've got to have that "edge" to break into the job market. You have to be willing, and you have to be flexible. Perhaps most importantly, you have to be vulnerable.

The Educated Edge

Higher education *is* beneficial (I owe much of my career to the four-year pot-pourri of college I had), but you must choose with care the area of specialty you pursue. There is an abundance of talk show hosts, jocks, and "floor talent" eg. camera operators, floor directors, etc. Choose areas where there is a shortage. An example of this is writing. If you can put ideas on paper—I don't mean if you can spell and apply semicolons, but if you are creative—you are in demand! Another area of great need is in engineering. The industry needs hands on, get in, get dirty, and fix-it type engineers.

Acquire talents that are needful. Don't

just train yourself for the fun stuff. Ann Landers' column once published a letter from a woman who described how to get a job. She suggested that in your initial interview you announce, "I want to work here so badly and I am so good at what I do (or will become good in a short time) that I will come at my expense and I will work for you for *free* for the first week. Then you can tell me, No! Don't come back! That's how sure I am that you need the talents I possess." That's an offer that is hard to say no to!

First Impressions

We don't owe each other anything when you come to my office. You are someone with a good education and an interesting resume, well dressed and looking for a job. This corporation does not owe you a job. We are "even up." Do not come in the door and ask "How many weeks of vacation do I get when I work here?" That is not a timely or productive question. A vacation is a reward for your work. We want you to rest so your mind is good when you come back. That's why we give you weekends, coffee breaks, lunch hours and paid holidays. The employer doesn't give vacations because he's a nice guy. It's because you need to be productive and do a lot of difficult things listed in your job description. It's a trade-off. I've got some dollars, you've got some talents. If everything is right, it will work for both the employee and the employer.

In addition, don't tell the interviewer that you can do everything well. (If you could you would be employed.) Just be candid. A good question to ask your prospective employer is, "Do you have an employee manual?" Well-written manuals list things like punctuality and holidays, and generally tell you how far you can go before you or the employer are in trouble.

As a possible employer, I would be interested to know how your last boss treated you. I have hired approximately 100 people in my career, and the people who said they had a bad boss at their previous employment later considered me to be a bad boss.

Be vulnerable. Good employee/employer relationships are ultimately vulnerable anyway, so why not start out that way? Freely discuss your strengths and weaknesses. It is better they are laid out now than after your U-Haul truck pulls in

(continued on page 31)

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John C. Willke, MD



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ON THE AIR

Maximizing A Sharathon

by Bob Augsburg

Non-commercial Christian stations, particularly on the educational FM band (88.1 - 91.9), comprise the majority of new stations joining the growing Christian radio force in the United States. The primary reason is the ability to acquire a new frequency and construction permit without the onslaught of competing applicants which can number between 15 and 30 on commercial FM allocations. The legal fees alone in acquiring a commercial FM can easily exceed \$100,000 which puts most nonprofit ministries out of the picture. As non-commercial, listener-supported stations continue to grow, the need for careful planning of fund-raising efforts becomes even more crucial.

A majority of listener-supported stations conduct an annual or semi-annual sharathon, usually involving several days of appeals over the air. This approach can either be a real listener "tune out" or it can be one of the most exciting promotional events of the year. Creative advance planning makes the difference.

The sharathon concept began in the mid-1960s in Minneapolis. KTIS, the flagship station of Northwestern College, needed to raise \$50,000. Board chairman Mel Johnson suggested a concept whereby they would set one day aside and share the financial needs in a positive, enthusiastic manner whereby listeners could call and make a faith promise. He called it a sharathon and the concept was a great success.

Now stations like WCIE/Lakeland, KTIS/Minneapolis and KSBJ/Houston can raise annual pledges exceeding \$700,000 using ten or more telephone operators. Regardless if your annual budget is \$700,000 or \$70,000, the sharathon must be properly promoted and orchestrated to achieve maximum results. Of course, no sharathon, no matter how well it is promoted and presented, will be

successful if the station is poorly programmed throughout the year. Listeners respond to quality and integrity, something that must be earned and maintained every day of the year. Assuming the station's music and air sound is consistent and well implemented, a two or three day sharathon can be most effective in raising most, if not all, the finances needed for both operational expenses and capital improvements.

Pre-promotion should include:

- A letter to listeners about the sharathon requesting prayer, phone volunteers and a pre-pledge card for early pledges. This should be done five weeks prior to the event.
- Contacting well-known individuals to record promos to use during the sharathon. These should include the teachers that are featured on your national programs, some of the more popular musical artists in the format and even well-known pastors and Christian leaders.
- Posters promoting the upcoming sharathon and displaying them at area businesses, churches and bookstores at least four weeks prior to the event.
- Sharathon bulletin stuffers printed and distributed to area churches for insertion in their church bulletin on the Sunday prior to the sharathon.
- Soliciting listener comments about how the station has ministered to them, using them heavily during the Sharathon.

The sharathon date should be carefully planned months in advance to avoid any major conflicts that could hurt listenership. For example, I coordinated and produced a March sharathon in Indiana one year. It turned out that on one of the days there was a citywide basketball tournament which was attended by a vast majority of the townspeople. Needless to say, telephone response was dead for half the day during the event.

In areas where there are fluctuating populations due to tourism, stations should have their sharathons during peak season. Each community and geographical area will have particular concerns to consider when selecting sharathon dates. Stations should avoid conducting a fund raiser near major holidays, especially Christmas when listeners may be financially stretched.

During the sharathon itself, a minimum of two individuals should be on the air. Keep things moving with the reading of pledges between music selections and brief interviews with local pastors and/or Christian leaders and frequent updates on present totals. Comments should be light and positive even during very sluggish times when phones are not ringing. Make every listener feel like their pledge is very important regardless of the amount. Stress the importance of giving cheerfully and periodically read scripture passages that make reference to giving and stewardship. Avoid sounding like a beggar. Build your sharathon around prayer and a strong confidence in God's ability to provide.

It is usually best to preempt your regular programs except for news. In place of PSAs and church spots that you would normally air, produce numerous sharathon spots featuring edited comments from listeners expressing what they like about the station and how it ministers to them. Some of the most successful national TV ad campaigns have been centered around the average "John Doe" citizen. People identify better with others who are not broadcasters or well-known religious personalities. The majority of promos aired during your sharathon should come from average listeners. You can obtain these via telephone, at concerts, churches or any station promotional event.

A two or three day sharathon can gen-

erate a considerable amount of pledges from area listeners, but consistent regular communication with donors is vital to maintaining listener support long after your sharathon is past. Be sure that you send a followup letter or preferably a quality printed newsletter to every person who called during the sharathon event. If you need creative ideas on how to design a station newsletter to donors, call several of the larger non-commercial stations requesting samples from them. Another important part of post-sharathon activity that we recommend to our stations is continual gift acknowledgements (perhaps just a one-sentence thank-you note handwritten by your receptionist and signed by the sta-

As an increasing number of Christian ministries flood mail boxes with appeals, your local station *must* strive to maintain close, personal correspondence with donors. Developing better communications with your listeners can help to offset the decrease in listener support which many stations have experienced recently.



