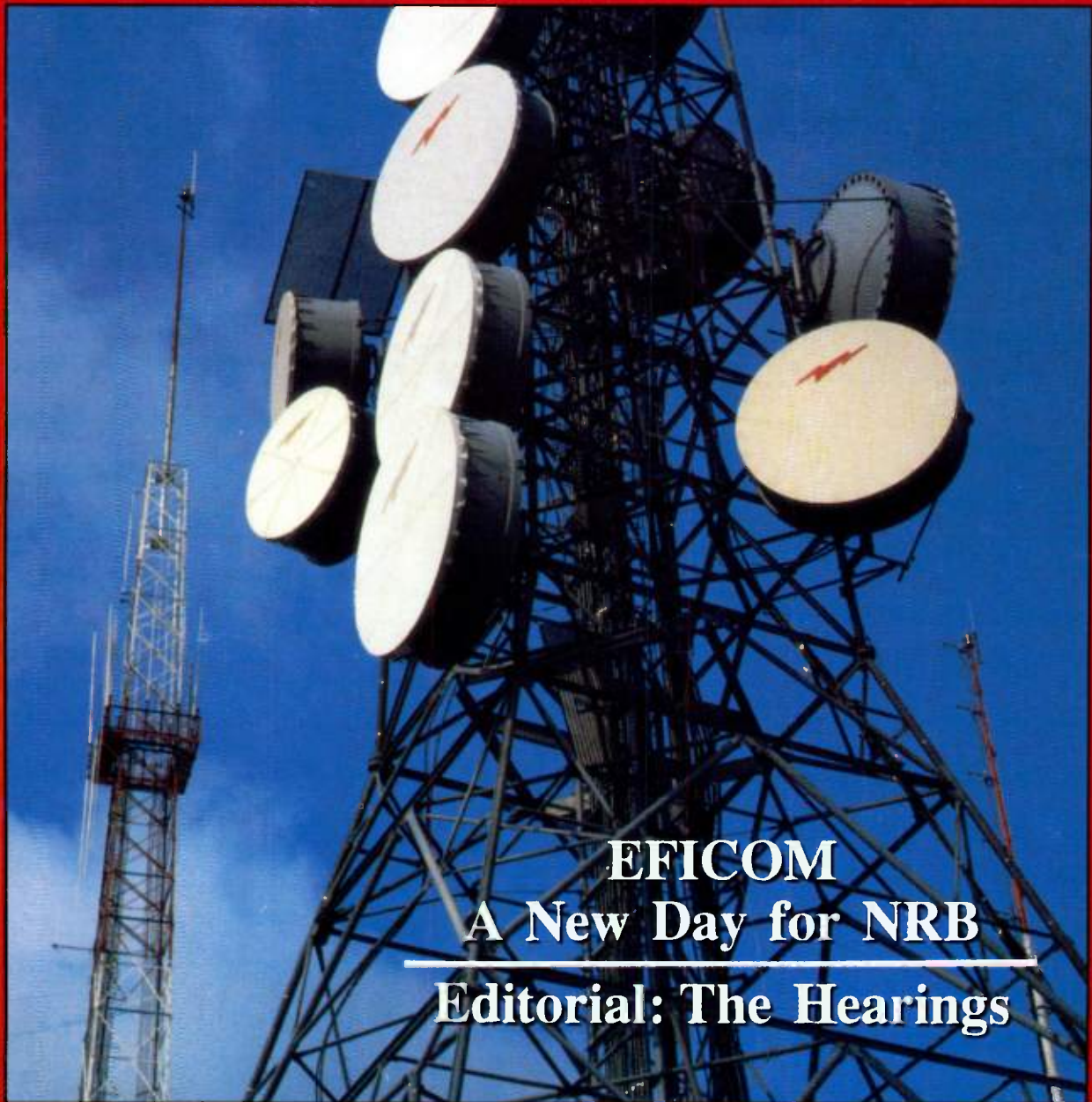


RELIGIOUS BROADCASTING

The Official Publication of National Religious Broadcasters

November 1987

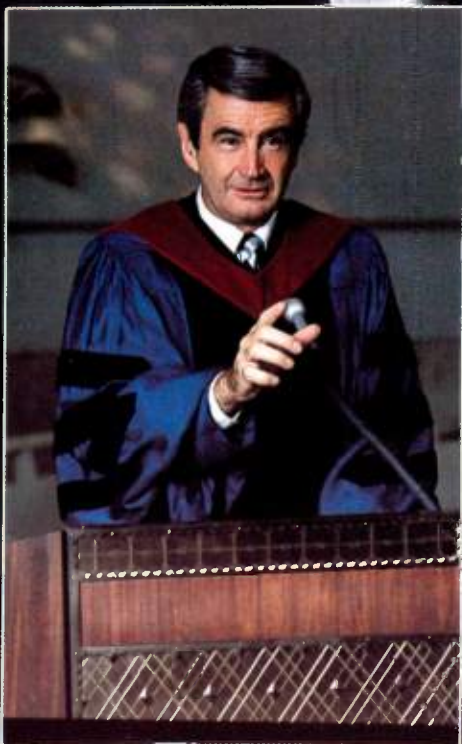


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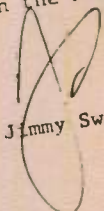
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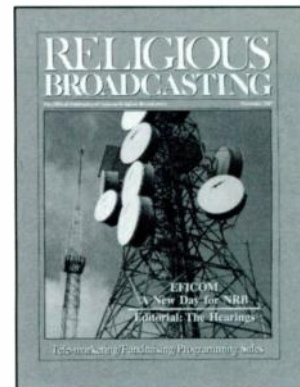
NOVEMBER

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THE COVER



Keeping the airwaves open for the gospel: the radio tower of WFME (Family Radio) Newark, N.J., and an adjacent AT&T microwave tower. During October religious broadcasting was reviewed by the subcommittee on oversight of the committee on ways and means, U.S. House of Representatives, chaired by Congressman J. J. Pickle, D-Tex. The hearings provided a profitable interchange relating to tax exemption and financial accountability. Congressman Pickle set a tone of objectivity and openness.

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SIGN ON

The Unholy Trio and How to Defeat Them



Three things hindered the disciples' spiritual lives during Christ's earthly ministry:

1. Self-seeking. They had a big argument over which one of them should be the greatest. Our Lord pointed out that greatness originates in service, not in ambition.

2. Greed. Judas Iscariot, whose memory has lived in shame for two millennia, helped himself to the contents of the common purse, grumbled about Mary's alabaster offering, and finally sold his Master for 30 pieces of silver. Not alone in this fault, however, he was joined by others who complained that Mary's sacrificial offering might have been sold for much, and who asked

"We have left all and followed Thee: what shall we have, therefore?"

3. Prejudice. "We saw one casting out demons in thy name, and we forbid him, because he followeth not us." The tendency to say, "Your work cannot possibly be of the Lord, because you don't belong to our group!" is still with us, regrettably, to this day. History repeats itself.

When, do you think, will we learn that the answer to self-seeking is "He that would be great among you shall be your servant (our word slave)" and hear Paul saying, "Look not every man on his own things (only) but every man also on the things of others ... let each esteem the other better than themselves."

"Promotion," said the psalmist, "cometh neither from the east, nor from the west, nor from the south, but God is the judge: He putteth down one, and setteth up another."

And isn't it time to realize that God could wipe you out financially simply by turning away from you for an instant ... that it is His providential care and your concern for things eternal ("treasurers in heaven"—remember?) that keeps you solvent? Recent events, and our adoption of the EFICOM code should underscore this truth for us all.

The way out of prejudice is concern for the Gospel, and for God's glory, rather than concern for one's place in a group. Paul said that some people were preaching the Gospel out of envy and strife, not sincerely, just hoping to make his imprisonment more arduous. But, said he, "What then, notwithstanding, every way, whether in pretense, or in truth, Christ is preached; and I therein do rejoice, yea, and will rejoice." Make room in your heart for people who may be laboring for God within a different structure, while keeping your own presentation of the Gospel crystal clear.

Every athlete knows that basics—fundamental principles—win games. When you begin to experiment with the "fancy shots" and forsake the basics, you lose. As in basketball, so in broadcasting: Basics really matter. Keep your ambitions nailed to the Cross, your assets on the altar of total accountability to God, and your attitude toward those who may differ with you, controlled by "the love of God which is shed abroad in our hearts."

Robert A. Cook
President
National Religious Broadcasters

RELIGIOUS BROADCASTING

Vol. 19 No. 10

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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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NRB FORUM

Threatening Position

Dear Editor:

As a member of NRB, I want to bring to your attention a matter that our attorney and consulting engineer agree would be a threat to all religious broadcasters.

We have filed an application for a non-commercial FM station on 90.3 MHz for Elmira, New York. A petition to deny our application has been filed against us. In brief, it questions if any organization with religious purpose can be an educational organization, thereby making it ineligible to operate on a reserved channel. We believe this could have far reaching consequences for many of our members. We have three other applications for new non-commercial FM stations, so you can be assured that we will take any necessary action to have the "petition to deny" thrown out. I have directed Family Life Ministries for the past 30 years and Christian radio is one of our most recent

outreaches.

Thank you for your positive, professional and godly leadership over the years. You are appreciated.

Dick Snavely
WCIC-FM
Bath, New York

Hispanic Challenge

Dear Editor:

Thank you for Dr. Jose A. Reyes' article, *The Hispanic Challenge*. In a succinct, well-written manner, Dr. Reyes is challenging radio and television stations to place more Gospel-oriented programs in Spanish. He is also motivating Christian individuals and institutions to reach the exploding Hispanic population with God's Word, particularly through the media.

Dr. Fred Pankow
Lutheran Laymen's League
St. Louis, MO

News Watch

Dear Editor:

Before leaving Atlanta for Asia, I caught your interview on television and wanted to tell you how much I appreciated your remarks. This kind of positive witness and integrity is just what is needed at this time. May God give you great wisdom and blessing as you proceed with this effort.

Be assured of my prayers for you and your significant work.

Henry Holley
Crusade Director
Billy Graham Evangelistic Association

Care to write? Address all comments to: NRB Forum, Religious Broadcasting, CN 1926, Morristown, NJ 07960.

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The Hearings

by Ben Armstrong

The recent crisis in religious broadcasting has now been alleviated by the establishment of the Ethics and Financial Integrity Commission (EFICOM) of the National Religious Broadcasters. This self-regulatory commission has been established by the board of directors of NRB to evaluate fundraising and financial expenditures by broadcast ministries. This important step toward self-regulation is a vital move forward for religious broadcasting.

As the situation deserves our close monitoring within the industry, I can also understand how the tax exempt status of religious broadcasters came to the attention of Congressman J.J. Pickle (D.-Tex.), who, as chairman of the House Ways and Means Oversight Sub-committee, is responsible to the American people for proper IRS accountability in government. When I first received Congressman Pickle's letter of July 2 announcing a Congressional panel's review of televangelists' activities, I must admit I wondered about a possible violation of First Amendment rights for religious broadcasters. A subsequent meeting with the Congressman in his office in Washington, D. C., on July 21 with broadcasters Jerry Falwell, Jimmy Swaggart, Paul Crouch, NRB president Robert Cook and myself representing our interests, clarified for us the reasonable intent of the chairman's interest.

While some broadcasters welcomed the focus of attention, others wondered if the initial hearing could lead into sensitive areas of ministry content and practice. Still others felt the review might lead to a wider examination of local churches and religious organizations for the purpose of granting governmental approval. Concern was expressed that this could become a first step toward the federal government sanctioning certain religious groups, while discrediting others.

These concerns proved to be unfounded. Rep. Pickle's hearing centered correctly on the issues of the tax exempt status of broadcast ministries, their use of charitable donations and the matter of financial accountability. Furthermore, the Congressman conducted the hearings in a

sensitive manner that was fully respectful of the First Amendment rights of religious broadcasters.

I readily agree that we are accountable to generally accepted regulations regarding broadcasting standards, financial accountability and personal integrity. However, one incident of incredulity among thousands of religious broadcasters should not call into question the entire group.

Alternatives

In a recent editorial in *USA TODAY* pastor Richard Lee of Atlanta and speaker on *There's Hope* broadcast pointed out three factors that already exist to regulate religious broadcasting.

The Congressman conducted the hearings in a sensitive manner that was fully respectful of the First Amendment rights of religious broadcasters

1. The IRS already has established sufficient rules to govern non-profit organizations in regard to fundraising and charitable donations. These rules need only be appropriately applied to broadcast ministries as they would be applied to any other religious organization.

2. The new standards of financial integrity and accountability adopted by NRB represent sound guidelines for self-regulation of religious broadcasting. These standards were adopted at our September 11, 1987 board meeting in Chicago. The new standards call for complete financial disclosure on the part of all member organizations. Any broadcast ministry failing to comply with the new regulations will be denied the seal of approval by EFICOM.

3. The intense scrutiny of public opinion should not be overlooked as a guiding force in correcting the recent abuses. Certainly public awareness of the issue of financial accountability has been

greatly heightened by recent events. We must all recognize the public's ability to withhold funds from errant ministries as an expression of their demand for greater accountability.

It is clear that sufficient factors already exist to properly regulate religious broadcasting without unnecessary government interference. As the director of NRB, I want to pledge my ardent support to the EFICOM regulations which have been adopted by the board of directors of NRB. We mean business and those ministries seeking our approval must meet the minimum standards which we have now set forth.

Integrity

Let me also emphasize the need to recommit ourselves to personal and spiritual integrity. I have been in this field for a long time. I am convinced that ministers get involved in religious broadcasting with the highest intentions of simply extending their message to the multitudes. However, in reaching such an audience, religious broadcasters sometimes attract very substantial public donations to their ministries.

The great danger of such financial results is to assume that because a broadcaster is taking in a lot of money he can increase his expenditures. This often leads to overextending operations and incurring insurmountable debts. If we are not careful, the very nature of what we are doing can shift from the spiritual to the material. In time, one may even begin to drift away from his original intent and purpose.

I want to appeal to each of our broadcasters to remember the seriousness of your calling and the great opportunity that we have to extend the gospel of Jesus Christ to the general public in our lifetime. God has graciously given our generation the tools to bring His message to the whole world. We dare not fail when so great an open door has been set before us. Let each of us pledge ourselves anew to maintain the highest standards of spirituality, personal ethics and financial integrity. May God help us to do it!

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MEDIA NATIONAL WORLD

New Study Shows Televangelists Refute Stereotype

LAKELAND, Fla. (NRB)—According to a study conducted for congressional investigators by Professor Stephen Winzenburg of Florida Southern College, television religious broadcasters use an average of only 11 percent of their air time for fund-raising purposes. Percentages for individual broadcasts varied from 27 percent (PTL Club) to fewer than one percent (Billy Graham).

Winzenburg concluded that the popular view that broadcasters spend enormous amounts of time asking for money is a misconception. He believes that a casual viewer remembers appeals for funds (particularly those which are emotionally charged) before anything else in the program.

Weighing aspects such as time spent promoting and garnering support for ministry projects and political content of shows, Winzenburg determined that the stereotypical television evangelist is difficult to find, because each ministry has a different focus and appeals to a different audience.

