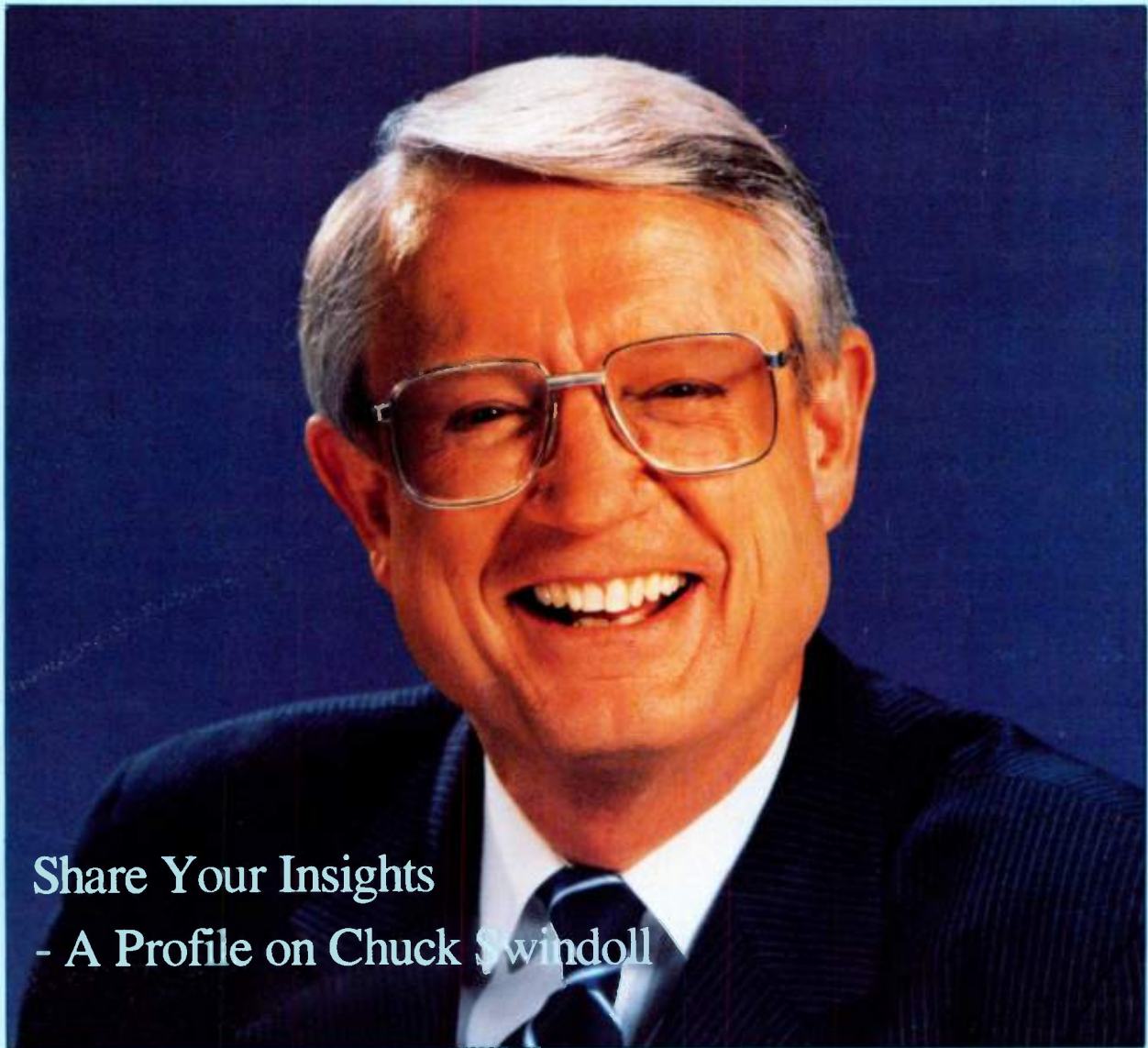


RELIGIOUS BROADCASTING

The Official Publication of National Religious Broadcasters

December 1987

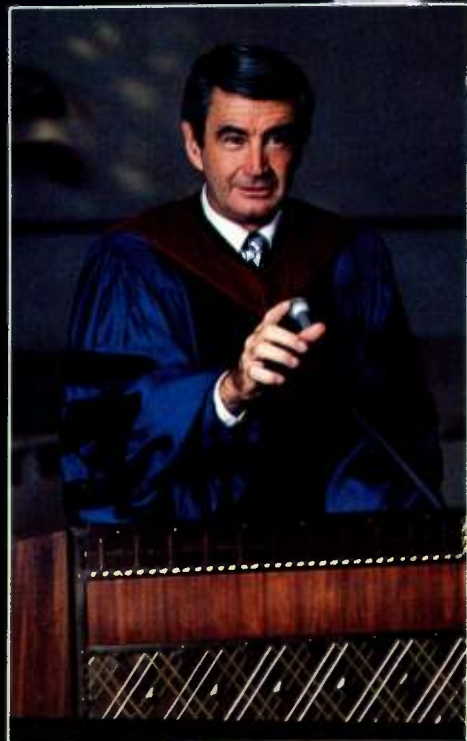


Share Your Insights
- A Profile on Chuck Swindoll

Are TV Evangelists Overpaid?