Bob Augsburg is president of Programming Plus, Fort Myers, Florida, a company that conducts sharathons and produces promos/I.D.'s for Christian radio stations.

Single Notes

Adult Contemporary

Steven Curtis Chapman is no newcomer to Christian music. His name appears on numerous hit songs from Sandi Patti, Steve Green and the Imperials. His songwriting has already earned him an excellent track record. Now Sparrow proudly releases his first album *His Hand*. The first single **Weak Days** is a great premiere for A/C radio. The hook is excellent and lyrically it is straight-forward. If you haven't added *Weak Days* to your hot rotation, jump on it! It will spice up your "weekdays and weekends."

Another new young Sparrow artist is **Margaret Becker**. Her first single **Never for Nothing** is a cry to all of us to continue loving and doing good even when it seems as though it is not producing any results. It brings to mind Galatians 6:9 "Don't be weary in well doing." A great A/C ballad.

The fifth single from **Deniece Williams** is **Wings of an Eagle**. Deniece is backed up by a chorus of more than a dozen backup singers with a slightly soul flavor. The lyrics help us reflect on the familiar words found in Isaiah 41. Musically the chorus or hook becomes a little monotonous due to numerous repeats. The total song length is 4:58.

Southern Gospel

Songwriter **Nancy Harmon** had Romans 8:38-39 in mind when she penned **Nothing Shall Separate Me**. The Nelons recently released the single from the album **Journeys**. As always, Rex and the gang bring life and vibrant harmonies with a touch of quality often lacking in the Southern Gospel field.

A second Canaan Records release comes

from **Wendy Bagwell**. **He Is Risen** is a nice easy tempo ballad featuring a touch of bluegrass mandolins. Although the song was released near the Easter season, it should remain on Southern gospel playlists well into the summer.

Inspirational/MOR

The Dove Awards male vocalist of the year, **Steve Green**, has brought his wife **Mary Jean** into the studio for a duet entitled **Household of Faith**. A nice version here, but unfortunately it is not a totally new cut as many of your probably programmed the song previously from Celeste Clydesdale.

Light Records should be proud of the new album by **Steve Amerson**. The title cut **Shine on Me** will be a welcomed addition to the playlists of MOR stations, especially those on the more inspirational side. Steve is an excellent tenor with great voice control and range. Side two of Steve's album is dedicated entirely to classic hymns.

In the tradition of the Winans' hit entitled **Tomorrow**, a dynamic black gospel group called **Commissioned** comes through with a selection called **Cry On** from Light Records. This is a smooth MOR cut which should work well on most inspirational stations.

Phillip Sandifer is proving to be not only a promising writer but an artist as well. His latest selection **Just Because You Are** is a pretty love song to the Lord offering praise in the truest sense of the word. The lyrics express how we should praise Him not necessarily for what He does ... but for who He is.

(continued on p.28)

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Chart Check

(continued from page 27)

KLYN/Lynden, Wash.

FORMAT: A/C

1. There Are the Gates - Terry Clark
2. Big Boy Now - Sheila Walsh
3. We Will Be Holy - Silverwind
4. They Say - Deniece Williams
5. Remember Me - Benny Hester
6. I Miss My Time With You - Larnelle Harris
7. Portrait of Love - Billy Crockett
8. Bring That Child to Me - Steve & Annie Chapman
9. Faithful - Rick Riso
10. Changed in a Moment - Wayne Watson

WMCU/Miami, Fla.

FORMAT: Inspirational/MOR

1. I Miss My Time With You - Larnelle Harris
2. Enter In - Steve Green
3. We Need the Lord - Karla Worley
4. Christians Arise - Jim Murray
5. He Is Able - Truth
6. I'll Tell It - New Jersey Mass Choir
7. The Artist - Morris Chapman
8. You Are Faithful - Bill & Sarah Gaines
9. How Can They Live Without Jesus - Kelly Willard
10. Heart Like Mine - Billy Sprague

KCCS/Salem, Ore.

FORMAT: Inspirational/MOR

1. You Are Faithful - Bill & Sarah Gaines
2. In His Sanctuary - Sonlight
3. Winter to Spring - Evie
4. Christians Arise - Jim Murray
5. I Miss My Time With You - Larnelle Harris
6. If You Could See My Heart - Tami Gunden
7. The Love of God - Phillip Bailey
8. Forever King - New Song
9. Can't Stop Talking About Him - Gaither Vocal Band
10. Wake Up America - Terry Talbot

WMAX/Grand Rapids, Mich.

FORMAT: CHR

1. Hope of Glory - Randy Stonehill
2. You're to Blame - David Martin
3. You Need A Love - Dion
4. King's Ransom - Petra
5. Wings of Love - Imperials
6. Written On My Heart - Tami Gunden
7. Honestly - Stryper
8. Faithful Men - Twila Paris
9. God Loves A Broken Heart - Jon Gibson
10. Get Together - Randy Stonehill

KWJC/Liberty, Mo.

FORMAT: A/C

1. God Loves A Broken Heart - Jon Gibson
2. They Say - Deniece Williams
3. All of Me - Stryper
4. Bring It to Jesus - Cynthia Clawson
5. Wings of Love - Imperials
6. Jesus Loves Me - Prism
7. Break My Heart - Rob Frazier
8. Voices - Michael W. Smith
9. The Nazarene - Michael Card
10. Take It - Idle Cure

KNIS-FM/Carson City, Nev.

FORMAT: A/C

1. Hosanna - Sandi Patti
2. The Love of God - Phillip Bailey

3. People All Over the World - Farrell & Farrell
4. Remember Me - Benny Hester
5. This Little Light of Mine - Prism
6. Your Everlasting Love - Bryan Duncan
7. Sibling Rivalry - Morgan Cryar
8. I'll Tell It - New Jersey Mass Choir
9. They Say - Deniece Williams
10. Enter In - Steve Green

WEMI/Menasha, Wis.

FORMAT: Inspirational/MOR

1. Watch the Lamb - Ray Boltz
2. His Glory Shall Be Revealed - Steve Fry
3. Magnify - Luke Garrett
4. My Yoke Is Easy - John Michael Talbot
5. I Miss My Time With You - Larnelle Harris
6. Holiness - Wayne Watson
7. Great Is Thy Faithfulness - 2nd Chapter of Acts
8. The Cross He Carried - Luke Garrett
9. Friends Again - Teri DeSario/S. Archer
10. Jesus Loves Me - Prism

Interstate Network

FORMAT: A/C

1. They Say - Deniece Williams
2. All the Hurting People - Cruse
3. Enter In - Steve Green
4. I Miss My Time With You - Larnelle Harris
5. Remember Me - Benny Hester
6. You're to Blame - David Martin
7. Big Boy Now - Sheila Walsh
8. God Loves a Broken Heart - Jon Gibson
9. I Put My Trust in Thee - Rodney Friend
10. Here - Kim Boyce

WXAN/Ava, Ill.