Winzenburg recently chaired a panel discussion on religious broadcasters at the Broadcast Education Association meeting in Dallas.

BSA Airs Radio Program on Creationism

MINNEAPOLIS, Minn. (NRB)—

The Bible-Science Association has begun airing a radio program called "Creation Moments," which illustrates biblical truths through examples from science and history. The program aims to link facts about the wonders of creation with the nature of the Creator and the plan of salvation.

"Creation Moments" is broadcast internationally five days a week over Christian radio and shortwave stations. It is offered as a public service announcement sponsored by BSA members. Paul Bartz, editor of the organization's newsletter and host of "Creation Moments," hopes the two-minute program will prove to be useful as an aid to missionary efforts overseas.

Robertson Resigns from Position at CBN

VIRGINIA BEACH, Va. (NRB)—Two days before announcing his candidacy for the 1988 presidential election, Pat Robertson relinquished his position as Chairman and Chief Executive Officer of the Christian Broadcasting Network, Inc. and of CBN Continental Broadcasting, Inc. Founded in 1960 by Robertson, both of these organizations have attained international status. CBN Cable is the fifth largest commercial cable network in the nation.

Robertson also asked CBN's board of directors to discontinue his salary and all benefits as of October 1, and asked his former Southern Baptist congregation to rescind his ordination.

According to his letter of resignation to the Freeman Street Baptist Church, Robertson feels that a

presidential candidate should not be an ordained clergyman of any faith, as he might then be viewed as favoring one religious denomination above all others.

Missions Leaders Call for Day of Prayer

CHARLOTTE, N.C. (NRB)—Leaders from some of the largest missions organizations are calling for Christians to devote at least one day to prayer and fasting to further the cause of global evangelization. Following an Interdenominational Global Missions Conference, a public statement was submitted by missions leaders. They believe that the concerted effort of prayer and fasting would be a step toward bringing their organizations together to accelerate the spread of the gospel. Their goal is to bring the gospel to all unreached peoples by the year 2000.

The day of prayer is to be held on Pentecost Sunday every year until 2000. The 24-hour period of prayer should begin at 6:00 p.m. Friday and end at 6:00 p.m. Saturday. Next year, Pentecost Sunday falls on May 22.

Initiators of the day of prayer include representatives from the Assemblies of God Division of Foreign Missions; Campus Crusade for Christ International; the Nazarene World Missions Division; the Far East Broadcasting Company; Trans World Radio; World Vision International; Wycliffe Bible Translators; Youth with a Mission; SIM International; World Literature Crusade; and the Mennonite Church General Conference and Mennonite Central Committee.

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MEDIA INTERNATIONAL WORLD

NRB Awards Australian Television

SYDNEY, Australia (NRB)—The Sydney film company, Wesley Film Productions Ltd., will receive the International Award in recognition of excellence in the field of television production in the international or non-American market.

Wesley Film Productions is the first Australian company to market religious films in the United States. Their first series, *Discovering Jesus*, released in 1984, was a look at the life and ministry of Jesus Christ, shot entirely on location in Israel. On-camera host Rev. Dr. Gordon Moyes, executive producer of the series, said the aim of the program was "to take people to the actual locations mentioned in the New Testament, explain what Jesus did and then explain the relevance of Christ's teachings for us in the 20th century."

The second and third series, *Discovering Paul* and *Discovering The Young Church*, look at the rest of the New Testament.

Producer/director Martin Johnson will be present February 2, 1988, at the NRB convention to receive the award.

Russian Church Urges Week of Prayer

WHEATON, Ill. (NRB)—According to the Slavic Gospel Association, the church in the Soviet Union is urging all Christians to join together in prayer the first week in November. The week of prayer, November 1-7, coincides with the national celebration of the 70th anniversary of communism in the Soviet Union.

"We call upon you to pray for spiritual revival, the preaching of the gospel and the evangelization of the U.S.S.R.," states the heading of the appeal, which is a coor-

dated effort of several Christian groups in the Soviet Union. Because of Soviet restrictions on communications with the West, the appeal was sent out of the Soviet Union secretly and distributed to various groups, including SGA.

"The time has come to seek the Lord," the appeal states. "The time has come to gain a worldwide spiritual victory with the help of prayer." Russian Christians will conclude the week of prayer on Saturday, November 7, with a 24-hour period of prayer and fasting. The appeal encourages all Christians to unite with them in a concentrated focus on that day.

Lutherans Set Up Teen Hotline

PHILADELPHIA, Pa. (NRB)—Teenagers who have drug-related problems or who suffer from sexual abuse can receive counseling from other teenagers at the "Hotline/Teenline" Center of Lutheran Social Services of the Virgin Islands (LSSVI).

Volunteers go through intensive training, according to Patricia Graham, LSSVI director of development. "People in the community with authority in these areas come in and give talks to the volunteers as part of our training program," she said. "We train our volunteers so they are not judgmental but rather so that they focus on the individual's need and on helping him or her to find solutions," Graham added.

Pocket Testament League Evangelist Visits Overseas

LINCOLN PARK, N.J. (NRB)—Bill Archbold, staff evangelist of The Pocket Testament League-Australia, has recently returned from spending almost six weeks in various countries overseas. Two weeks

were spent with "Ireland Outreach," an organization with headquarters in Dalkey, a small coastal village near the city of Dublin.

Archbold said he was delighted with the response of Irish people to the Gospel as it was presented in open air meetings held several evenings each week.

The greater part of the population in the south of Ireland is Roman Catholic and it is against the law to proselytize any person under the age of 17 years.

Pocket Testament League formerly produced the daily radio broadcast *News in a Different Dimension* and is currently affiliated with Russian Christian Radio.

Increase Cited in Short-Term Missions

MADISON, Wis. (NRB)—Missions organizations are reporting a sharp increase in the number of short-term missionaries. John Kyle, director of Urbana '87, a student missions convention, said short-term workers can be a vital factor in stirring up interest in the gospel overseas. Short-term workers are those whose length of service is three years or less.

World Vision recently reported that 248,000 North American short-termers were fielded from 1975-1985, over the 23,800 who served from 1965 through 1975.

Kyle says he's watched the development of short-term missions over the last ten years and describes the growth as "mind-boggling." "If I were a leader in an urban setting, I'd be neglecting one of the greatest resources for spark-plugging outreach if I left out short-termers," he said.

Kyle said many workshops at Urbana '87 will address the subject of short-term missions. In addition, a special new publication, *Stepping Out*, is being produced for distribution at Urbana. The booklet will deal with short-term missions from the participant's viewpoint.

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In many cases, we put the cart before the horse when we program indiscriminately, and then say to the marketplace, "Here we are, just listen."

Program Sales:

Filling an Opening or Filling a Need

by Joe Battaglia

Today, more than ever, Christian radio offers everyone involved an opportunity to make a dramatic impact on society. To do so will require that we truly understand and address the unique needs of the marketplace through our programming. Specifically, we should not settle for just filling an empty spot in the program schedule.

In many cases, we put the cart before the horse when we program indiscriminately, and then say to the marketplace, "Here we are, just listen."

Ask questions about your format in relation to your audience and marketplace. Are you on the cutting edge of creative programming or in danger of being a dinosaur? Are you looking to affect the future or letting the future affect you? Are you content to collect your money every month comfortably, or to experiment intelligently with your format to make the Gospel relevant?

Filling dayparts with programs which are culturally irrelevant to your area helps no one. Although it may add to the bottom line right now, it may subtract interest in your format in the long run. We need to think long term and at times, radically. We cannot program to be safe and expect to really impact our marketplace.

To understand how to sell to fill a need we must:

- * Have a knowledge of the most pressing needs or issues in our area.
- * Constantly look for people who can legitimately speak to those issues from a Biblical perspective. Obviously, we need to know our marketplace well enough to know what types of programs will address local needs.

Next, consider how your audience will react to it. Because of the intense loyalty factor of the Christian radio audience, we must bear in mind how this unique characteristic plays a vital roll in shaping the listening habits of the audience. Christians will listen to the formats which best reflect their world view—that's why we should research our audiences. If we know them, we'll have a better understanding of how to structure programs that will

best match their mind-set. This will be helpful in forecasting audience response. Some programs fail not because of the content, but approach. The challenge is to design a program that will address a need so that your audience *will* support it.

Farm League

Rely less on programs of national origination and begin to systematically develop local programs. Look for key people in business, law enforcement, government, media as well as the ministry who can produce a program. At WWDJ, we've been successful over the past several years to develop programs with people who had never used radio, but were actually involved in unique and challenging secular and Christian endeavors. They were given a vision, which when nurtured, resulted in a number of interesting and exciting radio programs with local flavor. The development of these types of programs can act as your "Farm League"—where the time is spent to develop the "players" who will eventually come up to replace other programs. Your "bench" can never be deep enough.

Research your audience, and show you are interested in improving your format. This creates a climate on your station which encourages listenership. The word spreads that you are different and care about your city, that you're willing to risk changing your schedule and believing in people. In doing so, you encourage both future sales and ministry. These are not mutually exclusive, but which, when integrated properly, can enhance one another to make your station a powerful force in your community, and contribute to your station's success.

When we risk changing our programming to address important issues, we plan for the future. Think of how to sell in light of our marketplace. Program sales can and should be an exciting, challenging and relevant part of our station operation.

Joe Battaglia is general manager of WWDJ-AM/Hackensack(New Jersey)



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Religion *Is Alive and Well in* **AMERICA**

by Ed Hindson

Both religion and religious broadcasting are on the rise in the United States. Despite all the gainsayers and prophets of doom, recent opinion polls clearly have indicated that religion is on a continual upsurge in the United States. Its impact on the daily lives of average Americans has been clearly validated by undeniable research.

These new findings invalidate the false idea that religion is in decline and that we are fast becoming a secular society. Quite the opposite is actually true. The United States is, in fact, one

of the most religious countries in the world.

Surveys taken by the Gallup Poll indicate that religious influence in America reached an all-time low in 1970 and has been on the rebound ever since. This rise incidently coincides with the dramatic increase in religious television broadcasting which has also been on the upsurge during that same period.

Religion in America

USA TODAY recently reported the results of their nationwide opinion poll

which showed that religion is on the upswing in America. The survey revealed that 61 percent of adults indicated that religion is "very important" in their lives and 74 percent rated themselves as being "spiritually fulfilled" by their religion.

Sociologist William D'Antonio stated that the poll conducted by the Gordon S. Black Corporation indicates that American religion has a lot of "staying power." Everett Ladd of the Roper Center at the University of Connecticut observed that this research

Results of Gallup and USA Today Polls

95% Of All Americans Believe In God

85% Of All Americans Pray Regularly

85% Claim They Had "Religious Instruction" As A Child

79% Get "Comfort And Strength From Religion"

74% Feel "Spiritually Fulfilled"

72% Have The Same Religious Affiliation As Their Parents

61% Believe Religion Is "Very Important" In Their Lives

56% Attend Religious Services At Least Once A Month

55% Read The Bible At Least Once A Month

55% Watch Some Religious TV Broadcasting

While America remains the "enthusiastic champion of democracy," she also remains the "citadel of voluntary religion" in the western world.

proves that increasing technology "does not inevitably establish an inescapable progression of religious decline."

Paul Johnson has stated the American "religious impulse maintains its importance in the dynamics of American public life." He has further observed that this "phenomenon has no counterpart in Europe" where public religion has been in numerical decline since 1914. In commenting on the interconnection between American religion and politics, Johnson says, "Just as the strength of religion in America remains the "enthusiastic champion of democracy," she also remains the "citadel of voluntary religion" in the western world.

It is now being acknowledged by educators and sociologists alike that America is a deeply religious country. Religious fund-raising scandals, denominational in-fighting, or even controversy within the Church itself have not dented the basic religious faith of the average American.

A similar poll conducted by George Gallup compared religion and religious beliefs in America to those of several European countries, showing the United States to be one of the most religious countries in the world. His survey revealed that 95 percent of all Americans believe in God and 85 percent indicated they prayed regularly. By contrast, 30 percent of the population in Great Britain and only 14 percent in France espoused belief in God. Gallup's survey also indicated that 73 percent of all Americans believed their church was giving adequate answers to man's problems. A total of 79 percent of all Americans hold membership in a church or synagogue.

This figure has held steady now for several years. More than half the people in America (56 percent) attend religious services at least once a month, while only 9 percent indicated they "never attend." Among married couples the percentage of attendance is even higher at 63 percent.

The poll also surveyed the general

attitude of those who do attend religious services, noting that 45 percent indicated they did so out of the belief that it is "good for you" and 26 percent did so for "pleasure." In other words, 71 percent of those who attend religious services were positive and enthusiastic about their involvement.

Rise of Religion

The Gallup Poll also indicated that religious influence in America reached an all-time low (14 percent) in 1970 and has been on the rise steadily ever since. This rise interestingly coincides with the dramatic increase of religious television broadcasting which has also experienced a phenomenal upsurge during the same period. In fact, last year alone saw a 21 percent increase in the number of religious radio stations and an 11 percent increase in the number of religious television stations in America.

This pattern of continual increase has been maintained now for nearly two decades. Just in the area of religious cable outlets we have witnessed an incredible explosion in the past five years. In 1982 there were 17 million subscribers to religious cable outlets. Today there are 77 million subscribers, meaning a growth rate of 447 percent in the last five years alone. Of these cable broadcasters, Pat Robertson's Christian Broadcasting Network (CBN) in Virginia Beach, Virginia, is the largest. CBN has 35.8 million subscribers on 7,582 cable systems.

The *USA TODAY* poll also revealed that over half (55 percent) of all Americans watch some religious television. While it may be some time before the impact of religious broadcasting on religion in America can be fully or accurately assessed, one fact remains clear: both are on the rise.

Ed Hindson is a contributing writer to *Religious Broadcasting Magazine*.

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LOCAL STATIONS

FLORIDA — WHBR TV-33, Pensacola, Sundays 6:00 P.M.; WAX TV-69, Perry, Wednesdays 8:30 P.M.

GEORGIA — WAGA TV-5, Atlanta, Sundays 7:00 A.M.; AIB Cable 8, Atlanta, Fridays 8:30 P.M., Sundays 11:00 P.M.

HAWAII — KWHE TV-14, Honolulu, Fridays 8:00 P.M., Saturdays 11:00 P.M., Sundays 10:00 P.M.

INDIANA — WHMB TV-40, Indianapolis, Saturdays 6:30 A.M., Sundays 2:00 P.M. and 11:30 P.M., Mondays 10:30 P.M.; WHME TV-46, South Bend, Saturdays 11:30 P.M., Sundays 6:00 A.M. and 11:00 A.M., Mondays 10:30 P.M.

KENTUCKY — WLCN TV-19, Madisonville, Sundays 3:00 P.M., Wednesdays 5:00 A.M.

LOUISIANA — KMCT TV-39, W. Monroe, Sundays 10:30 P.M.

MICHIGAN — WTLJ TV-54, Grand Rapids, Fridays 8:00 P.M.

MISSISSIPPI — CC10 TV-10, Starkville, Tuesdays 5:30 P.M.