FORMAT: Southern Gospel

1. Hallelujah - Easons
2. I Miss My Time With You - Larnelle Harris
3. Boundless Love - Cathedrals
4. Just Like Jesus - Paul Overstreet
5. He's Coming Back - Jimmy Swaggart
6. Just in Case of Rapture - Paynes
7. Triumphantly the Church Will Rise - Talley
8. That's My Child - Midsouth Boys
9. Lift Up Your Hands - Nelons
10. Don't Give Up on the Child of God - John Starnes

WFRN/Elkhart/Southbend, Ind.

FORMAT: Inspirational MOR

1. Christians Arise - Jim Murray
2. Portrait of Love - Billy Crockett
3. His Glory Shall Be Revealed - Steve Fry
4. The Artist - Morris Chapman
5. Lonely Prayer - Solveig Leithaug
6. Hosanna - Sandi Patti
7. Can't Stop Talking About Him - Gaither Vocal Band
8. Where There Is Love - Phil McHugh
9. Our Blessed Savior Has Come - Carmen & C. C. Winans
10. We Need The Lord - Karla Worley

WQFL/Rockford, Ill.

FORMAT: A/C

1. Step of Faith - First Call
2. Can't Stop Talking About Him - Gaither Vocal Band
3. Spirit Eyes - Keith Manley

4. You Need a Love - Dion
5. Foolish Things - Steve Camp
6. Maybe Today - White Heart
7. They Say - Deniece Williams
8. Dave & JoAnn - Mark Cable
9. Never Run Away Again - David Baroni
10. Take It - Idle Cure

WBYO/Boyertown, Pa.

FORMAT: Southern Gospel

1. When I Get Carried Away - Gold City
2. He Is Risen - Wendy Bagwell & Sunliters
3. I'm Gonna Keep Walkin' - Nelons
4. What Manner of Man - Dixie Echoes
5. Jesus Built His Church on Love - Hemphills
6. Soul Fillin' Station - Hinsons
7. Holy, High and Lifted Up - Telestials
8. God is Still on the Throne - Inspirations
9. We Shall Reign - Perry's
10. Boundless Love - Cathedrals

WCVC/Tallahassee, Fla.

FORMAT: Inspirational/MOR

1. Let There Be Praise - Sandi Patti
2. Lord of Hosts - Gaither Vocal Band
3. Since God Is for Us - Morris Chapman
4. In the Name of the Lord - Sandi Patti
5. The Highest Call - Truth
6. I Miss My Time With You - Larnelle Harris
7. Spirit of David - Truth
8. The Blood-bought Church - Ken Copeland
9. To Live Is Christ - Steve Fry
10. Go Out With Joy - Maranatha Singers

WCFY/Lafayette, Ind.

FORMAT: Adult Contemporary

1. Can't Stop Talkin' - Gaither Vocal Band
2. Verge of a Miracle - Rich Mullins
3. This Little Light - Prism
4. The Love of God - Phillip Bailey
5. Here - Kim Boyce
6. Still Waters - Greg X. Volz
7. He'll Dry the Tears - Dallas Holm
8. All the World Should Know - Glad
9. Lonely Prayer - Solveig Leithaug
10. Kingdom Seeker - Twila Paris

KPBC/Dallas, Tex.

FORMAT: A/C

1. What Can I Do - Truth
2. Friends Again - Teri DeSario/S. Archer
3. Heart Like Mine - Billy Sprague
4. God Sees a Lot in Me - Wesley Putnam
5. Bring It to Jesus - Cynthia Clawson
6. Higher Ground - Marty McCall
7. Fair Companion - Farrell & Farrell
8. Break My Heart - Rob Frazier
9. Watch the Lamb - Ray Boltz
10. Jesus Loves Me - Prism

WJTL/Lancaster, Pa.

FORMAT: A/C

1. I Will Need Your Help - Charlie Peacock
2. Black Sheep Wall - Innocence Mission
3. Love Has No Eyes - Billy Sprague
4. Maybe Today - White Heart
5. King's Ransom - Petra
6. You Need A Love - Dion
7. Obey - Geoff Moore
8. Is It Any Wonder - Ideola
9. You're to Blame - David Martin
10. What Can I Do - Pam Mark Hall

(continued from page 16)

doubt expressed poses the real concern that minor language groups, who also tend to be rural and perhaps more primitive, may not have radios.

While these may express legitimate concerns and deserve to be asked, there are also legitimate responses which clearly endorse the need to be sensitive and open to the opportunities among minority peoples. More than these, it would seem that there are some decidedly positive advantages to be found in broadcasting in minority languages. Although not all these will apply in every case, many of them will.

a) There may be few, if any, broadcasts already existing in the mother tongue. The implications of this are significant: Our broadcasts, while promoting an "alien" philosophy, will be highly appealing. It will also speak well for the Gospel if the first broadcasts to reach them in their own language are Christian. (It is hard for native English speakers to identify with this!)

b) Radio often enjoys high credibility among rural peoples. Among the Hmong people of Laos and North Thailand what is heard over the radio has the stamp of authority and cannot be argued with. Hence what "Manila" says is considered Truth!

c) Broadcasting to minority peoples may prove to be highly efficient in terms of the percentage of the total people group who are listening, because there may be little or no competition. There are, however, two additional factors which need to be taken into consideration in this regard.

Church/parachurch leadership often tends to overlook or ignore the needs and opportunities among minority peoples. This is probably because their own leaders are often drawn from among the majority/ruling group.

Governments tend to downplay the use of minority languages but rather accentuate education in the national language.

We need to remind ourselves, however, that the Gospel is for all peoples, irrespective of class or education, wealth or language. While the major secular international broadcasters may have political or economic motivation in appealing to opinion leaders, we should be careful, as Christians, that we do not overlook minorities.

This writer finds it hard to accept that communist propaganda is being broadcast in some languages for which there are no corresponding Christian broadcasts.

Planning and Working Together

An unfortunate by-product of Western influence in missions has been the tendency to encourage individualism rather than teamwork. Missionaries themselves tend to be independent, strong-minded and highly motivated, and while in many respects this has served the cause of the Gospel well, it has also served to work against sound principles of teamwork and cooperation in ministry.

The long-term effects of this have been that each organization has done "its own thing" and paid little attention to the ministries of others within the Body of Christ. The manner in which international radio organizations have expanded their ministries in terms of new stations and new language services has been largely on this basis. In other contexts, bad feelings have developed between the denominations, between church and parachurch, and between national and transnational groups.

Today, however, it seems as though we are coming to our senses, egged on by a number of factors, not the least being the financial constraints and a genuine desire for better stewardship of resources.

The mood is healthy as we come to the sober realization that we need each other. The independent spirit must die as we together face the undaunting challenge before us in world missions. None of us can do it alone, but we each need the specialities and distinctives of the others. Radio organizations are seriously curtailed in their operations if they do not secure the services of cooperating groups.

But we need to go further than working together. We must also plan together and determine among ourselves how we are best going to get the job done. The challenge is for true cooperation in the best sense of the word, recognizing our own strengths and corresponding weaknesses as well as the strengths of others. Emerging from this kind of relationship will come integrated strategies, powerful in their combined effect, producing great benefits for the Kingdom of God. Where this is already happening the world takes notice and our combined testimony is great.

One recent example of this was the campaign mounted by Christians in the Philippines to block a move by the Maharishi Technology of the Unified Field to take over one of the largest universities in Manila. On the surface it was an initiative promoted by FEBC's local medium-wave station DZAS, but what shook the opposition was the discovery that beneath the sur-

face was a whole network of otherwise unrelated evangelical groups providing a variety of backup and support services. It was a team effort which was not only impressive to behold but also powerful in its effect because the Maharishi people—more than 1,200 of them—were soon on the run and the takeover bid was quelled.

Finding the Right People

How often the feasibility of a project falters over our inability to find the right people! With radio outreach we only need a handful of dedicated and capable individuals who have a vision for the medium because of the enormous multiplication of effort achieved. Yet even then, it is hard to find the few.

There are language groups not being served today because of our inability to locate people. Other languages have only a minimum of programming because of inadequate program supply.

In many instances, there would appear to be no justifiable reason for not doing more. Our efforts are half-hearted, church and mission agencies are not working together as a team, and there is not a true Kingdom perspective to ministry. What should we do?

Our imperative from God's Word, is to "pray the Lord of the harvest, that He will send forth laborers ..." God will reveal His plans to us as we pray and ask Him to raise up the right people to get the job done.

And then these "right" people will need to be trained, a fact which is too easily overlooked. Few Christians have an understanding of how the mass media, radio included, can best be used. A sermon has become the standard model of oral communication within the church, and evangelistic "soft-sell," as called for by radio, is virtually unknown. Training in the effective use of the medium is imperative, so that the Christian broadcasts that result are among the best to be found in any given language. Why should we settle for less?

Part III of this article will be in a future issue.



Francis A. Grey is general program director of the Far East Broadcasting Company, Manila, The Philippines. This report was prepared for the Consultation on Radio in Church Planting in December 1985.

A Time for Soul-Searching

by Ben Armstrong

The recent PTL scandal is the worst public disaster to hit religious broadcasting since the inception of the electric church over 60 years ago. The credibility crisis for religious broadcasting is real, and wishful thinking will not make it simply go away. Newspaper editors and editorial cartoonists have had a field day mocking the credibility of religious broadcasters. Some are now calling for government regulation of religious broadcasting. Others, including People for the American Way, have jumped on the situation to lobby the National Association of Broadcasters to drop religious programming all together.

The serious issue facing religious broadcasting now is not what happened, but what should be done about it. We have enjoyed several decades of unparalleled success in the broadcasting field. Many of our people have launched major financial enterprises with little or no formal business training. In too many cases, acceptable standards of fiscal accountability have been neglected.

We cannot blame the current crisis on media hostility, despite the fact that the print media have never been favorable to religious broadcasting. The current crisis must become a learning experience for all of us. The general public is now demanding greater accountability for their donations to television and radio ministries. This is a time for serious soul-searching, reevaluation and action. We must set our own house in order, by initiating changes that will insure validity, integrity, and accountability if we are to maintain our effectiveness.

In 1979 the Evangelical Council for Financial Accountability (EFCA) was established and the NRB has encouraged its members to voluntarily submit to its standards. In the meantime, however, we have also recognized the need for self-regulation. On December 17, 1986, 39 religious broadcasters met in Washington, D.C. to recommend the establishment of a self-regulatory commission to establish standards of credibility and accountability for religious broadcasters. Pat Robertson of CBN donated \$50,000 for preliminary funding of this commission. This new self-regulatory commission was designated EFICOM, for Ethics and Financial Integrity Commission. It would enforce strict criteria to be administered by NRB. In January 1987, this concept

was passed by the 90-member NRB board. It was then referred to a sub-committee to draft a set of standards. These documents of EFICOM, the bylaws and accreditation criteria, will be sent to the NRB board members for a mail vote in early summer, with implementation planned for August 1, 1987.

I believe we are taking the appropriate steps of action in the right direction. This is a time for serious reflection, not hasty over-reaction. However, this is also a time for appropriate action to restore public confidence in religious broadcasting.

I am optimistic about the future of religious broadcasting. I believe we can become stronger because of the current crisis and not in spite of it. Wrongs are being made right. Dr. Falwell's involvement in the PTL situation has been a masterpiece of religious statesmanship. He is to be commended for his willingness to help in a time of crisis. But the real question is what does the future hold for religious broadcasting? I believe that we ourselves hold the key to that answer.

We must all pledge ourselves to complete integrity in our broadcast ministries. Several critical steps are in order: public financial accounting by independent auditors, published annual reports, open disclosure of financial expenditures.

The purpose of EFICOM is to establish appropriate over-the-air fund-raising standards for non-profit religious organizations. Such self-regulation allows the expertise of those in the field of religious broadcasting to standardize and evaluate fellow broadcasters in such sensitive areas as fund raising and financial accountability. It would be a serious mistake for us to fail in this regard. Inviting government regulation by our default would seriously jeopardize the freedom of speech and religion that we all enjoy under the First Amendment.

It is also in keeping with the spirit of the FCC's deregulation that religious broadcasters take the initiative and responsibility for self-regulation. EFICOM is the first step in that direction. Though still in its embryonic form, it is eagerly awaited by those broadcasters who seek to maintain credibility with the public. In light of recent events it is safe to say that it is an idea whose time has fully come. May God help all of us to make it a reality.

Religious Broadcasters Can Police Themselves

by Ben Armstrong

Should religious broadcasting be regulated? Yes, and self-regulation is the answer. As in other fields such as education, law, medicine, banking, and even accounting, self-regulation is the best way to achieve proper accountability.

It is obvious to me, especially in light of recent events, that people who contribute money as a result of over-the-air solicitations deserve full disclosure as to how their money was spent. The public need for such openness is currently very high and better self-regulation is needed to further build religious broadcaster credibility.