MISSOURI — KYFC TV-50, Kansas City, Sundays 1:30 P.M.; KNLJ TV-25, New Bloomfield, Sundays 3:00 P.M.

NEW MEXICO — KAZQ TV-32, Albuquerque, Wednesdays 10:00 P.M.

NORTH CAROLINA — WEJC TV-20, Lexington, Sundays 7:00 A.M.

OHIO — WTJC TV-26, Dayton, Sundays 8:30 A.M.; WTLW TV-44, Lima, Fridays 7:30 P.M., Sundays 11:00 P.M.

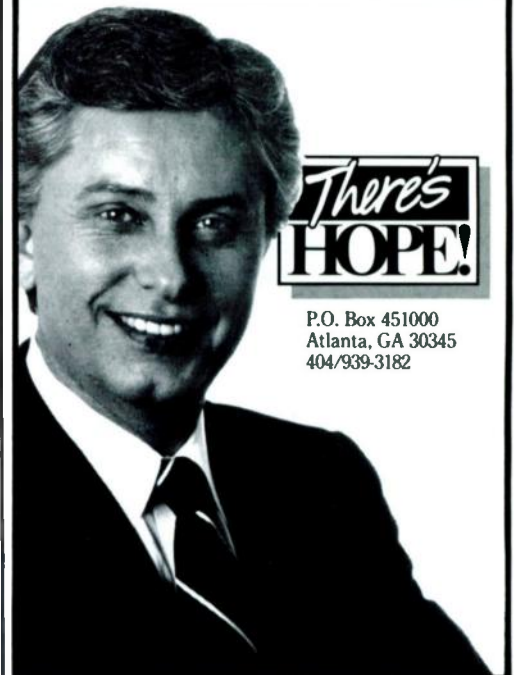
OKLAHOMA — KWHB TV-47, Tulsa, Thursdays 8:30 P.M., Saturdays 8:30 P.M.

SOUTH CAROLINA — WGGG TV-16, Greenville, Sundays 10:30 P.M.

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EFICOM

A New Day for NRB

by Thomas F. Zimmerman

EFICOM, the Ethics and Financial Integrity Commission, is coming to National Religious Broadcasters and will bring new emphasis and requirements for NRB's members to follow in regulating financial matters.

With the founding of NRB some 45 years ago, guidelines were provided to which all members were expected to voluntarily conform: the Code of Ethics. This Code of Ethics included a provision for financial accountability as well as ethical standards of conducting their ministries. The Code of Ethics served well as a guideline to help members recognize their responsibilities in the areas of fundraising and financial accountability.

However, as membership has grown and many broadcasters from a broad spectrum have become involved in the organization, it has become increasingly apparent that there needs to be written criteria by which members of NRB can be objectively measured.

We need an equitable means by which NRB can extend certification, indicating that members are in compliance with the requirements and guidelines of NRB.

Background of EFICOM

At the end of last year, there was a special meeting of broadcasters who had requested that steps be taken to provide a clearly stated set of guidelines and criteria which would lead up to NRB's granting an official certification of compliance.

There has been a growing feeling on the part of many members of the NRB that we need to be more than an association which encourages members to comply with high standards. Rather, we need to be a self-regulating body which would administer fairly the certification criteria. EFICOM is the outgrowth of this felt need. The purpose of the new commission is to "foster high standards of ethics and integrity in raising and disbursing funds for Christian ministries."

Growing out of this December 1986 meeting, an ad hoc committee was appointed to draft bylaws and accrediting criteria which could be submitted to the NRB Board of Directors as a suggested program.

After numerous meetings, on September 11, 1987, the ad hoc committee presented to the NRB Board of Directors suggested bylaws for EFICOM and the board approved these. Since EFICOM will become an amendment to the Code of Ethics which is a part of the bylaws of NRB, it will be necessary for the final document to be voted upon by NRB members at the 1988 convention.

Membership Requirements

Every organization and ministry belonging to NRB must qualify for accreditation by EFICOM. Once the guidelines are officially adopted, member groups have 90 days to submit to the accreditation process.

Accreditation Criteria

Three basic criteria will be used to evaluate member organizations for accreditation purposes: *stewardship, accounting and financial reporting, and fundraising.*

Stewardship

Christian stewardship is the practical realization that everything we have is a gift from God. The document states, "We are particularly conscious of the sacred relationship of trust that is established when we, in God's name and for His work, ask others for financial support." Requests for support, besides being truthful and forthright, must be made on a theologically sound basis and should always be in good taste to strive to lift the hearts and minds of men and women to a greater love of God and neighbor.

This trust relationship between the donor and fundraiser requires that funds collected be used for the intended purpose and

not be absorbed by excessive fund-raising costs.

While other regulatory agencies exist, it is felt that the distinctive elements of religious broadcasting are not always clearly understood by a general accrediting agency. For that reason, EFICOM has been organized to provide guidelines and criteria dealing particularly with the broadcasting industry.

However, recognizing that a number of NRB's members belong to the Evangelical Council for Financial Accountability (ECFA) and are certified by them, the board has made provisions that those who are presently with ECFA may continue this relationship. So long as they maintain ECFA certification in good standing, they shall be considered as meeting certification requirements for NRB membership.

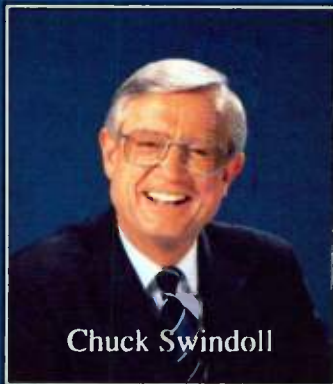
These are days when the world is scrutinizing religious broadcasting and weighing the sincerity of that ministry by the ethics and integrity of its leaders. We cannot afford to fail in these areas. Failure is too costly. Not only does it damage other ministers, but it adversely impacts the gospel of the Kingdom which we preach and misrepresents the Lord whom we serve. Let us seek to live so as to bring glory and honor to Him who is Lord of all.

I believe EFICOM is a tool which will help us hold high those biblical standards and qualifications which ministers and Christian leaders must follow.

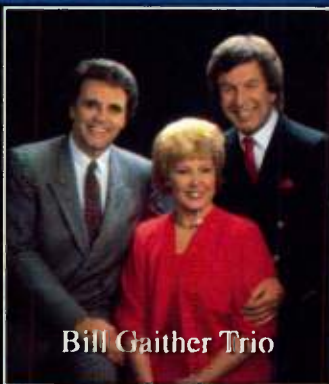
For your information and study, there follow the documents which were approved by the Board of Directors.



Thomas F. Zimmerman is chairman of the EFICOM Sub-Committee. He is also U.S. president of the Lausanne Committee for World Evangelization and former general superintendent of the Assemblies of God, Springfield, Missouri.



Chuck Swindoll



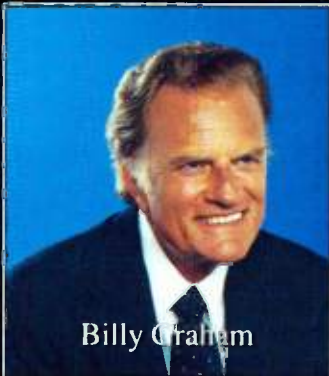
Bill Gaither Trio



Pat Robertson



George Beverly Shea



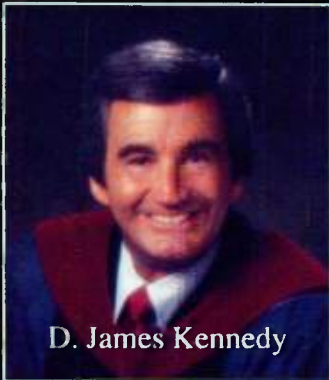
Billy Graham



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National Religious Broadcasters
45th Annual Convention and Exposition
January 30 - February 3, 1988 Washington, D.C.



The Sheraton Washington and the Omni Shoreham Hotels in Washington, D.C., will serve as the co-headquarters of the National Religious Broadcasters 45th Annual Convention & Exposition. The five-day event is the largest 1988 gathering of religious broadcasting industry professionals in the nation. You will join more than 4,000 attendees from across the United States and 30 foreign countries for a program designed to meet the needs of your growing organization. The plenaries provide motivation. The workshops educate and share common experiences and solutions. The exposition gives you access to the equipment and services that will set

the trends for 1988 and beyond.

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



NRB 88 TRAVEL INFORMATION

Hotel - The Sheraton Washington and Omni Shoreham Hotels will be the facilities co-hosting NRB 88 activities. NRB has obtained special rates at other hotels located conveniently near the Sheraton and Shoreham Hotels. Check the complete listing on the registration form for hotels and rates. Please make your hotel reser-

vation as soon as possible by calling or writing the hotel directly and tell them that you are attending NRB 88. Rooms are filling fast, so call today and take advantage of the special NRB 88 rates. (Please make your reservation by January 1 to be assured a room.)

Travel - Special NRB convention rates are available

through American Airlines. American also offers five percent off any of their promotional fares from your departure city. To find out what special fares you can take advantage of, call American's Meeting Services desk (toll free from the U.S. and Canada) at 1-800-433-1790 and ask for STAR FILE #S-13270.

National Religious Broadcasters 45th Annual Convention & Exposition January 30 - February 3, 1988, Washington, D.C.

Instructions:

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

Registration fee includes tickets to the Congressional Breakfast, FCC Luncheon, and Anniversary Banquet, plus admission to all workshops and Media Expo 88.

*Faculty/Student rates are only available to 1987-88 members of Inter-collegiate Religious Broadcasters (applications available from NRB). The \$55 registration fee does not include tickets to the Congressional Breakfast, FCC Luncheon and Anniversary Banquet.

Advance registration must be paid in full in U.S. dollars to qualify for reduced rates. **Registrants unable to attend will be issued a credit upon receipt of a written request postmarked by January 8, 1988. No cash refunds will be issued.**

No telephone registrations will be accepted.

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Organization (for badge) _____

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- Check appropriate box: NRB Member (name of member organization if different than above) _____
- NRB Member Applicant
- Non-Member

Primary Medium in which you are involved:

- Radio Film
- TV/Cable Print
- Video Other (please specify) _____
- Records/Cassettes _____

	deadline Oct. 31	deadline Jan. 8	On-site
NRB Member	_____ @ \$195	_____ @ \$225	_____ @ \$270
Member Spouse	_____ @ \$120	_____ @ \$130	_____ @ \$185
Non-Member	_____ @ \$295	_____ @ \$335	_____ @ \$385
Non-Member Spouse	_____ @ \$200	_____ @ \$210	_____ @ \$265
*Faculty/Student	_____ @ \$120	_____ @ \$120	_____ @ \$120
*Faculty/Student	_____ @ \$ 55	_____ @ \$ 55	_____ @ \$ 55

Total Amount Enclosed: \$ _____

Please charge my: Visa MasterCard Amex

Card # _____ Expires _____

For Presidential Security Clearance	Spouse
SOCIAL SECURITY NUMBER _____	SOCIAL SECURITY NUMBER _____
MONTH/DAY/YEAR OF BIRTH _____	MONTH/DAY/YEAR OF BIRTH _____

Signature _____

- Please send _____ additional registrations.
- Please send Media Expo 88 exhibitor information.
- Please send Convention News, suite, reception, sponsor information.
- Please send NRB Membership information.

Hotels and Rates

Call your hotel directly for reservations. Please make your reservation by January 1 to be assured a room.

	Single	Double	Triple	Quad	Suites
Sheraton	\$82, \$90, \$94	\$98, \$106, \$110	\$96	\$112	call NRB
Omni Shoreham	\$73, \$82, \$90, \$94	\$89, \$98, \$106, \$110	\$96	\$112	\$275-350
Days Inn	\$58	\$65	\$69	\$73	
Carlyle Suites	\$49	\$59	\$69	\$79	
Connecticut Ave Club	\$70	\$85, \$96	\$112	\$112	\$112

Sheraton Washington Hotel
 2660 Woodley Rd. at
 Connecticut Ave., NW
 Washington, D.C. 20008
 202/328-2000

Omni Shoreham Hotel
 2500 Calvert St., NW
 Washington, D.C. 20008
 202/234-0700

Connecticut Avenue Days Inn
 4400 Connecticut Ave., NW
 Washington, D.C. 20008
 202/244-5600

Carlyle Suites
 1731 New Hampshire Ave., NW
 Washington, D.C. 20009
 202/234-3200

Connecticut Avenue Club
 2661 Connecticut Ave., NW
 Washington, D.C. 20008
 800/322-2582

National Religious Broadcasters, CN 1926, Morristown, NJ 07960, 201-428-5400



Welcome to NRB's Annual Convention!—an island of blessing in a sea of turbulence, criticism and uncertainty.

The past year has given rise to all sorts of questions, some embarrassing and disturbing, some even threatening. Through it all, NRB and you, the Christian broadcasters, have stood firm in the determination to proclaim Jesus Christ as Lord, and to share the good news of salvation through faith in Him with people everywhere. As well, we continue to stand for practical holiness of life and for a demonstrable integrity that fears no investigation, needs no alibi.

I invite you to join with us in these days of blessing and challenge and to experience with thousands of other Christians the joy of God's presence, the thrill of His renewing power, and the quiet peace of honest hearts that have been to Calvary.

There will be main sessions to challenge, workshops to suit every ministry-related need, and display of equipment and services planned to keep you on the cutting edge of progress.

Come and be with us! Welcome to NRB 1988!

Dr. Robert A. Cook
President
National Religious Broadcasters

Convention Theme:
Accountable to God and Man —
45 Years of Service and Integrity

Get involved in NRB 88! The whole world will be watching (via the press) as we gather in our nation's capital for five dynamic days, with hundreds of broadcasters, evangelists, political figures, musicians and business leaders. Mark your calendar now, and send your registration today to benefit from the special low rates and preferred seating.

Convention Schedule

Saturday, January 30

- 7:00 pm Hispanic Worship Service
- 7:00 pm Evening Program
Music: Debby Boone (Invited)
Speaker: M.G. "Pat" Robertson

Sunday, January 31

- 8:30 am Hispanic Worship Service
- 9:00 am Registration
- 10:30 am Morning Worship Service
Music: Back to the Bible Quartet
Steve & Annie Chapman
Speaker: Jack Hayford
- 2:30 pm Black Broadcasters Concert
- 2:30 pm Hispanic Broadcasters Concert
- 7:00 pm Keynote Plenary Session
Music: Bill Gaither Trio
Speaker: Robert A. Cook

Monday, February 1

- 8:00 am Registration
- 8:00 am Prayer Time
- 8:45 am Media Expo Grand Opening/Ribbon Cutting Ceremony
- 10:45 am Workshop Session I
- 1:30 pm Presidential Plenary
Music: Johnny Hall & Phil Driscoll
Special Guests: President Ronald Reagan, Vice President George Bush (Invited)
- 7:00 pm Evening Plenary Session
Speaker: E.V. Hill

Tuesday, February 2

- 6:45 am Registration
- 7:00 am Congressional Breakfast
Music: George Beverly Shea
Speaker: Billy Graham
- 9:00 am NRB 88 Media Expo
- 9:15 am Workshop Session II
- 12:30 pm FCC Luncheon
Speaker: D. James Kennedy
- 2:30 pm TV Plenary
- 6:00 pm International Banquet
Music: Steve Green
Speaker: Paul Cho
- 7:30 pm Tuesday Evening Concert
Sponsor: Adoration, Inc.
Artists: Johnny Hall, Greg Buchanan, Kathie Sullivan, Eternity, The Lads, The Rock City Boys

Wednesday, February 3

- 9:00 am Registration
- 9:00 am NRB 88 Media Expo
- 9:15 am Workshop Session III
- 12:30 pm Hispanic Banquet
- 12:30 pm Fellowship Luncheon
- 2:30 pm Workshop Session IV
- 6:00 pm Anniversary Banquet
Music: Greg Buchanan
Speaker: Chuck Swindoll

More than 300 exhibitors will participate in Media Expo 88. The largest in religious broadcasting, the three-hall, 100,000 square foot exposition features organizations which will hand out free information, answer questions and demonstrate their latest products. This hands on, face-to-face interaction is invaluable if you're serious about the products and services on which you depend.