There has been a code of ethics for religious broadcasting since 1944, created by National Religious Broadcasters. It addresses sponsorship, character, production, cooperation, and financial accountability. As the field grew, greater specificity was needed and the code was revised in 1978. Since 1979, NRB has recommended membership in the Evangelical Council for Financial Accountability, a regulatory commission for evangelical organizations involved in church, school, and mission activities.

Admittedly, the NRB code of ethics has sometimes not been effectively enforced, and the need for change was perceived last year. In December, an ad hoc group of religious broadcasters developed the concept of a new, self-regulatory commission to represent only religious broadcasting which would enforce strict criteria for certification to be administered by NRB. It is to be called EFICOM, for Ethics and Financial Integrity Commission.

The idea of EFICOM is to represent specifically the field of religious broadcasting and create appropriate over-the-air fund raising standards for non-profit organizations. The concept was approved by the 90-member NRB board in January and EFICOM standards are currently being written.

Such self-regulation allows the expertise of those in the field to standardize and evaluate such sensitive areas as fund-raising techniques and financial accountability unique to religious broadcasting.

It would be a mistake to go the direction of government regulation in these matters. It is important to protect the freedom of speech and freedom of religion that we all enjoy under the First Amendment. Government interference of these rights would be undesirable and possibly unconstitutional.

It is also in keeping with the spirit of the FCC's deregulation that religious broadcasters take the initiative and responsibility for self-regulation.

EFICOM is still in the drafting stage and will be circulated for NRB board approval by August 1, so it has not yet been born. But in light of recent events it is eagerly awaited by those broadcasters who seek to establish the best possible guidelines of credibility for the public who supports them.

Reprinted editorial by permission from *USA Today*, 05/01/87.

(continued from page 25)

from nine states removed only to find out the station needed a tower climber, not a social climber.

Another area employers look for is appearance, or how the applicant presents himself. In Christian radio and TV your appearance is part of your testimony. Being obstinate also helps. Develop a tenacity, a downright inability to give up. This first surfaces when someone applies. They call, then drop by in a few days, then they call again to see if we have any questions, and generally keep bothering us until we've made a decision.

Real Resumes

I have read resumes, and I have written a few. I have also read some things that should never have been put into print. The first thing you must eliminate is typos. Have your mother, spouse or someone who loves you but can be critical, proof it for you. Make it letter-perfect, because typos count in resumes. Do not send smudged copies with the excuse that toner was running low in the copy machine. Carbon paper went out in 1953. Do not use it. I like to see a cover letter that calls me by my name. I'm not a Dear Sir, or a Ma'am—I'm a person! If you can't take enough time to do that, then I know you just wrote to 10,000 other TV stations.

I occasionally receive resumes that read like this: Dear Sir, I am qualified to work at your radio or TV station because I am trained in the operation of Gates turntables. Who cares what brand of turntables you can run? Don't include such details. It makes the employer think you have never been out of your own room.

If you say you are a control room operator and you are an articulate ad lib announcer, or your follow scripts well, you have writing experience, maybe some engineering, etc., those things count, but don't list the color of the stylus. During your interview you should ask how high in the organization you can go, because that tells me you have ambition. Many jobs are designated as performing a particular function, and may go no further than that, no matter how good you get.

What sort of resumes work the best? First, try not to do what everyone else is doing. If colored paper is in, use white. If everyone is typing, use type set at your friendly print shop. Be timely in response to the published ad. Why say, "References available upon request?" Add a few,

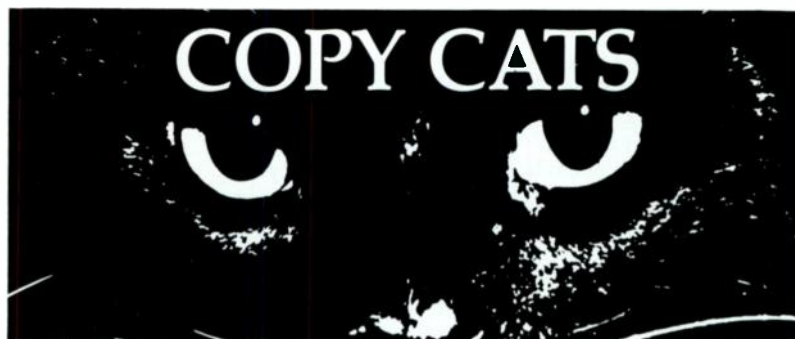
and save the employer some trouble. Never, never say "I'm looking for an entry level position, so I can go on to greater things in larger markets." Even though it may be true, no self-respecting employer wants to be thought of as your gateway to success. Treat him as though the center of the universe is where you are applying, because to him, it is.

It's no longer expedient for the interviewer to ask certain questions, some of which can relate to job performance. Therefore, tell as much about yourself as you would want to know if you were the one who was doing the hiring. There is no such thing as a perfect job match, but it is up to both you and me to come as close as possible. An accurate, detailed resume can really help me place you. I recently extended a job offer to an applicant, partly on the basis of his neat resume. It was sent Federal Express which cost him 14 dollars. It arrived flat, clean, personalized and letter-perfect. It told me his strengths AND weaknesses (what he could not do well, but might be expected to accomplish). He was candid, vulnerable and appreciated.

Occasionally, a dash of humor can be inserted in an effective resume as you describe an off-beat hobby along with credentials which reflect a strength of interest other than what our job description requires. If you are satisfied with the way you look, you might enclose a "no return" picture. I don't care very much where you were born, but I certainly care if you mind leaving your area. If you feel led of God to submit your resume, be certain to clearly state it. Sometimes God speaks to two people to confirm a covenant, but only the sender is listening. I would be very interested to know if you feel called of Almighty God to Lima, Ohio. I was, and I've been happy for twenty years.



Ron Mighell is vice president and director of WTLW-TV/Lima (Ohio). Mighell has pastored for 13 years and was chaplain of the Lima Rotary Club. He currently serves as a board member of NRB.



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BROADCASTERS



Rev. William H. Hinson

Stephen B. Douglass was named executive vice president of **Campus Crusade for Christ International**, according to an announcement by Dr. Bill Bright, founder and president of the missions organization. Douglass, 41, formerly served as vice president for operations, and is an 18-year veteran of the ministry.

The Easter service from the largest United Methodist church, **First United Methodist Church** in Houston, Texas, was broadcast live by ABC-TV Easter day at 9 am. Senior pastor **Rev. William H. Hinson** preached on "The Stories of Luke: The Empty Tomb."

KILA-FM/Las Vegas became Nevada's first 24-hour radio station satellite uplink to broadcast to the continental United States in April. The station is owned by **Faith Communications** and consists of 60 percent adult contemporary music and 40 percent talk.

KLTT-AM/Brighton (Colorado) began longer operating hours on April 1. KLTT now operates from 6 am to 8 pm with hours extending further into the evening during the summer months.