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A. B. Culbertson & Co.
AP Broadcast Services
Advideo Inc.
Altronic Research Inc.
American Church Lists
American Thermoplastic Co.
Americans United for Life
Ashworth Associates
Audio-Technica U.S., Inc.
B.A.C. & Associates
B.B. Kirkbride Bible Co.
BTS Group
Barbour & Co., Inc.
Basic Education
Blackbourn, Inc.
Bibles for the World
Blank Plastics
Bogner Broadcast Equipment Corp.
Broadcast Electronics, Inc.
Brotherhood Forest
CBN Radio Network
CBN University
CBSI/Custom Business Systems
CSI Marketing
Cablewave Systems, Div. of Celwave
Cambridge University Press
Capitol Systems Design Group
Carolina Christian Broadcasting
Christian Duplications
Christian Herald
Christian TV Network
Concerned Women for America
Continental Electronics
Communications Equity Associates
Compu-Prompt
Cummings Media, Inc.
Dake Bible Sales, Inc.
Dataworld
David Livingstone Foundation
Domain Communications/Telemedia
Dugan Publishers
ECFA
Edwin L. Cole Ministries
Elohim Productions, Inc.
Erik Lighting, Inc.
Faith for Today Television
Family Life Seminars

Feed the Children
Fidelipac Corp.
Fujinon
Glass Doctor, The
God's News Behind the News
Gospel for Asia
Gospel Light Publications
Grace N' Vessels of Christ
HM Electronics
Heritage Printers & Publishers, Inc.
Holman Bible Publishers
Huntington House, Inc.
IBN/International Broadcasting Network
Ian Communications Group, Inc.
Image Media, Inc.
Infocision Management Corp.
Innovative Automation
Inspirational Network, The
Int'l. Correspondence Institute
Int'l. Telesystems Corp.
Int'l. Women in Leadership
Intercessors for America
Intercristo
J. Countryman Publishers
Kintronic Labs, Inc.
LeSea Broadcasting, Inc.
Liberty Federation
Lion Publishing
List Services Corp.
Lowell Lundstrom Ministries
MTS Travel
Madison International Travel, Inc.
Malcolm Smith Ministries
Maranatha Christian Ministries
Marilyn Hickey Ministries
Master Software Design, Inc.
Media Concepts, Inc.
Messenger
Mike Murdock Evang. Assoc.
Mission Service Supply
Missionary Tape & Equipment Supply
Moody Broadcasting Network
Moody Press
Multnomah Press
NRP Satellite Services
National Call to Prayer
National Institute of Mental Health

National Legal Foundation
National Right to Life
Oxford University Press
People to People
Performance Group, Inc., The
Professional Sound Industries
Programming Plus
QEI Corp.
Quad M Productions
R. D. Henton Breakthrough Ministries
Rainfall, Inc.
Rehoboth Baptist Church
Resource Services, Inc.
Royal Seven Corp.
Salvation Army, The
Sanford White Co., Inc.
Satellite Radio Network
Scandinavia Publishing House
Scripture Press Publications
Seal-O-Matic
Shively Labs
SkyLight Satellite Network
Spoken Word of God, The
Studio Magnetics Co., Inc.
Systems Wireless Ltd.
TPC Communications/Channel One
TVSC/Group W Productions
Telex Communications, Inc.
Thomas Nelson Publishers
Thunder Mountain Productions, Inc.
Top in Sound, The
Tyndale House Publishers, Inc.
USA Radio Network/ICM
United Video, Inc.
Urban Alternative, The
Video Tape Co., The
Vinylweld, Inc.
W. & E. Baum Bronze Tablet Corp.
WTYE TV - SuperChannel 55
WRDG-TV 16 (Total Christian TV)
Washington For Jesus 88
World Home Bible League
World Opportunities Int'l.
World Relief Corp.
Youth With A Mission
Zondervan Publishing House

**NATIONAL
RELIGIOUS
BROADCASTERS**

**BEN ARMSTRONG, Ph. D.
EXECUTIVE DIRECTOR**

**NATIONAL HEADQUARTERS
CN 1926
MORRISTOWN, NJ 07960
TELEX 510-600-4292
201/428-5400**

**BY LAWS OF ETHICS AND FINANCIAL
INTEGRITY COMMISSION (EFICOM)
A COMMISSION OF NATIONAL RELIGIOUS
BROADCASTERS (NRB)**

**ARTICLE 1
OFFICES**

The principal office of EFICOM shall be located in Morristown, New Jersey.

**ARTICLE 2
MEMBERSHIP**

1. Eligibility. Members of NRB, receiving offerings from the public, and desiring accreditation, shall submit to the regulations of EFICOM. It is expected that members will at all times maintain the highest ethical and moral standards.

Members shall be in good standing with NRB at the time of the application, including agreement with NRB's statement of faith. Members meeting such standards shall, upon the affirmative vote of a majority of the Commission, be awarded a certificate of accreditation by EFICOM.

Application for certification by EFICOM shall be made on a form provided by the National Religious Broadcasters' national office.

All new applicants for membership in NRB must qualify for certification under the provisions of EFICOM.

Accreditation shall be mandatory for all members of NRB who are tax exempt under Section 501(c)(3) of the Internal Revenue Code. Within 90 days after the effective date of this paragraph, existing members of NRB who are required to submit to the accreditation requirement shall make application for a certificate of accreditation by EFICOM. Prospective members of NRB who are required to submit to the accreditation requirement shall first be certified by EFICOM as a prerequisite to membership in NRB. (The provisions of this paragraph shall be effective upon amendment to the Code of Ethics of the National Religious Broadcasters, pursuant to Article V, Section 5 of the NRB Bylaws, adopting EFICOM as a portion of the Code of Ethics which is applicable to members who are described herein as being subject to the mandatory accreditation requirement.)

NRB members who have been certified by ECFA may continue this relationship and, so long as they maintain this ECFA certification in good standing, shall be considered as meeting the certification requirements for maintaining NRB membership.

2. Requirements for Membership.

A. Members shall obtain and submit annually an audited financial statement prepared by an independent Public Accounting firm in accordance with generally accepted auditing standards (GAAS) with financial statements prepared in accordance with generally accepted accounting principles (GAAP) consistently applied.

In the event a member's annual donation income from broadcasting ministry is between \$500,000 and \$1,000,000, and said ministry has initially submitted a full GAAP audit, the submission of an audit every second year is considered satisfactory, with an audit or a review required on the other year. For members whose donated income from broadcasting ministry is less than \$500,000, an annual unaudited financial statement shall be considered sufficient. The Commission shall keep in strict confidence all financial and other data submitted. (See Accreditation Criteria C. Under

"Financial Criteria," for members' disclosure responsibility.)

Each member organization shall certify annually and in writing that:

I.

Its board meets formally at least three times annually, with meetings regularly scheduled over the course of the year, and with a majority of the members in attendance; if the board meets only once annually, there shall be at least two additional regularly scheduled meetings during the year of an executive committee of board members having interim policy-making authority, with a majority of its members present in person.

II.

No board member shall participate in compensation decisions affecting that member; the governing body shall avoid business transactions in which board members, staff or their families have a financial interest.

III.

The names and addresses of individual board members are made available to the Commission, along with any family relationship to other board members;

IV.

Solicited funds are used for the purpose stated at the time of solicitation, except that if more money is received than was the actual cost of the project, disclosure of the use of the excess shall be made to the donor; and

V.

It is in compliance with all applicable governmental regulations or if an organization is not in compliance, the member shall state in what manner non-compliance is occurring and what steps are being taken to resolve the matter.

B. All requests for financial support shall be made in an ethical and dignified manner.

C. The Board of Directors of any member organization shall consist of at least five (5) persons.

D. A majority of the Board of Directors shall be other than those joined by a family relationship, staff or employees.

Applicants for accreditation who qualify in all other areas shall be granted candidate status until January 1, 1990, to come into compliance with this standard.

E. The Board shall adopt the organization's annual budget, oversee the accomplishment of budget objectives, establish and review the organization's programs and policies, and determine the compensation of the organization's officers, directors and principals.

3. Withdrawal of Certification. Certification of any NRB member who fails to meet EFICOM standards within six (6) months after being notified by EFICOM shall, following an opportunity for a fair hearing, be withdrawn.

By way of illustration the following circumstances shall be considered reason for withdrawal of certification:

(continued on page 24)

Pro-Life Perspective

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

John C. Willke, MD



Question:

What was 1986's most important and popular new short feature program?

Answer:

PRO-LIFE PERSPECTIVE®.

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



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

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

Call today.

For a free audition tape contact:

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



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

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

(Circle 131 on the Reader Service Card)

A Few Words on the Ethics of Fundraising

by Bruce H. Joffe

Hitting the "hot buttons" with Mailgrams...Tel-a-grams..ALERTgrams...Actiongrams...and DISASTERgrams...no longer commands attention. Be careful about "crying wolf" once too often.

The morning mail brought quite a few solicitations requesting my financial support for various pleas, projects and programs.

Two of these appeals immediately caught my attention: One was definitely outstanding. The other was simply outrageous!

The "good news" letter came from a national pro-life ministry challenging me to take an active role in prayer, leadership and financial support to help this organization stop abortions in America. An insert showed exactly what each gift of \$500, \$100, \$15, \$25 or \$50 could accomplish. A postage-paid business reply envelope was enclosed to encourage response. Significantly, the letter ended with this statement:

"... (We) need your financial support! But, first seek the Lord's guidance. You may already give sacrificially to your parish and other ministries. We are not asking you to stop giving to them in order to support (us). Do not feel guilty, obligated or pressured to support this ministry. To do so would be sure to miss the blessings!"

Impressed by the sincerity of the appeal, its

positive approach and professionalism, I was indeed willing to put a check in the mail.

The other letter came from a radio preacher who again needed my support to thwart Satan's diabolical schemes against him. His package comprised a hand-addressed envelope with first class postage stamp, a three-page letter (the first was computerized, listing my name in three different places) with notes overprinted in blue ink scribbled throughout ... plus a small package of bituminous coal!

"Dear Brother Joffe," he began. "The Lord awakened me two different times last night and spoke to me about your personal needs and a special blessing He has coming to you."

I had to laugh as "Brother Joffe" was told how the Lord wanted to anoint my lips with a live coal so that "powerful words of faith would come out of (my) mouth to completely defeat the enemy." I was instructed to return a prayer slip with the coal, which the sender would then anoint with oil and bless before placing on his prayer altar. If I acted as "God directs"--i.e., send a "seed offering"--I would most definitely be blessed!

I felt like replying with a package of mothballs to remind the sender of our Lord's words in Matthew 6:19: "Do not store up for yourselves treasures on earth, where moth and rust destroy ..."

Scripture repeatedly encourages us to give to the Kingdom—for the right reasons. Many appeals are sincerely written and motivated by genuine Kingdom needs. Others, however, deceptively employ modern marketing techniques and use "tricks of the trade" to appeal to our carnal nature.

There is a place--and a need--for parachurch ministries. There is also a place for the fund-raising letter. Computers, books, records, tapes ... even gospel gadgets and ministry mementos ... all can have their rightful place in the Kingdom of God.

What is out of place is Christian hucksterism, terrorist tactics, tear jerking and tacky appeals, dishonesty, fraudulent offers, lies and techniques that claim to be of God but really come from the soul of man.

For those of you who depend on direct mail fund-raising, here's a checklist of some do's and don'ts.

Do:

* **Grab your donor's attention** by quickly stating your problem. Make certain the opening of your letter deals with people and has a personal tone.

* **Build interest.** Use human interest facts to explain your problem or situation. You have to keep your reader reading.

* **Develop Conviction.** You have to show what you will do with the money you are soliciting. Major givers want to see a budget and usually respond to rational appeals. They want to see how you have helped or intend to help others.

* **Be honest.** Honestly state your needs without adding excessive hype and irrelevant claims. People want to be told what is important--and why.

* **Be sensitive to your donor's needs and concerns.** People give because God has given them a burden for a particular work or effort. Speak to these needs and concerns.

* **Make it easy to respond.** Tell your donors exactly how you hope they will respond. Ask specifically for a donation. Mention if the donation is tax-deductible. And provide a postage-paid envelope to make the donation easy.

* **Proofread your materials.** Make certain that every "jot and tittle" is accurate and that your words can stand in the crucible before the Lord's objective judgment seat.

* **Practice what you preach,** especially sound financial accountability.

A great deal of mail is being distributed "in Jesus' name" today to raise funds for Christian organizations. Yet raising funds for a Christian organization is not necessarily Christian fundraising.

Don't:

* **Take God's name in vain.** Spiritual harassment in which the Lord Jesus is named as an innocent accomplice is both unethical and downright deceptive! How can God bless direct mail letters that play fast and loose with the truth?

* **Emphasize what the devil is doing.** Instead of giving publicity to Satan, try to tell of the Living Christ's powerful work and victories.

* **Make false promises.** "Proving God" and "Bless Me" clubs are riddled with carnal temptations. "Planting seeds of faith" with promised "hundredfold returns" ... insisting that "God told you to write" ... and similar approaches might cite the letter of the law, but they are usually contrary to its spirit.

* **Overuse graphic devices.** Repeated underscoring, highlighting specific words in a second ink color and other devices can make a mockery of even the most serious appeal.

* **Substitute computerization for personalization.** It's infuriating to read, "I'm writing *personally* to you" in an obviously computerized letter. The personal integrity of a letter does not depend upon the number of times a computer inserts someone's name; it depends upon how sensitive you are to your donor's needs and concerns.

* **Overdo emergencies.** Hitting the "hot buttons" with Mail Grams...Tel-a-Grams...ALERTgrams...Action Grams...and DISASTERgrams ... no longer commands attention. Be careful about "crying wolf" once too often.

A great deal of mail is being distributed "in Jesus' name" today to raise funds for Christian organizations. Yet raising funds for a Christian organization is not necessarily *Christian fundraising*.

Scripture exhorts us to give and to give generously. But the Word is a two-edged sword. II Tim. 2:15 admonishes us to "be diligent to present yourself approved to God as a workman who does not need to be ashamed, handing accurately the word of truth." If we do not do this, as many ministries have lately learned, we are warned to "... be sure your sin will find you out" (Numbers 32:23).

Dr. Joffe is president of Bruce H. Joffe Associates, a full-service public relations firm located in Fairfax, Virginia, serving numerous ministries in their fund-raising, promotional and developmental needs.

(continued from page 21)

I.

Failure to make the required annual financial submission to EFICOM;

II.

Failure to make a timely submission of any additional financial or other data which may be requested by EFICOM; or

III.

Failure to meet EFICOM standards of financial disclosure or application of resources for the purposes for which they were raised.

ARTICLE 3

COMPOSITION OF COMMISSION

1. Selection of Commissioners and Term of Office. Commissioners of EFICOM shall be elected by National Religious Broadcasters as follows: They shall be nominated by the President of NRB, confirmed by the Executive Committee of NRB, and ratified by the NRB Board of Directors, classes of three to serve three years ad seriatim. No individual shall be eligible for consideration for more than two consecutive 3-year terms.

2. Resignation. Any EFICOM Commissioner may withdraw on written notice to the Chairman of the Commission.

3. Removal. Any Commissioner may be removed from office by the Executive Committee of NRB for just cause.

4. Composition of Commission. The officers of EFICOM shall be a Chairman, Vice Chairman, Secretary and such other officers as may from time to time be deemed necessary by the Executive Committee of NRB. The Commission shall consist of no less than five (5) and no more than eleven (11) persons. The officers of the Commission shall be elected annually by the Commission.

5. Chairman. The Chairman shall call all meetings and shall preside at all meetings of EFICOM.

6. Vice Chairman. In the absence or disability of the Chairman, the Vice Chairman shall succeed to and perform the duties and exercise the powers of the Chairman. The Vice Chairman shall perform such other duties as may be prescribed by the Chairman.

7. Secretary. The Secretary shall: a) attend all meetings of the Commission; b) keep in the minute book proper minutes of the proceedings of all such meetings; c) give required notices; d) have custody of the Commission records; and e) perform other such duties as shall be assigned by the Chairman.

8. Standards and Compliance Committee. Members of the Standards and Compliance Committee will be appointed by the Commission as a subcommittee of EFICOM to assure compliance with these standards and will meet as stipulated by the Commission.

ARTICLE 4

MEETINGS OF THE COMMISSION

1. Scheduled Meetings. The Commission shall convene four times a year at such time and place as shall be determined by the Chairman of the Commission.

2. Notice of Meetings. The Secretary shall give to each Commissioner, at his address as shown on the books of NRB, written notice of each quarterly meeting or other meeting of Commissioners, at least ten (10) days prior to the date thereof. Such notice shall indicate the time and place of such meeting and, in the case of a special meeting, the purpose or purposes thereof.

3. Action without Meeting. Action taken without a regularly called meeting of the Commission may be considered valid if the Commissioners shall unanimously consent in writing to such action. Any such

consent shall be filed with the Secretary of the Commission.

4. Telephone Voting. The Commission, upon giving due notice to all Commissioners, may hold a meeting by telephone conference call with the same effect as a regularly called meeting. In such a conference call, a majority vote of the Commissioners would prevail.

5. Quorum. A simple majority of all active board members shall constitute a quorum for the transaction of business at any meeting of Commissioners.

6. Commissioner Votes. Each Commissioner shall have one (1) vote. All elections and questions decided by the Commissioners shall be decided by a simple majority of Commissioners present.

ARTICLE 5
RECOGNITION

The Commission shall provide an official emblem or other form of recognition which member organizations may use in their promotional activities indicating that the organization has met the established standards of EFICOM, and has received accreditation.

ARTICLE 6
AMENDMENTS

Amendments to these bylaws can be made by the Executive Committee of the Board of Directors of National Religious Broadcasters by a two-thirds vote, and shall be ratified by the full Board at their successive meeting by a majority vote.

The foregoing bylaws were adopted by a majority of the Board of Directors of National Religious Broadcasters on September 11, 1987.

ACCREDITATION
CRITERIA*Prepared by the Ethics and
Financial Integrity Commission
(EFICOM)*

These accreditation criteria have been approved by the Executive Committee and ratified by the Board of Directors of National Religious Broadcasters.

STEWARDSHIP

Principles—Christian stewardship is the practical realization that everything we have is a gift from God. Stewardship expresses itself as an integral force in Christian life by motivating us to share our goods with others. We are absolute owners of nothing; rather, we are stewards of all we receive and we must use such resources responsibly in our lifelong work of building up the Kingdom of God.

For men and women especially committed to building up the kingdom of God, stewardship heightens an awareness of responsibilities in matters of material concern no less than in spiritual endeavor.

We are particularly conscious of the sacred relationship of trust that is established when we, in God's name and for His work, ask others for financial support. Our obligation in stewardship mandates a fitting proportion between the importance of the work to be funded and the magnitude and cost of fund raising.

Requests for support, besides being truthful and forthright, must be made on a theologically sound basis and should always be in good taste to strive to lift the hearts and minds of men and women to a greater love of God and neighbor.

STEWARDSHIP CRITERIA

A. Every appeal for funds should be directed toward motivating the believers to participate in Christian ministries as a part of their Biblical responsibilities.

B. The trust relationship between donor and fund-raiser requires that funds collected be used for the intended purpose and not be absorbed by excessive fund-raising costs. Reasonable use of funds requires that a) fund-raising costs not exceed 35 percent of related contributions; and b) total fund-raising and administrative costs not exceed 50 percent of total income.

An organization which does not meet this limitation may provide evidence to demonstrate that its use of funds is reasonable.

The donor must be informed at the time of solicitation how the donated funds will be used and that designations, if any, stated by the donor will be observed. Donors of large estate assets should be encouraged to consult with their own attorneys, accountants or other professional advisers. Dedication on the part of the fund raiser should match the sacrifice of the donor.

C. Applicants for accreditation must specify the basis on which they claim tax exemption.

D. Soliciting organizations shall have an active governing body. An active board meets formally at least three times annually, with meetings regularly scheduled over the course of the year, and with a majority of the members in attendance. If the full board meets only once annually, there shall be at least two additional, regularly scheduled meetings during the year of an executive committee of board members having interim policy-making authority, with a majority of its members present in person. The governing body shall avoid business transactions, including royalties, in which board members, staff or their family have a financial interest.

E. Upon request, organizations shall disclose the officers and governing body members and responsibilities and location of international, national, regional and local offices and facilities, as well as the organization's relationship with any affiliated organizations.

F. All representations of fact must be current, complete and accurate. No misleading data will be allowed for any reason.

ACCOUNTING AND FINANCIAL
REPORTING

The very nature of religious fund raising places responsible religious organizations seeking funds in special relationships of accountability: to God in whose name they ask, to the Christian Church as a whole which they represent, to those whom they serve, and to the donors who are co-laborers in a particular work or ministry. The relationship between fund raiser and donor goes far beyond the transfer of money, as giving is an expression of love for God, and man as the giver is motivated by God's Holy Spirit.

(continued on page 39)

Now \$24.95

The 1988 Edition of the Directory of Religious Broadcasting

Edited by Ben Armstrong, Ph.D.

Radio Stations
Television Stations
International Radio & TV
Shortwave Radio & TV
Radio program producers

Television program producers
Film distributors
Satellite program services
Equipment/suppliers
Agencies/representatives

Music publishers
Record companies
Schools
...and many more

We are holding the line on the cost over last year on this impressive publication for religious broadcasting stations, producers—everybody who knows what a real asset the directory is to their business.

But, you must ACT Now—after publication in 60 days, the cost increases to the cover price of \$49.95—*You save 50%.*

The new edition of the DIRECTORY OF RELIGIOUS BROADCASTING lists over 125 *new* radio stations and 15 *new* television stations

The 1988 edition will break out radio stations programming 15 hours or less of religious programming in a separate section. Each section is in an easy-to-read format that will inform you of the data necessary to keep on top of the religious broadcasting industry. It's an unequalled resource tool for stations, producers, suppliers, agents, record producers, libraries, churches, and many more.

I'm enclosing \$24.95 each for _____ copies of the Directory of Religious Broadcasting to be mailed January 31, 1988. Please add \$4.00 for first class mail and handling and \$15.00 for air mail delivery outside the U.S.

Please charge my: Visa _____ MasterCard _____ Acct.# _____ Expires _____

Signature _____

Name _____

Organization _____

Address _____

City _____ State _____ Zip _____ Phone _____

MAIL TO: Marj Stevens, National Religious Broadcasters, CN 1926, Morristown, New Jersey, 07960 201/428-5400

Clearing the Air On Telemarketing



by Gary L. Taylor

There are two common misconceptions about telemarketing. The first and most common misconception is that a telephone fund-raising call will somehow offend the donors of a ministry. In fact, exactly the opposite is true.

The most common reaction by donors is that they are excited that the ministry cared enough about them to contact them personally. The first thought expressed in virtually every telephone script we implement is to thank previous supporters for their prayers and generous support of the ministry.

Many times a taped message from the head of the ministry is incorporated with our live communicator presentation. Even though the communicator explains that a taped message is being utilized, in many cases the donors feel as if they have actually spoken with the head of the ministry. While a good taped message is more cost effective from a fund-raising perspective, it has the additional benefits of cementing the bond between the donor and the ministry. This is particularly beneficial for media ministries that communicate with the donors on television, over the radio and in the mail.

All of the telephone communicators that work on telemarketing programs for the ministries InfoCision represents must be able to pray with the donor over the telephone. Communicators are carefully screened over the telephone and in a personal interview as well. It is important to determine if they have had experience and are capable of praying with donors of the ministry, should they request it.

First and foremost our calls are for the purpose of fund raising. It would divert the focus and the effectiveness of our telephone call if we phoned with the primary objective of praying with the donors. However, by praying with people on an as-needed basis, we are extremely effective in being able to simultaneously achieve fundraising and ministry objectives. The mere fact that donors are able to share with another Christian over the telephone as a representative of the ministry is a great outreach in and of itself.

While prayer is not something that we actively solicit over the telephone, this is a critical factor in InfoCision's success in cementing the donor relationship and being able to function as an extension of the ministry. Communicators are free to pray for anyone who expresses a serious need, or specifically asks for



Above: InfoCision's phone center with extensive supervision and monitoring of phone calls. Left: Extensive communicator training on each client's program.

prayer. Indeed, the life of at least one woman has been saved by a communicator who, through prayer, was able to convince her not to commit suicide.

Direct Mail

The second most common misconception we frequently hear from prospective or new clients is that they fear telemarketing will undermine response to direct mail. Just as telemarketing does not offend donors, but rather creates positive goodwill, telemarketing actually increases the response to subsequent direct mail appeals. In literally making millions of telephone calls for over 60 clients,

InfoCision has never experienced one single instance where telemarketing lessened the response to a direct mail appeal.

Perhaps the greatest strength of telemarketing is its ability to generate funds as a follow-up to a mailing, without experiencing diminishing returns. A second direct mail letter as a follow-up to a mailing will generally only pull half the response of the original appeal letter. However, we have utilized the telephone after two, three and even more mailings, without any decrease in the effectiveness of the telemarketing campaign. That is why we always recommend that telemarket-

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(continued from page 27)

ing be utilized in addition to, not instead of, any other component of the fund-raising program.

Many of the ministries we work with have documented the fact that telemarketing actually increases subsequent direct mail income. Many who are new to telemarketing have a personal bias that telemarketing will be offensive to their donors. This only serves to reinforce the second misconception that it will take away response that would have been generated through the mail. However when clients begin to understand that a telephone call implemented with InfoCision's Christian communicators actually builds goodwill, they can better understand how response can actually increase in subsequent direct mail appeals.

A telephone call is the most personal form of communication outside of a personal visit. This is reflected by the fact that response to a telemarketing program is generally five or even ten times greater than the same appeal in the mail. Our average current donors' response rate is between 35 percent and 50 percent. Most of these same ministries are experiencing a five percent to ten percent response in the mail. Even lapsed donor programs generally range from 25 percent to 40 percent response. It is the intense degree of personalization and impact of the telephone call that generates these levels of response rates.

InfoCision has found that we can call current donors a minimum of two times each year without diminishing returns. We have clients that have implemented telemarketing programs twice each year for more than five years now. Because of the quality of InfoCision's Christian communicators, and enhancements that we have made in our telemarketing programs, our results are actually better today than five years ago. If donors were being offended by the telephone call, these clients certainly would not be continuing to implement telemarketing programs. By the same token, if direct mail response was being depleted by the telephone, they would not be utilizing it, especially when it costs so much more to call than write.

The Bottom Line

Even though the telephone costs more, on a net basis it generally raises 300 percent to 500 percent more bottom line *net income* than a comparable

"Because telemarketing actually increases donor goodwill and subsequent giving through the mail, it is an essential component of the fund-raising mix."

direct mail appeal. Best of all, this is all additional income, over and above the response through the mail, television or any other media being utilized.

Because InfoCision's Christian communicators work very hard at building goodwill, and because a telephone call is so inherently personal, subsequent direct mail response actually increases over previous levels. This is even more true for lapsed donors and non-donors, although there is a significant increase among current donors as well. Several clients have tracked giving before and after telemarketing programs. Every single client has continually found that giving after the telephone call significantly increases. This has been documented in comparing giving levels before and after a phone call. It has also been proven by comparing the giving of donors called over the telephone to a control group which has never been phoned before.

When you think about it, telemarketing's success makes sense! A personal phone call from the ministry has such great impact compared to the glut of direct mail solicitations.

As a result of a phone call, that particular ministry becomes first and foremost in the donor's mind. This is especially true for our Christian communicators who talk with donors on their own spiritual level, and are all extensively trained on the scope and background of the ministry. This enables them to answer any questions, and address any concerns that donors might have. As a result, lapsed donors that had recently only been skimming the mail, or not even opening at all,

begin reading the mail more thoroughly once again. Current donors become more excited and involved in the ministry because of the personal contact as well.

After Effects

Just as new buyers of automobiles pay more attention to car advertisements after the fact (to confirm that they made a correct buying decision), so donors read the mail more thoroughly *after* a phone call. This is because (1) the ministry has been brought to the forefront relative to other ministries that have not, (2) the personal phone call has brought them closer to the ministry emotionally and spiritually, and (3) they want to reinforce their "investment decision" to support the ministry. In doing so they read the mail more thoroughly, and give more frequently as a result. It is for these reasons that donors contacted over the telephone actually give more to subsequent direct mail appeals than people that have never been called.

Telemarketing is more important for ministries today than ever before. Because telemarketing actually increases donor goodwill and subsequent giving through the mail, it is an essential component of the fund-raising mix. In an environment where fragmentation of viewership and support has caused many ministry mailing lists to decline in size, telemarketing is crucial to the long-term growth of a ministry.