The **700 Club** was broadcast from Israel during the week of March 30 through April 3. The week's broadcasts commemorated Israel's worldwide in-



George E. Von Kaenel, S.J.

fluence and observed the fifth anniversary of CBN's **Middle East Television**.

WEMI-FM/Menasha (Wisconsin) received four awards at the annual Fox Valley Radio Broadcasters Association Production Awards Banquet. Program director **Paul Cameron** said the awards were the first ever to be given to a Christian station in the Fox River Valley area.

Rev. George E. Von Kaenel, S.J., has resigned his position as executive director of **Sacred Heart Program, Inc.** The production company was founded by the Jesuits 48 years ago in St. Louis. SHP produces nine radio programs and one TV show for broadcast on more than 1,700 outlets weekly.

WOLC-FM/Princess Anne (Maryland) recently sponsored a Wayne Watson concert. The station sent proceeds of \$1,000 to **Teen Challenge** in Norfolk, Virginia, to be applied toward a new rehabilitation center.

Raul Reis of the radio broadcast **Manna for Today**, will speak at Kingdom Bound 87 in October. The weekend event will be hosted by the Darien Center theme park. Other broadcasters participating in the event include Tommy Reid, president and founder of Trinity Television Network; and Jeri Barricks,



Dr. Clyde Narramore

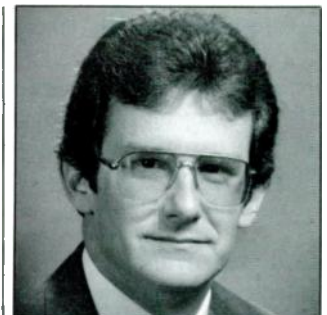
co-host of the TV show **100 Huntley Street**.

WCIE-FM/Lakeland, (Florida) recently sponsored the "Spring Break Skate" with an attendance of 1,342, who represented more than 50 youth groups and fellowships throughout the area.

A career planning seminar was held at the **Narramore Christian Foundation** May 11-15. The purpose of the five-day seminar was to "consider the dynamics of the whole person in the process of vocational counseling." **Dr. Clyde Narramore**, president of the foundation, is speaker on the daily radio broadcast *Psychology for Living*.

Keith Larson of the FCC disclosed that a new window for filing for low power TV stations will open this month. The cost per filing will be \$375.00. A new FCC form will be required. For more information, contact **STC Broadcast Consultants** at (915) 532-2911.

The Great Commission Prayer League merged with **Back to the Bible** in April. **Rev. Robert S. Peterson**, radio speaker for *Back to the Bible*, was named the prayer ministry coordinator for the group. **Back to the Bible** will continue publication of the League's newsletter and literature.



William T. Snider

Hope For the Heart radio ministry recently aired a special series on the subject of incest, with author Jan Frank and her husband Don. Frank's book, *A Door of Hope*, details her personal background as an incest victim. *Hope For the Heart* is a daily, quarter-hour broadcast hosted by June Hunt and Jan Silvius.

William T. Snider, director of radio ministries for the Illinois Bible Institute, recently received missionary appointment to the Far East. He will coordinate radio ministry under an Assemblies of God project called **ASIA PROJECT 2000**. Snider was director of the **New Life Network** since 1974.

Satellite Music Network will form joint ventures for two new formats, one with programming consultant George Johns and the other with Satellite Radio Network. **John Tyler** is chairman of the Satellite Music Network, which presently offers seven live formats and has over 800 affiliates under contract.

Goin' Places, a new weekly television series produced by **Carl Richardson Ministries**, began broadcasting March 21. The program, hosted by Carl Richardson and his wife Beverly, is aired over the PTL Satellite Network and on additional stations in all 50 states.

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Intercollegiate Religious Broadcasters

by Dr. James Owens

The Intercollegiate Religious Broadcasters organization developed in the early 1970s when several faculty members and students expressed an interest in becoming part of the National Religious Broadcasters. An organizational meeting was called for a proposed "campus chapter" of NRB. More than 30 students and faculty attended the meeting in Springfield, Missouri in the fall of 1973. At the next meeting of the NRB board of directors in January of 1974, the campus chapter was established. In 1975 the chapter adopted the name Intercollegiate Religious Broadcasters and Dr. Carl Windsor became the IRB Coordinator. Throughout the next few years, Dr. Windsor established IRB as an integral part of NRB.

Within the past few years IRB has experienced significant growth. During the 1987 NRB convention over 40 colleges and universities participated in workshops, receptions and times of fellowship with an attendance of about 250 faculty and students. This past year IRB also published a 650-page, two volume, IRB Faculty Sourcebook which was

designed to help faculty evaluate their curriculum.

The executive committee of IRB are Dr. James Owens, Asbury College in Wilmore, Kentucky, chairman; Dr. Judith Saxton, Baylor University in Waco, Texas, vice chairman; and Professor Andrew Quicke, CBN University in Virginia Beach, Virginia, secretary.

The Intercollegiate Religious Broadcasters has seven goals:

1.) IRB unites persons interested in broadcasting to preserve, promote and expand both the broadcasting and educational opportunities for college and graduate students.

2.) IRB supports the goals of NRB by striving for program excellence and observing the high standards for Gospel radio and television established by the NRB Code of Ethics.

3.) Through NRB, IRB provides a continuing relationship with government bodies such as the Federal Communications Commission in Washington, D.C.

4.) IRB provides a continuing relationship with the broadcast industry.

5.) IRB sponsors workshops, seminars and meetings and participates in the national and regional conventions, workshops and seminars of NRB.

6.) IRB assists NRB in providing a clearing house for those requiring the services of personnel experienced and/or talented in Gospel broadcasting, and those seeking to serve in this vital and challenging field.

7.) IRB provides a forum of fellowship for all students, faculty, staff and others engaged in religious broadcasting on college campuses; for the sharing of Gospel broadcasting techniques, experiences and the solution of common problems; and for mutual professional and spiritual encouragement.

I challenge you to look at the IRB schools and their graduates when you need to hire employees. You will find quality programs and committed Christian students desiring to use their skills for the advancement of the gospel.



Dr. James Owens is head of Broadcast Communication and a professor at Asbury College in Wilmore, Kentucky.

(continued from page 23)

three areas: oral performance, commercial writing and broadcasting. Dr. Tom Ball, chairman of the department, said Spring Arbor's emphasis in broadcasting is two-fold. "Our emphasis is on hands-on. We want our students to be able to know how to do something, not just talk about it," he said. In addition, Ball said the college emphasizes the Christian's responsibility in using the communications media.

Facilities include one television studio and control room, three audio production labs, an eight-station color dark room for photography and computer graphics equipment. In addition, the school owns two radio stations, WSAE-FM and KTGG-AM.

Tuition is \$5,690 per year. Room and board in 1986-87 was \$2,308.