Most ministries that have increased their overall income in recent years have done so by becoming more effective fund-raisers to an ever dwindling total mailing list. While telemarketing is an important component in helping raise additional funds, it actually increases the donor base itself by involving more active donors more frequently, minimizing the number of people falling into lapsed donor categories, reactivating lapsed donors into current donors, and converting non-donors into first time donors of the ministry. Several ministries InfoCision is working with have actually reversed the negative trend of a decreasing donor base, and through telemarketing have increased the number of current donors for the first time in recent history.

Gary L. Taylor is president of InfoCision Management Corp., a telemarketing company serving the Christian marketplace.

The Most Frequently
Asked Questions About ...

NRB'S Comprehensive Benefits Plan

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

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

BY MAURICE PRINDIVILLE



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

Will this plan cover my hospital bills?

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

Will this plan cover all my doctor bills?

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

What is the deductible?

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

What are the maximum out-of-pocket expenses?

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

Is there life insurance?

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

Is there other coverage besides physician and hospital care?

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

Who backs the Trust?

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

Does this program cover pregnancy?

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

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

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

What is the cost of the program?

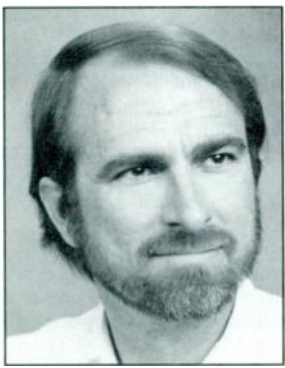
For single person coverage, the cost is \$77 and family coverage is \$160. The size of the family does not affect the cost of coverage. **This cost covers all benefits provided by this plan—full hospitalization, physician care, dental and vision care, prescription drugs and \$20,000 of life insurance.** 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.

BROADCASTERS



Tim Berends

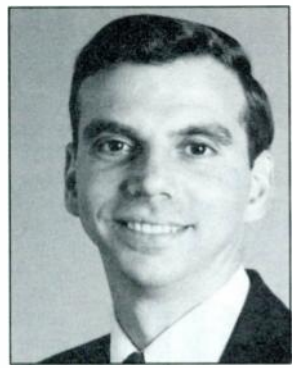
Tim Berends joined Sound of the Spirit Radio Network as host of *Nightlife*, a program featuring adult contemporary Christian music, interviews and calls from listeners. He formerly worked at KBRT-AM.

Albert L. Crain of WWEE-AM/Collierville, (Tennessee) has been granted a construction permit to build a new 1,000-watt directional AM station in the Dallas-Ft. Worth area. Crain said the new station, KDFT, will format Christian music and teaching programs. The target on air date is November 15.

KHEP-AM/Phoenix, now in its 30th year, is expected to increase its operating power by 50 percent. KHEP was also one of the early stations to quickly adopt the new NRSC standard for AM stations.

Reunion's former director of marketing, **Jeff Moseley**, was made president of the company. He was formerly general manager of the Myrrh Records label.

Muriel Dennis was named chairman of the board of Good News Publishers after serving as president for 25 years. Dennis founded Good News with her husband Clyde Dennis in 1938.



Carl Dean

Mark Mohr was named assistant manager at WCSG-FM/Grand Rapids (Michigan). Mohr, who recently left as manager at WLJN-AM/Traverse City, will also fulfill a part-time role of director of marketing at *Children's Bible Hour*.

WZZD-AM/Philadelphia recently began programming music in the morning drive time. Air personality **Carl Dean** hosts the new slot.

Brentwood Music has released its first video, featuring 17 songs from the recording *Kids Sing Praise!* Brentwood occasionally added the lyrics to encourage involvement by children who watch the 30-minute video.

Josh McDowell, president of Josh McDowell Ministry in Dallas, Texas, received the gold medal in the Faith and Freedom category from Religious Heritage of America. McDowell, who spoke at NRB 87, received the award at the 37th National Awards Program held October 12.

Marj Carpenter was named manager of news services for the Presbyterian Church (U.S.A.) in Arlington, Virginia. Carpenter is operat-



John Daniels

ing out of Atlanta until the Office of News Services moves to Louisville, Kentucky, later this year.

John Daniels, executive director of the International Lutheran Laymen's League, has accepted the position as dean of development and public relations at Concordia Lutheran Seminary, Alberta, Canada. The League sponsors *The Lutheran Hour* radio ministry and a weekly syndicated TV series, *This Is The Life*.

David Gyertson was named executive vice president and general manager of the Christian Broadcasting Associates Inc., an extension of the *700 Club* ministries in Canada. Gyertson was previously corporate chaplain at CBN's headquarters in Virginia Beach.

Dr. Dick L. Van Halsema, president of Reformed Bible College in Grand Rapids, Michigan, retired in July. He had been president of RBC for 21 years.

Moody Bible Institute is offering a Master of Arts Degree in Ministry. The program, which includes study in management, counseling, and communication, "allows the student the possibility of



Wayne Cox

earning a professional degree without leaving the ministry."

WMBI-AM/Chicago changed its format beginning October 5. The new format features Radio Esperanza (Radio Hope) weekday mornings, in addition to its current all-day Spanish programming on Saturdays.

Youth for Christ is sponsoring D.C. '88, a congress to develop evangelism and leadership skills in high school youth. The event will be held July 27-31, 1988.

Wayne Cox was named host for the new game show, *Second Honeymoon*, which began September 16 on CBN Cable Network. The program brings together children and their parents as contestants. The grand prize awarded to the winning couple is a second honeymoon.

Bob Taylor, senior vice president of programming services, resigned from the Southern Baptist Radio and Television Commission and now teaches at Southern Baptist Theological Seminary. Taylor also produces programming for the Faith Channel, an interdenominational network that began broadcasting September 1.

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ON THE AIR

Jingles..... That Extra Sparkle

by Bob Augsburg

Christian radio stations are giving much more thought these days to music flow, D.J. professionalism and other format elements like news, spot cluster scheduling and informational features. All are important to the advancement of our ministry. We are learning that Christian radio can sound as good as the secular counterparts whether A/C, CHR or MOR in format style. Announcer presentation is at the top of my list when reviewing air checks from Christian stations. The music can be properly put together but an unprofessional immature sounding jock does considerable harm to the overall sound and image of your station.

Sometimes a Christian station can possess most of the right elements (formatted music structure and skilled air people) and still lack that extra sizzle to their air sound. This is where jingles (I.D. packages) come in.

It often amazes me how station owners can think nothing of investing over \$20,000 in a new transmitter or other equipment purchases but never would consider spending a couple thousand on an I.D. package for their station.

Jingles can be most effective in the enhancement of station air sound and in call letter frequency recognition. If you doubt the power of a polished 10 to 15-second jingle, tonight count how many T.V. commercials use jingles to sell their products and plant images in our minds. We have heard our children sing a McDonald's jingle that they have heard repeatedly on television. Radio

I.D.'s, if done well, can have the same effect on our listeners causing them to remember call letters, image slogans and station frequencies.

Where to Go

There are several sources for obtaining quality jingles for your station. Companies that I would recommend are ones that write and produce I.D. packages for secular stations. However, keep in mind that the most important element in a good I.D. package is the quality of the voices and the music tracks. Jam Productions in Dallas is one of the most popular used by most of the secular CHR stations in the country. I have used them for contemporary Christian stations, changing the lyrics to include the station's image. This is commonly done. However, when rewriting jingle lyrics, the meter must match closely with the original package used on the demo.

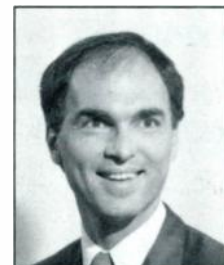
TM Productions, also in Dallas, does a good job also although I would recommend them more for Inspirational stations because of a wider variety in adult oriented packages. Arranger Don Marsh recently developed an I.D. package built around the theme "We're Together." The package contains over 60 tracks and mixdowns featuring even seasonal jingles. The "We're Together" package is more than the traditional I.D. package with quick five to ten second cuts. This series is built around several thematic image tracks that are over 60 seconds in length. The package is best suited for traditional easy listening formats and

would even work well on talk oriented Christian stations.

The minimum investment for a jingle package will usually be around \$1,500. For this you would get five to six jingles with ten to 12 additional mix downs including the a cappella mixes. Jingles should be scheduled on your format clock as D.J.'s may have a tendency to play them too often or too infrequently. Four to six jingles per hour is recommended for CHR stations, two to four hourly on A/C. We recommend coming out of spot sets with a jingle going clean into music but with no announcer intro. Jingles should be matched in tempo and style with the upcoming selection to be played.

If you are looking for that special sparkle to your air sound a jingle I.D. package could be the answer. Be sure you "shop around" and get all the demos you can and don't sacrifice quality to save a few hundred dollars. A well produced package will stay fresh for several years while a package of a lesser quality can burn out in six months.

Jingles can be like "icing on the cake," which in many cases is just what Christian radio stations need.



Bob Augsburg is president of Programming Plus, a company that programs music for Christian radio stations.

Single Notes

Adult Contemporary

Glad continues to dazzle Contemporary Christian music fans with their extraordinary vocal ability and musical production. The latest single entitled *Questions* is another great Glad sample. Though



Twila Paris

this is the third single release from the album *Who Do You Love*, the song is just as powerful as previous singles *All the World* and *Who do you Love*. CHR stations will want to focus on side B *Don't Say*.

Twila Paris, who has proven to be an excellent writer, keeps penning hit after hit. Her latest single release is *Bonded Together* and features producer Jonathan



The Bill Gaither Trio

David Brown on backup vocals. *Bonded* is a worship song sung to the Lord and is sure

to edify your listeners.

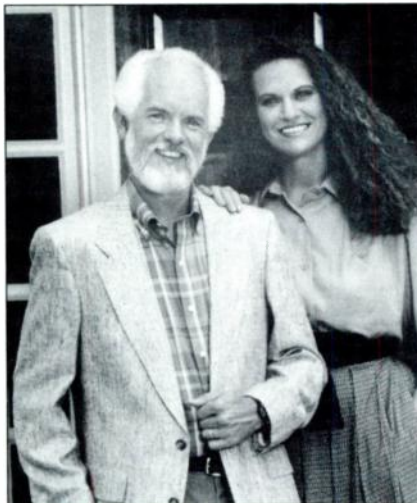
Petra's new single from *This Means War* is called *I Am Available*. Great lyrics should make this song a real plus add for A/C stations.

Reba Rambo and Dony McGuire revive the 40's Andrew Sisters style harmony which ties in well with their newest album *Enlistment*. The single *Year of Enlistment* is definitely a novelty type song that may burn out quickly in a high rotation but the song definitely warrants airplay consideration. This one would be interesting to include in music tests.

Inspirational/MOR

The Bill Gaither Trio follows up *Tell Me* with a new single entitled *Hurt by Hurt*. The cut is rich in message and style. Vintage Gaithers here with recommended heavy airplay for MOR stations.

Steve and Anne Chapman's new Starsong release *Guest of Honor* debuts with a single called *God Still Moves*. It is a beautiful piece sure to encourage and



Steve and Anne Chapman

uplift your listeners. A nice strong arrangement gives the song a distinctive sound over previous releases.

Southern Gospel

Rusty Goodman joins the Benson family after years in Canaanland. His debut album on the label is entitled *To be Honest with You*. Rusty brings with him that quality rich voice that has earned him Gospel Male Vocalist of the year more than once. The first single is *It's a Miracle* and will chart well on Southern and Country stations.

Jimmy Swaggart's newest release brings with it a single entitled *Hallowed be Thy Name*. This release lies within the traditional Swaggart sound known on his previous 46 album releases.

Chart Check

WJTL/Lancaster, Pa.

FORMAT: CHR

1. Holding On - Imperials
2. My Only Hope - The Awakening
3. Don't Let Your Heart - Petra
4. He Is the Resurrection - David & the Giants
5. What Do You Want From Life - Randy Stonehill
6. We're Gonna Make It - Jessy Dixon/Bonnie Keen
7. Love Hurt - Deborah Peters
8. Emily - Michael W. Smith
9. Love Is All That Matters - Connie Scott
10. Material Magic - Wayne Watson

WLFJ/Greenville, S.C.

FORMAT: Inspirational/MOR

1. We Praise You, Lord - Brooklyn Tabernacle Choir/Word
2. There In Your Heart - Dion/Dayspring
3. Day Like Today - Chris Christian/Home Sweet Home
4. Pure Heart - Jim Murray
5. Don't Let Your Heart Be Hardened - Petra
6. Make Us One - Phil Driscoll
7. Prince of Peace - Twila Paris
8. Tell Me - Bill Gaither Trio
9. Jordan - Pam Mark Hall
10. Famine in the Land - Nelsons

WQFL/Rockford, Ill.

FORMAT: A/C

1. A Love Like This - Nicholas
2. Screen Door - Rich Mullins
3. Make Us One - Phil Driscoll
4. More Than A Friend - Acapella
5. His Word Will Stand - Luke Garrett
6. You Are The Potter - David Baroni
7. Isn't It Crazy - Leon Patillo
8. I Can See Heaven Through These Eyes - Terri Gibbs
9. God Still Loves the World - Gordon Jensen
10. Holy Is the Lord - Twila Paris

WNOW/Charlotte, N.C.

FORMAT: A/C

1. Don't Let Your Heart Be - Petra
2. Material Magic - Wayne Watson
3. Here Am I - Crumbacher
4. Emily - Michael W. Smith
5. Day Like Today - Chris Christian
6. Celebrate the Child - Michael Card
7. Love Is All That Matters - Connie Scott
8. Heavenly Love - David & The Giants
9. Isn't It Crazy - Leon Patillo
10. Just Because You Are - Phillip Sandifer

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PROFILE

D. James Kennedy *We Teach By Doing*

by Virgil Megill



A broadcaster sensitive to religious trends and techniques of the 20th century, D. James Kennedy of Coral Ridge Ministries has dedicated his teaching skills to train disciples of Jesus Christ in responsibility to the Savior and the Creator. Kennedy is sensitive to the techniques of leading another person to know Christ. He is equally sensitive to cultural forces that blemish and cross-circuit one's life with Christ. He has been committed to refine evangelistic techniques to fulfill Jesus' Great Commission to "go ... make disciples ... teaching them to observe all that I command you" (Matthew 28:19-20). He clarifies God's cultural mandate to be "fruitful and multiply; fill the earth and subdue it" (Genesis 21:28). In this two-fold task Kennedy, through Coral Ridge Ministries, is one of the foremost radio and TV preachers teaching awareness to evangelistic responsibility and the dangers of Secular Humanism. He will speak at NRB 88 at the FCC Luncheon on February 2.

Kennedy learned the principles of obeying the Great Commission through applying Biblical instructions with his personal experience. He recognizes the 20th century American is bombarded with appeals for indulgent lifestyles, unstable goals, and uncertain commitments as a fallout of Secular Humanism.

Barnhouse

Kennedy understands the secular indulgent life. His own secular experience rotated about himself until he was dramatically challenged by a radio preacher. He was born in Augusta, Georgia, but spent most of his childhood in Chicago. His United Methodist parents sent him to Sunday school. He joined the church but scouting was more meaningful. He never attended a church camp or evangelistic service. He graduated from Plant High School in Tampa, Florida, in 1948, and attended the University of Tampa two and a half years where he majored in "crew, girls and ping-pong." He dropped out of school, answering a dance studio advertisement.

There he mastered and taught the dances of the 1950s--the mambo, samba, tango, rumba and paso doble--in an Arthur Murray dance studio in Tampa, Florida. He rose from instructor, interviewer, analyst, advisor, supervisor to manager.

The change in Kennedy's secular life came one Sunday afternoon, when upon awakening following a dance party that had extended to 4 am, Kennedy accidentally tuned to radio preacher Donald Grey Barnhouse of Tenth Presbyterian Church in Philadelphia. He was startled by Barnhouse's question asking the reasons if he should die, why God should admit him to heaven. He sank to his knees and received Jesus Christ as his Savior.

Secularism

Kennedy was curious about his new experience with God, but was not attending a church. He took the advice of a news vendor and began reading Fulton Oursler's *The Greatest Story Ever Told*. For months while reading the book he kept his decision a secret.

When his star dance pupil, Anne Craig Lewis of Lakeland, Florida, asked him whether he went to church, his answer was, "You can be just as good a Christian by not going to church as you can by going."² His associates at the dance studio agreed with Kennedy and they also did not go to church. When he finished Oursler's book and made his prayer of commitment, he went the very next Sunday to a Presbyterian church, and upon invitation that evening, to the young people's Bible study.

Kennedy recognized an evangelistic priority was lacking in his earlier years. He then began to adopt a new pattern of life. He memorized Scripture so quickly he was made in charge of the young people's Bible study and was even asked whether he considered the ministry. He attended the Christian Business Men's Club. Challenged about his work at the dance studio, he suddenly left Arthur Murray, Saturday, December 3, 1955, and the next day became pastor of Bethel Presbyterian Church

in Clearwater, Florida. His secular experience and its contrast with life in Christ made Kennedy aware of choices to be made.

Kennedy contrasts uncertain secular commitment with assurance of a Christian. He was concerned about one of his star pupils, Anne Craig Lewis. She was the daughter of a Presbyterian elder, a Sunday school teacher, a member of the choir and active in the youth group, but had no personal relationship with Christ. He took her to a Youth for Christ meeting in St. Petersburg but she could not testify. Later at a church near Tampa the two heard a missionary from India who reached her heart. In his car in front of her house he led Anne to accept Christ. He and Anne were married August 25, 1956, in Lakeland and became parents of a daughter, Jennifer Lynn.

Before he dropped out of school, his college major was English and his minor was music. He was a solo clarinetist and the band drum major and had acceptable grades. After his commitment to Christ he became a straight A student. He resumed his educational career at Columbia Seminary in Decatur, Georgia for a Master of Divinity. He received a Master of Theology in 1969 from Chicago Graduate School of Theology and a Ph.D. from New York University in 1972.

Kennedy's pastoral ministry tested his commitment to Christ. Emory University had not accepted his application for graduate study, and because of his allergies he was not considered by the mission board. He agreed to take over a new church being formed by Presbyterian pastors in Fort Lauderdale in 1959. He then committed his ministry to Coral Ridge.

From his first service at Coral Ridge, Kennedy was aware of cultural problems preventing people from accepting Christ. At his first service when about 45 people met at 8:30 am in a room at McNab School, Kennedy recalls one woman saying as she left, "I'm a follower of the teachings of Thomas Paine." Sophisticated northerners moving into the Fort Lauderdale

dale area were, Kennedy admitted, "turned away in droves."³

Discouraged by a confusing malaise, ten months later he returned to Kennedy Smartt, pastor of Ingleside Presbyterian Church in Scottsdale, Georgia. He looked for something reassuring where he had attended church as a seminary student. He thought he was to preach at Ingleside, but Smartt trained him in visitation evangelism. Smartt recalled that, as a student at Columbia, Kennedy had led a fellow student from Sweden to a personal relationship with Christ. With new courage and definite goals Kennedy returned to Coral Ridge's 17 members. He began evangelistic visitation, and strengthened his Biblical preaching.

Evangelistic Format

Theologically Kennedy was committed to the Gospel of Grace, of establishing the Law through faith (Romans 3:19-31). His evangelism classes were ineffective until he trained soul winners one by one to show an inner dynamic and proper conversational sequence. He remembered in Chicago once when he was the only student present, his Sunday school teacher had taken him to a nearby lake for the lesson. Kennedy began to take one person at a time with him on evangelistic calls, spending four months with the same person. He realized each witness should train others to be witnesses. In order to prevent each one from repeating the same mistakes he and his students had observed, he wrote down the most effective sequence of questions and answers. This became the basis of *Evangelism Explosion*. Soon Coral Ridge had 300 members actively inviting others to become Christians. Since 1966 Coral Ridge has been the fastest growing church in the denomination.

Kennedy's awareness of a positive approach to overcome reticence toward worthwhile goals was first demonstrated with *Evangelism Explosion*. He built his method upon two questions. The first is "Have you come to a place in your spiritual life where you know for certain that if you were to die today you would go to heaven?" The second question is one that Barnhouse had asked in his broadcast, "Suppose you were to die tonight and stand before God and he were to say to you, 'Why should I let you into my Heaven?' What would you say?" Kennedy uses what he considers non-controversial wording sift out those who have theological or cultural substitutes for eternal life as offered in the New Testament.

As a model congregation, Coral Ridge Presbyterian Church speaks to those churches

believing the Grace of God in Christ without an evangelistic outreach and those churches retaining a secular self-defeating format. Today Coral Ridge Presbyterian Church has over 7,500 members and 14 ministers. Billy Graham, in *Decision Magazine*, recognized Coral Ridge as one of the five "great churches of North America." Gospel Films portrays Coral Ridge in an hour long color dramatic motion picture, *Like A Mighty Army*. The congregation's day school, Westminster Academy, has over 900 students from kindergarten through 12th grade.

Published in 1970, *Evangelism Explosion* has become the standardized format of evangelism techniques throughout the world. Evangelism Explosion International now trains laypersons in 93 countries, 26 languages and 200 denominations to share their faith in Jesus Christ one-on-one.

Secular Culture

Kennedy has dedicated his thoughtful understanding of the secular person, his rational understanding of social processes, and his thorough scholarship to lead people to Christian commitment. He sees the broad interchange of power structures. He can explain a process step by step. Kennedy is an observer of technique and theory. In contrast to radio and television pastor-teachers whose preaching extends into an expository teaching style, Kennedy's teaching methods in addition to his private studies, grew out of his own experience and that of others in dealing with people. He was a teacher as a dance instructor before his conversion. He was a coach of evangelistic teams. He is an analyst of social trends.

In 1978 Coral Ridge Ministries launched a broadcasting program. By 1987 one-half hour radio messages (primarily daily) were carried on 150 stations. One hour telecasts were on 249 stations, on eight cable networks, in 25 nations.

In January 1981 Kennedy declared that a religion "has spread itself across the face of this nation, a religion which is diametrically opposed to almost every tenet of the Christian faith upon which this nation was founded." He noted this religion "has more preachers and more churches and more money than any other religion in this country." He declared it has been "established by the federal government," which pours into it "billions of dollars each year." The Supreme Court "denominates it, the religion of Secular Humanism." Its *avant garde* are the "public schools of this nation, the treasury for which is funded by your tax dollars." Kennedy named the

tenants of Secular Humanism as (1) atheism, (2) evolution, (3) immorality, (4) socialism, and (5) internationalism.⁴

In addition to radio and TV messages Kennedy supports cultural activities that attack Secular Humanist power structures. He participated in the pre-Iceland and pre-Geneva conference briefings with President Reagan. He was witness in the Alabama School Prayer trial, which led to the Mobile Textbook Case ruling that Secular Humanism was a religion and could not be taught in the public schools. He counseled the Creationists in the Louisiana Balanced Treatment of Creation-Science and Evolution-Science heard by the Supreme Court on December 10, 1986, noting that Creationism deals with biology, embryology, chemistry, astrophysics, and anthropology not found in the Bible.

Besides authoring ten Christian books, Kennedy has written three books applying Biblical principles to political struggles. Kennedy preaches topical sermons with seasonal emphasis. He explains faith, grace, sacrifice, liberty, love and prayer. He develops series of sermons within a book of the Bible. He attacks non-Christian perspectives in abortion, economics, education, science, work, evolution and health. He explores contemporary problems such as AIDS, pornography, music and the occult. Kennedy's preaching introduces Bible quotations interspersed with homespun illustrations, fantastic comparisons, historical references, poetic quotations, and scientific data. His goal is to help persons find both their individual and social need to obey God. Explaining the Cultural Mandate to those who complain "You can't legislate morality," Kennedy asks, "What else can you legislate?" The Christian response, Kennedy maintains, is necessary because Secular Humanism has entered the domain of morality in an attempt to legalize sin. He would lead people to accept Christ and walk with God, to subdue the earth and dominion over it. As Christ's agents, Christians, he believes, are to influence all areas of society with the life and teachings of Jesus Christ.

1 E. Russell Chandler, *The Kennedy Explosion*, Elgin, IL: David C. Cook Publishing Co., 1971, p. 22.

2 *Ibid.*, p. 16.

3 *Ibid.*, p. 27.

4 *A New Beginning*, January 18, 1987, Coral Ridge Pulpit radio broadcast.

Virgil Megill is professor of communications at Toccoa Falls College.

WASHINGTON

FCC Abolishes Fairness Doctrine

by Richard E. Wiley

...the FCC stated that a vigorous "marketplace of ideas" would best be promoted by leaving broadcast program content wholly unregulated.

In a major extension of First Amendment rights for broadcasters, the FCC has abolished the 38-year old Fairness Doctrine. The Commission eliminated both prongs of the doctrine requirements that stations cover controversial public issues and that they provide a reasonable opportunity for contrasting views on such issues.

The agency's action, taken in August, has increased expectations that the Commission may eliminate other content-oriented regulations of the broadcast industry. Associations representing broadcasters and journalists already have asked the FCC to repeal both the personal attack and political editorializing rules, which are corollaries of the Fairness Doctrine.

The personal attack rule generally gives a specific individual or a group, whose honesty or integrity is assailed on a broadcast station, a right to reply. The political editorializing regulations guarantee candidates a right to reply when opposed, or when an opponent is endorsed, by station management in an editorial. In the past, the Commission has proposed abolishing these regulations but it left them standing in taking its recent action to eliminate the Fairness Doctrine.

Constitutionality

The FCC's Fairness decision brings to a head a dispute in this area which has been building for some time between the agency and members of Congress.

About a year ago, the Commission expressed serious reservations about the constitutionality of the Fairness Doctrine but indicated that its hands were tied due to an uncertainty as to whether the Doctrine is mandated under the Communications Act. On appeal, the Court of Appeals in the District of Columbia ruled that Fairness was a Commission-created policy and was not included in the requirements embodied in the statute.

In a separate action that had been taken earlier, the Commission found that the Doctrine had been violated by a station in Syracuse, New York, owned by Meredith Broadcasting, in a case involving editorial advertising. Meredith appealed this ruling to the D.C. Circuit, which

found that, since Fairness was not codified, the Commission could not refuse arbitrarily to examine the question of whether the Doctrine was constitutional. Indeed, the Court even suggested that the Commissioners may have violated their oaths of office to uphold the Constitution by enforcing a doctrine that they essentially had criticized as unconstitutional only a year before. Accordingly, the Court remanded the case to the agency for further consideration.

On remand, the Commission declared the Doctrine unconstitutional, finding that it does not further the public interest in promoting diverse and antagonistic sources of information. Instead, the agency found, Fairness chills speech and improperly allows the government to scrutinize programming content. In addition, the FCC held that the scarcity rationale for the Doctrine (upheld by the Supreme Court in the famous *Red Lion* decision) was no longer valid due to the development of new broadcast stations and new technological alternatives to the broadcast media.

This dispute may not be over, however. The *Meredith* case has once again been appealed (this time by citizens groups seeking to enforce Fairness obligations).

In addition, Congress acted, by wide margins in both houses, to codify the Doctrine. However, in June of this year, President Reagan vetoed this legislation, and Congress has thus far failed to produce sufficient votes to override this executive action. Nevertheless, Senator Hollings of South Carolina, a strong proponent of the Doctrine, may soon attempt to attach codification to a so-called "veto-proof" bill.

At the same time that it abolished the Fairness Doctrine, the Commission released a report that had been mandated by Congress on alternatives to the Doctrine that would promote its same goals. The agency found each of the alternatives to be unacceptable. Instead, the FCC stated that a vigorous "marketplace of ideas" would best be promoted by leaving broadcast program content wholly unregulated.

Thus, it concluded that neither the Fairness Doctrine nor any regulatory alternative would be appropriate.

Religion and Fairness

Religious broadcasters long have had a special interest in the Fairness Doctrine. In the past, the Doctrine has been used by the FCC to impose sanctions against a number of controversial ministers who preached over the airwaves. Indeed, two of the most famous Fairness-related cases centered on the radio stations with which these ministers were associated: WGCB in Red Lion, Pennsylvania, and Rev. Billy James Hargis and WXUR in Media, Pennsylvania, and Dr. Carl McIntire.

In 1964, WGCB aired a tape by the Rev. Hargis in which he attacked a journalist who had written a book about Senator Barry Goldwater. The station did not give the journalist a right to reply. This broadcast triggered the *Red Lion* case in which the Supreme Court sanctioned the personal attack rule and its different standard for regulation of broadcast content as compared to the print media. The FCC also found Fairness Doctrine violations in refusing to renew the license of Dr. McIntire's station, said to be the only case where a broadcast license was taken away on this basis.

Conclusion

Many consider the FCC's action to abolish the Fairness Doctrine to be good news for broadcasters and for the public. These observers believe that society will benefit from the more robust debate likely to emerge from unshackling the electronic media and allowing them to exercise expanded First Amendment rights. Only time will tell, however, whether the Commission's action will survive both legislative and judicial challenges.

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 and is General Counsel for NRB. He was assisted in preparing this article by Willard W. Pardue, Jr., an associate in Mr. Wiley's firm.