Texas Christian University
Fort Worth, Texas 76129
(817)921-7490

Located about three miles from downtown Fort Worth, the university offers a Bachelor of Science in radio-TV-film and broadcast journalism. The department emphasizes radio and TV production, with course work that includes hands-on training and a required internship. Other courses of interest include

broadcast announcing, electronic news gathering, broadcast law and regulation and broadcast station management.

Facilities include the J.M. Moudy Building for Visual Arts and Communication, with two "superbly-equipped" television studios and three radio production studios.

Tuition is \$162 per semester hour.

Toccoa Falls College
Toccoa Falls, Georgia 30598
(404) 886-6831

The School of Communication offers several concentrations that include the areas of broadcasting and journalism and public relations. Principles of broadcasting, hands-on skill with broadcast equipment and experience in writing and producing are part of the broadcasting concentration.

The college operates a 100,000-watt FM radio station. In the fall of this year, the department will expand its faculty and introduce courses specifically dealing with television. In addition, new ¾-inch facilities will be added to the audio equipment already available.

There are approximately 60 students in the communications department, 25 of whom are broadcasting majors.

Tuition per year is estimated at \$5,740, including room, board and fees.

Wheaton College Graduate School
Wheaton, Illinois 60187
(801) 222-2419

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In January, students began producing a weekly half-hour cable television program.

Tuition per year is about \$4,800.

Bibliography:

A Guide to Christian Colleges
Eerdman's Publishing House

Barron's Profiles of American Colleges*
Barrons

The Born-Again Christian Catalog
Fleming H. Revell Co.

Comparative Guide to American Colleges*
Harper & Row

The Directory of Religious Broadcasting
National Religious Broadcasters

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WASHINGTON

A Potpourri of Recent FCC Actions

by Richard E. Wiley

The Federal Communications Commission recently has taken a number of actions important to religious broadcasters. The purpose of this article is to highlight the key aspects of those decisions.

Equal Employment

The Commission has adopted new Equal Employment Opportunity (EEO) rules and reporting requirements. Based on information available at the time of the rules' enactment, each station's EEO program will be subject to review at renewals even if its employment profile is within FCC guidelines. The Commission said that this new method will allow it to monitor EEO efforts more closely and flag potential problems before they arise.

Another significant change from prior practice allows the FCC greater flexibility in determining the relevant labor force for purposes of minority-hiring guidelines. The new regulations allow stations to submit alternative labor-force data if they believe the Metropolitan Statistical Area ("MSA") or county data normally used does not reflect accurately the available labor pool.

Examples of when these alternative data would be acceptable include circumstances in which:

- a studio's distance from areas with significant minority populations in the MSA is great;
- commuting to a station from the areas of minority populations would be difficult; or,
- recruitment efforts directed at the MSA minority labor force have been fruitless. (Stations should be prepared to document these recruiting efforts.)

The changes in Equal Employment enforcement follow two cases—one in Texas, the other in New York—in which the Commission expressed concern regarding minority hiring.

In March, the Commission granted a Beaumont, Texas broadcaster (Pyle Communications) only a short-term license renewal for its two stations. The stations' EEO programs revealed few efforts to ensure that potential sources of black applicants were apprised of job openings.

The FCC granted the stations' license renewals only to June 1, 1988 and subjected them to stringent EEO reporting conditions. The Commission also concluded that Pyle must change its recruitment policies to ensure sufficient qualified blacks are available to apply for vacant positions. The agency found that the stations' failures to adhere to its affirmative-recruitment reduced their pool of black applicants. The Commission added, however, that station records did not indicate overt discrimination.

The FCC Review Board ordered a much harsher penalty for another broadcaster in April after the agency said it did uncover evidence of overt racial discrimination. The Board said the case of Catocin Broadcasting Corp. presented "some of the most

egregious conduct by a Commission licensee we have witnessed in some time." The broadcaster had sought license renewal for WBUZ-AM at Fredonia, New York.

The Commission designated the station's renewal application for evidentiary hearing in response to informal objections raised by community organizations, including the League of Women Voters and local chapters of the NAACP. The hearing record included instances of employment discrimination, repeated noncompliance with FCC public-file and ascertainment rules, and misrepresentation.

FCC Relaxes Main-Studio Rule

In another area of importance to broadcasters, the FCC in April relaxed its rule requiring licensees to locate their main studio in the community of license.

Changes in technology and the broadcast marketplace triggered the relaxation, the Commission said. Maintenance of the main studio within the community of license no longer is necessary to ensure broadcasters are accessible to those communities, the agency found.

Thus, under the revised rule, licensees may locate studios at any point within principal community coverage contours. The FCC will require broadcasters, however, to maintain their public file at a location within the communities of license and to provide a local or toll-free telephone number for the station.

The Commission also has eliminated its rule requiring stations to originate at least 50 percent of non-network programming from their main studios. The text of the rules has not been released, and their effective dates were not known at press time.

FCC Stiffens Stance on Finances

Applicants for construction permits should be certain they can document financial qualifications to build and initially operate stations. The FCC is attempting to crack down on applicants that falsely certify financial qualifications. The Commission has directed its staff to institute procedures designed to detect and deter such abuses.

The FCC revised application requirements in 1981 so that applicants no longer were required to submit detailed supporting documents and information regarding finances. Applicants need only certify that they have the required financial resources.

According to the Commission, however, a number of applicants have certified their financial qualifications without any basis or justification. Therefore, the FCC staff will begin randomly checking financial qualifications of permit applicants.

Commission Defers Report Deadline

In March, the Commission sent all broadcast licensees a questionnaire concerning station owner-

ship by minority groups and women and the degree of integration of ownership and management. Despite objections of the federal Office of Management and Budget, the FCC has adhered to its position that stations must respond to the ownership report.

The FCC has agreed, however, to keep the information confidential. The agency will permit broadcasters who have not yet submitted the report to omit their call letters and community of license from the form. If this is done, however, the broadcaster must state on the Report the county and state in which the station is located and must send the FCC a separate certification that a report has been submitted for the station.

Because of the confusion that has surrounded the reporting requirement, the FCC extended the filing date for these forms to May 15, 1987.

Fairness Doctrine Update

Codification of the Fairness Doctrine by Congress last month appeared imminent. (See "Washington Watch" in April's *Religious Broadcasting*) Congress was considering whether to make the Fairness Doctrine an explicit part of the Communications Act rather than merely a part of the general public interest standard. The Senate approved the legislation, and House passage appeared likely also.

FCC Broadens Obscenity Regulation

The FCC has reaffirmed its authority to regulate the broadcast of indecent or obscene transmissions and issued new standards to clarify its enforcement authority.

The FCC will no longer limit its definition of indecent language to the "seven dirty words" addressed by the Supreme Court in the 1978 *Pacifica* case. Instead, the Commission will apply the generic definition of indecency advanced in *Pacifica*: "Language or material that depicts or describes, in terms patently offensive as measured by contemporary community standards for the broadcast medium, sexual or excretory activities or organs."