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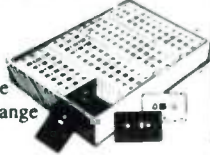
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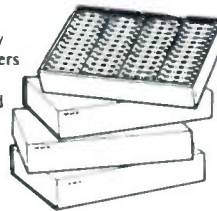


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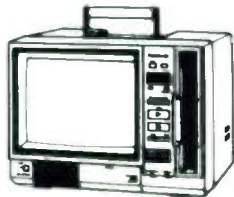


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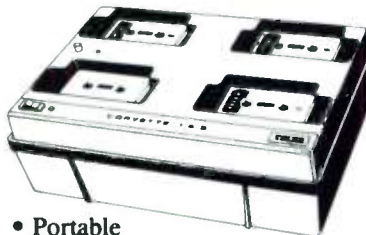
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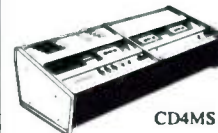


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7. All classified ads must be prepaid.
8. Send copy, instructions and check or money order to:

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

Chart Check

(continued from page 33)

WWDJ/New York

FORMAT: CHR

1. There Is Your Heart - Dion
2. Wings of an Eagle - Deniece Williams
3. Make Us One - Phil Driscoll
4. Lift Up My Voice - Tommy Funderburk
5. Light of the World - Matthew Ward
6. Isn't It Crazy - Leon Patillo
7. Here Am I - Crumbacher
8. Make It Right - Kenny Marks
9. Celebrate the Child - Michael Card
10. Ain't No Need to Worry - The Winans

WMCU/Miami

FORMAT: Inspirational/MOR

1. Come Drink at my Table - Billy & Sarah Gaines
2. Make Us One - Phil Driscoll
3. Pure Heart - Jim Murray
4. Don't Let Your Heart Be Hard - Petra
5. The Power - Don Francisco
6. The Love of God - Philip Bailey
7. Crossover - Dan Peek
8. Forever - Gaither Vocal Band
9. Out of the Blue - Billy Sprague
10. We Praise You, Lord - Brooklyn Tabernacle Choir

WNDZ/Chicago

FORMAT: A/C

1. Pure Heart - Jim Murray
2. Heavenly Love - David & The Giants
3. Make Us One - Phil Driscoll
4. For My Growing - Mylon LeFevre
5. Prince of Peace - Twila Paris
6. Isn't It Crazy - Leon Patillo
7. Never For Nothing - Margaret Becker
8. Lift Up My Voice - Tommy Funderburk
9. Friend of a Wounded Heart - Wayne Watson
10. We're Gonna Make It - Jessy Dixon

WCIE/Lakeland, Fla.

FORMAT: A/C

1. Make It Right - Kenny Marks
2. Make Us One - Phil Driscoll
3. Here Am I - Crumbacher
4. Lift Up My Voice - Tommy Funderburk
5. First Love - Silverwind
6. Heavenly Love - David & The Giants
7. Day Like Today - Chris Christian
8. There In Your Heart - Dion/Kelly Willard
9. Celebrate the Child - Michael Card
10. I Can See Heaven - Terri Gibbs

WFRN/Elkhart, Ind.

FORMAT: Inspirational/MOR

1. Forever - Gaither Vocal Band

2. Crossover - Dan Peek
3. I Can See Heaven With These Eyes - Terri Gibbs
4. Day Like Today - Chris Christian
5. Tell Me - Bill Gaither Trio
6. God Still Loves the World - Gordon Jensen
7. Unshakable Kingdom - Sandi Patti
8. Look For a Window - Dallas Holm
9. Spirit Shine - Cynthia Clawson
10. Out of the Blue - Billy Sprague

WWGM/Nashville, Tenn.

FORMAT: Inspirational/MOR

1. My Jesus, I Love Thee - 2nd Chapter of Acts
2. When It's All Been Said & Done - Phil Sandifer
3. You Haven't Changed - Heritage Singers
4. He's Got the Whole World - Chris & Courtney Christian
5. The Rock of Faith Is Jesus - Karla Worley
6. All Rise - Doug Oldham
7. Household of Faith - Steve & Marijean Green
8. Famine in Their Land - The Nelsons
9. I Will Rejoice - Luke Garrett
10. Unshakable Kingdom - Let There Be Praise

(continued from page 24)

As every person is accountable to God for his or her stewardship, Christian organizations are accountable to the donor for the disposition of monies received.

FINANCIAL CRITERIA

A. Members shall obtain and submit annually an audit prepared by an independent Public Accounting firm in accordance with generally accepted auditing standards (GAAS) with financial statements prepared in accordance with generally accepted accounting principles (GAAP) consistently applied. In the event a member's annual donation income from broadcasting ministry is between \$500,000 and \$1,000,000, and said ministry has initially submitted a full GAAP audit, the submission of an audit every second year is considered satisfactory, with an audit or a review required on the other year. For members whose donated income from broadcasting ministry is less than \$500,000, an annual unaudited financial statement shall be considered sufficient.

As a part of the financial statements, the members shall supply information setting forth the value of salaries, allowances, benefits, and the entire area of personal inurement on the part of each of the officers, directors and principals in the ministry.

B. Annual financial reports must be prepared in scope and design to meet the particular concerns of those to whom reports are due: namely, the governing body and executive management who have the fiduciary responsibilities of the organization itself, donors to the particular organization who are interested in what was done with the funds available to the organization, and those who are beneficiaries of the funds given, including those who have established planned giving agreements with the organization.

C. Annual reports must provide both a financial summary and a review of the work and spiritual dimensions of the ministry for which the funds were raised. These annual reports and the audited financial statements as required herein shall be made available for public inspection.

D. Donations must be received with promptness; reasonable requests from donors for information about designated gifts should be met.

E. Acknowledgment of gifts in kind: Property or gifts in kind must be acknowledged accurately with no statement as to the market value. Responsibility to determine the fair market value of the property for tax purposes rests with the donor.

FUND RAISING

Methods of fund raising shall be utilized as a technique of stewardship that can promote effectiveness and assure integrity. Fund raisers should utilize the management technique of internal controls in administrative practice. Exclusive authority over all aspects of financial matters shall not be vested in any single person. Separation of such financial functions of fund raising as collection, allocation and accounting is essential for internal control.

Adherence to legal requirements and respect for professional guidelines are fundamental to sound management of the fund-raising function. There are as many ways of raising funds as there are many and far-reaching ministries to be funded. Each fund-raising method has its own specialized purpose and technique. But responsible and effective fund-raising methodology should never disregard the voice of the Holy Spirit that must permeate an organization's total efforts. The raising of funds for gospel works is indeed a spiritual

vocation and a talent working hand in hand with the direct ministry for which the funds are raised.

FUND-RAISING CRITERIA

A. Fund-raising authority and disbursement authority shall not be vested exclusively in any one individual.

B. Ethical business relationships must be maintained by organizations with suppliers of goods and services.

C. Contracts between a religious organization and commercial suppliers and consultants should insure that control over materials, designs, money and general operations remain fully in the hands of the religious organization.

D. To avoid conflict of interest and potential abuse, no inside development staff or outside fund raising consultants may be reimbursed on a basis of percentage of funds received by the religious organization.

E. Requests for funds shall not be associated with material objects which are inconsistent with the spiritual purposes of the appeal.

F. Fund-raising appeals must communicate realistic expectations to the donor of what the donor's gift will accomplish within the limits of the organization's ministry.

G. Incentives and premiums offered by a ministry must be presented in a manner that is clear and factual to avoid misleading the donor.

H. Members shall maintain records of all fund-raising appeals (including offers of incentives or premiums) for a period of one year. These records shall include complete copies of all written materials submitted to members of the public and transcripts or electronic recordings of all appeals presented to the public by means of radio, television or cable television transmissions. Upon request, these records must promptly be submitted to EFICOM for inspection and review to assure the compliance with EFICOM accreditation criteria.

SUPERVISION AND COMMENDATION

The intent of these criteria is to foster high standards of ethics and integrity in raising and disbursing funds for Christian ministries.

The Ethics and Financial Integrity Commission (EFICOM) of the National Religious Broadcasters is hereby authorized to accept requests from member organizations to review their fund-raising appeal materials and methods, as well as their annual reports and independently audited financial reports, in order to certify that such organization does indeed fully meet the high standards of accountability set forth above by the National Religious Broadcasters. The Commission shall keep in strict confidence all financial and other data submitted.

RECOGNITION CRITERIA

A. If, after receiving a request for review and completing its own review, the Ethics and Financial Integrity Commission (EFICOM) concludes that a non-profit organization does meet the criteria of this document, National Religious Broadcasters shall present that organization with a certificate of accreditation.

B. Supervision and enforcement of these criteria will be based upon an initial audit examination plus on-site inspection. Members are expected to cooperate fully with these fact-gathering efforts.

C. NRB shall publish an annual listing of all organizations which have received certification and shall conduct an annual review of each organization so commended. It shall not publish any list of those religious groups which have not received certification nor make any comment against those organizations not on the NRB commendation list.

D. EFICOM shall obtain payment for its service in accordance with the attached fee schedule, which is subject to adjustment by vote of the Executive Committee of NRB, and may retain such accounting and/or professional staff as needed to assist the full Commission in its evaluation.

E. In the event EFICOM does not find an organization's practices meeting NRB accreditation criteria, it shall first indicate to the organization what modifications in practices are needed to meet the established standards and allow that organization sufficient time (six months) to adjust to the NRB criteria before EFICOM formally votes on the application for accreditation. In the event the organization believes the recommended modifications are not appropriate for its ministry, such organization is entitled to a fair hearing before EFICOM votes its final approval or disapproval of the application for certification.

F. All decisions of EFICOM shall be by majority vote.

* * * * *

EFICOM MEMBER FEE SCHEDULE		
If your cash contribution income is:		
At Least	But Less Than	Your Member Fee Is
\$ 0	\$ 250,000	\$ 175
250,000	500,000	360
500,000	1,000,000	400
1,000,000	1,500,000	425
1,500,000	2,000,000	440
2,000,000	2,500,000	470
2,500,000	3,000,000	500
3,000,000	3,500,000	575
3,500,000	4,000,000	650
4,000,000	4,500,000	750
4,500,000	5,000,000	825
5,000,000	5,500,000	900
5,500,000	6,000,000	1,000
6,000,000	6,500,000	1,075
6,500,000	7,000,000	1,150
7,000,000	7,500,000	1,250
7,500,000	8,000,000	1,325
8,000,000	8,500,000	1,400
8,500,000	9,000,000	1,500
9,000,000	9,500,000	1,575
9,500,000	10,000,000	1,650
10,000,000	11,000,000	1,800
11,000,000	12,000,000	2,000
12,000,000	13,000,000	2,200
13,000,000	14,000,000	2,400
14,000,000	15,000,000	2,600
15,000,000	16,000,000	2,800
16,000,000	17,000,000	3,000
17,000,000	18,000,000	3,200
18,000,000	19,000,000	3,400
19,000,000	20,000,000	3,600
20,000,000	21,000,000	3,800
21,000,000	22,000,000	4,000
22,000,000	23,000,000	4,200
23,000,000	24,000,000	4,400
24,000,000	25,000,000	4,600
25,000,000	50,000,000	4,800
50,000,000	∞	5,000

LATE NEWS

FALWELL,
PTL BOARD
RESIGN

PTL chairman Jerry Falwell and his 10-member board resigned October 8 following a court ruling that allows the ministry's creditors and contributors to file a competing plan for reorganizing PTL. The board's last act, according to Falwell, was to return a clause to the ministry's bylaws that would give the Assemblies of God church the authority to name a board of directors subject to approval by bankruptcy judge Rufus Reynolds.

CALIFORNIA
QUAKE DISABLES
STATION

Station officials said KKLA-FM/North Hollywood was knocked of the air for more than an hour when a 6.1 earthquake struck the Los Angeles area October 1. The station, located near the epicenter of the quake, did not sustain serious damage. KKLA's sister station, KGER-AM/Long Beach, survived the thrust and remained on the air for advisories to listeners.

NRB SOUTHWEST
ELECTS NEW
OFFICERS

New officers were elected to represent NRB's southwest regional chapter during the chapter's annual convention, held October 7 through 9. Burt Perrault of KTEK/Houston is president; Sharon Barela, BMC Advertising, is vice president; Joe Willis, KWJS/Ft. Worth, is treasurer; and Philip French, Mid-America Gospel Radio, is secretary. Members-at-large are Chip Olin, KCFO/Tulsa; Carl Singer, KCBI/Dallas; Albert Cox, KCTA/Corpus Christi; and Bob Lepine, KSLR/San Antonio.

700 CLUB TO
INTERVIEW
PALAU

Kathy Sindorf of the 700 Club will conduct a live interview with international evangelist Luis Palau Friday, November 13. Palau, who will hold a crusade in Hong Kong November 8-15, will discuss concerns by Christians with respect to China's operational takeover of the former British colony in 1997.

LOVELESS
DEAD AT
95

Wendell P. Loveless, a veteran musician, radio broadcaster and "the father of Christian radio," died in Hawaii October 3. Loveless headed the Moody Bible Institute radio department for 20 years. During that time, he served as one of WMBI's primary musicians, announcers and administrators. In 1961 he became manager of station KAIM-AM/FM in Honolulu, Hawaii.



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Here's What We're All About:

News. U.S.A. Radio Network employs one of the finest professional news teams in America. Broadcasting at the top of the hour, 24 hours every day, U.S.A. Radio Network News is heard on well over 300 stations. The Network not only delivers a broad coverage of world events, but we include stories that other networks may not carry. It's your one-stop source for national and international news. Our intense dedication to deliver the *most comprehensive and objective* newscast probably makes U.S.A. Radio Network the most trustworthy news feed on radio.

Religion Today. This three-minute feature highlights the hour's top religious news stories of concern to the Christian evangelical community. It is updated throughout the day.

Sports. Broadcasting throughout the day, our three-minute sports feeds give you everything from hard scores to actualities and in-depth commentary.

Sports Extra. This is a special weekly three-and-a-half minute sports interview and issues program.

This Week. At the end of every week we wrap up the major events of the last seven days in a fast-paced news magazine format. *This Week* has an optional close after ten minutes.

Point of View. Heard on well over 200 Christian radio stations every day, *Point of View* is America's most popular Christian radio talk show. Broadcasting all over the world, author and host Marlin Maddoux interviews the exciting guests in a 90-minute news and issues format. Without a doubt, *Point of View* is the most important, most impactful talk show in America. It airs every weekday at 2:05 PM E.S.T.

Media Monitor. In this daily feature, Reed Irvine and Cliff Kincaid report on accuracy in the media.

Washington Report. News every weekday from behind the scenes in Washington by Ray Allen, President of the American Christian Taskforce.

The Capitol Report. Tim Lahaye's daily report on current national news and events of interest to Christians.

Financial Focus. An informative one-hour Saturday morning live call-in program featuring nationally known investment advisor Jerry Tuma.

Finances Today. This is Jerry Tuma's short daily feature specifically dealing with family financial planning.

Healthtime. Daily health and medical tips by popular medical personality, Dr. Novello.

Movie Guide. Every weekday, Ted Baehr gives a Biblical analysis of current movies.

Each and Every Day. Practical tips and information for day-to-day living by lawyer Carol Davis.

Success By Design. Motivational and positive attitude tips by national seminar speaker Mark Drake.

People To People. This popular daily counseling program features Bob George of Discipleship Counseling Services in Dallas. The show airs at 7:05 PM E.S.T.

Youth Talk U.S.A. Every Sunday night, J. W. Brinkley invites youthful callers across America to discuss issues facing teenagers today. Sign on is at 10:05 PM E.S.T.

Kids of God's Kingdom. This is the Network's one-hour pre-school children's program on Saturday hosted by John Tracy. It starts at 9:33 AM E.S.T.

Heart Talk. This is our daily late evening live call-in counseling program featuring Nels and Juanita Hinman. The Hinmans have over fifty years of experience in the ministry, and it airs at 10:05 PM E.S.T.

The Best of Health. Every Saturday afternoon, Lee Milton answers your questions about health and medical care in this live one-hour format. The show begins at 12:05 PM E.S.T.

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