The FCC has warned all licensees that violations occurring from now on will be subject to more severe sanctions, including fines, and, in extreme cases, license revocation.

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. He is general counsel for the National Religious Broadcasters. He was assisted in the preparation of this article by Willard W. Pardue, Jr., an associate in the firm.

Ted Yamamori asks . . .

CAN WE GIVE TOO MUCH OF A GOOD THING?

This month, like every month, more than one million persons will die of hunger-related causes. The majority will be children, too innocent to comprehend the reasons behind their anguish. But many will be adults, fully aware, yet fully aghast that life should be so cruel.

In spite of the mind-reeling dimensions of this tragedy, some evangelicals are concerned that focusing on physical needs robs us of time to meet spiritual needs. They contend that social aid takes care of the temporal while evangelism is eternal. And some say

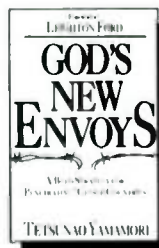


that feeding the hungry and caring for the poor actually creates an unhealthy dependency.

Food for the Hungry believes it is essential for Christians to be concerned for both the physical and spiritual needs people endure. In light of Jesus' own example, this is not an either/or dilemma. As He went about preaching the good news, He healed the sick and cared for the broken-hearted. So should we. Faithfully ministering, we must always realize that our words cannot be divorced from our deeds.

Can we give too much of a good thing? Perhaps we should first answer another question: Is it possible to love too much?

Ted Yamamori, Chief Executive Officer, Food For The Hungry, is an internationally-respected Christian leader. His credentials as an educator, author and missiologist are impeccable. He is dedicated to providing relief for the suffering and long term help that would enhance the dignity of a person.



In his newest book, "God's New Envoys," Yamamori describes a whole new generation of missionaries who will change the world. Contact your local Christian bookstore or Multnomah Press (1-800-547-5890) to secure your copy of "God's New Envoys".



FOOD FOR THE HUNGRY, INC.

For further information concerning the ministry of Food for the Hungry, call 1-800-2-HUNGER.
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Religious station KFUD-AM, owned by the Lutheran Church-Missouri Synod, seeks experienced announcer. Duties will include announcing, interviewing and production. Candidates should have a minimum two years broadcast experience. Please send tape, resume and references to General Manager, KFUD Radio, 85 Founders Lane, St. Louis, MO 63105.

Creative radio producer needed. Must have hands-on experience in all elements of production: editing, script writing and studio operation. Professional announcing experience

imperative. Must be self-disciplined, excellent communicator and a people-person. Excellent benefits and opportunity for advancement with a growing company. Send resume and samples of production and scripting work to: NRB, Box 6D, CN 1926, Morristown, NJ 07960.

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The Most Frequently
Asked Questions About ...

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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?

For single person coverage, the cost is \$77 and family coverage is \$160. The size of the family does not affect the cost of coverage. **This cost covers all benefits provided by this plan—full hospitalization, physician care, dental and vision care, prescription drugs and \$20,000 of life insurance.** There are no additional costs or fees.

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.

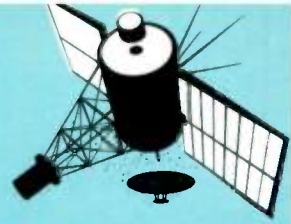
Please direct all inquiries to: Continental Benefit Company, 185 Main Street, Suite 4, Gloucester, Maine 01930 or call us on our toll free number 1-800-438-5566.

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.

LATE NEWS

- FALWELL LOOKS TO THE FUTURE OF PTL** At a press conference at Heritage USA on April 28, Dr. Jerry Falwell and the new board of PTL agreed to commit themselves to "the future health and stability" of PTL. He added his concern that "the lifetime partners and those people who have invested here, and the vendors, and the creditors never lose a dime." Harry Hargrave was appointed acting chief operating officer (C.O.O.).
- SMALL-TOWN EVANGELIST HOSTS PTL** Charles Milhuff, 49, of Olathe, Kansas, was selected as interim host of The PTL Club in late April. I'm apprehensive at the immensity of the task," said the Nazarene pastor. "I'm just an evangelist from a small town." During the past 20 years, Milhuff has preached more than 1,000 times across the USA, including six appearances at Falwell's Thomas Road Baptist Church in Lynchburg, Virginia. Mark DeMoss, spokesman for Dr. Falwell, said Milhuff "has television experience and a heart for evangelism." It is not known how long he will serve as interim host of The PTL Club.
- EFICOM DRAFT MEETS BOARD APPROVAL** A proposed constitution and accreditation documents for EFICOM were approved by the NRB executive committee during a meeting in Parsippany, New Jersey, on April 9. After being reviewed by Dr. Thos. Zimmerman, chairman of the subcommittee, the document will be circulated to the 90-member board of directors for final approval.
- STUDY REVEALS FUND RAISING REASONABLE** TV evangelists spend an average of 11 percent of their air time soliciting contributions, according to a study by Stephen Winzenberg, assistant professor of journalism at the University of Wisconsin. Winzenberg compared this statistic to network television which spends 20 to 25 percent of its air time running commercials.
- LUTTRELL ILL AFTER MAJOR SURGERY** NRB board of directors' member Donald Luttrell of WIVV, San Juan, Puerto Rico, remains seriously ill in the intensive care unit of a Puerto Rican hospital, according to his wife Ruth. Luttrell, who suffered complications from diabetes, underwent surgery May 2 to have a leg amputated below the knee.

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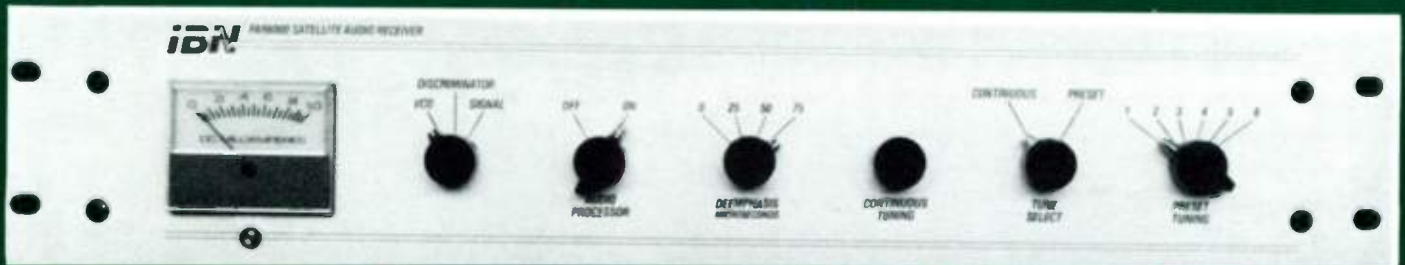


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