Radio and International Missions Part III

RBC 08715 6601CNY
DIEGO DOMINGO
MASS MEDIA CONSULTANT
BOX 3930
HOLLYWOOD
CA 90028



Life changing messages from a Lifetime of study

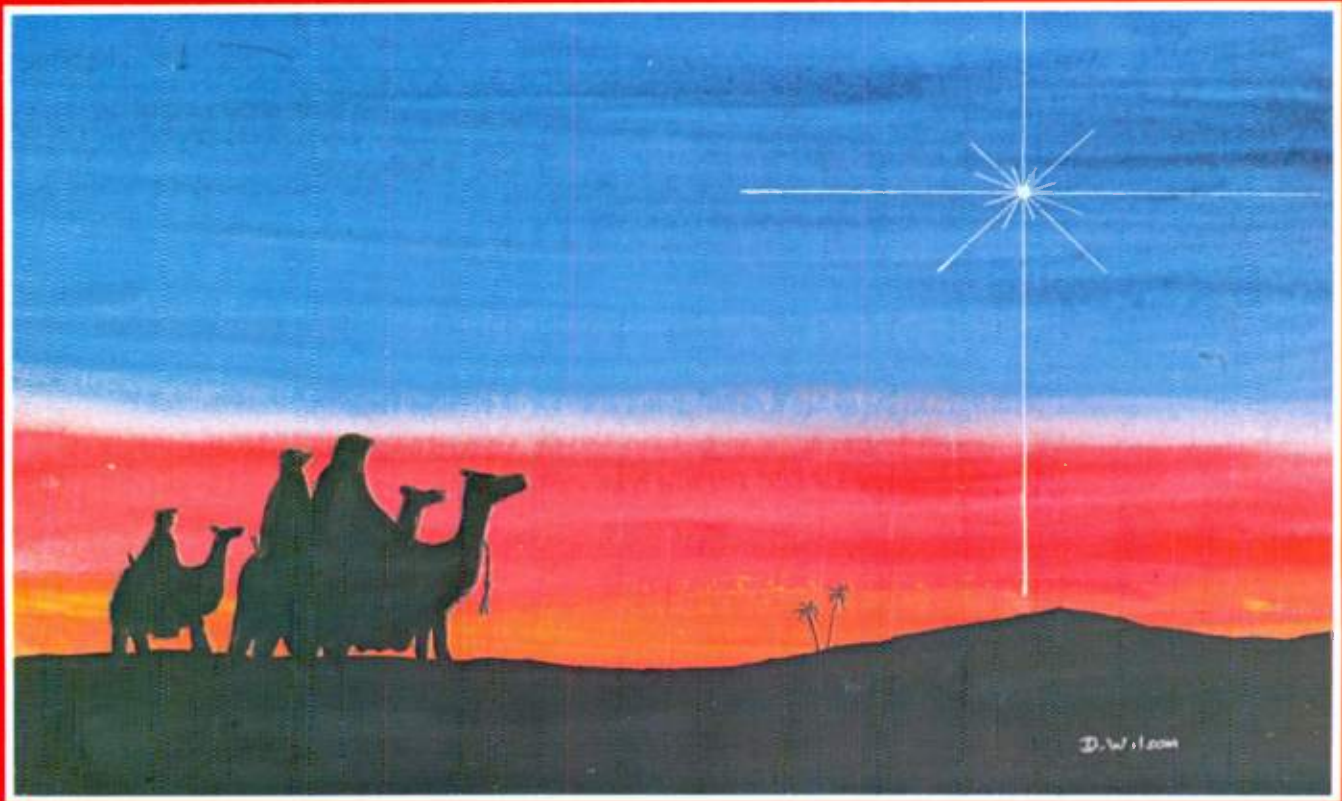
Dr. D. James Kennedy has spent the last thirty years studying and proclaiming biblical truths . . . TRUTHS THAT TRANSFORM. In 1984 he was named "Clergyman of the Year" by Religious Heritage in America, and in 1985 "International Clergyman of the Year" by the Civitans. He is Senior Minister of Coral Ridge Presbyterian Church with more than 7,000 members, and President of Evangelism Explosion International. In less than eight years his weekly television ministry is ranked among the top ten nationally.

NOW, his new radio program, "TRUTHS THAT TRANSFORM," is rapidly becoming one of the most listened to half-hour daily broadcasts in the country. Christian radio and television with life changing power.

For more information contact:

The Lloyd Daniel Corporation
P.O. Box 1196
Deerfield Beach, Florida 33441
(305) 428-8986

(Circle 101 on the Reader Service Card)



*A wonderful, God filled
Christmas to you
from all of us at KMJC
and J.C. Gates & Co.*

910 AM 5000 watts - Full Time in San Diego County

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

KMJC
BEING MASTER OF THE AIR

Licensed to El Cajon, California

Represented Nationally by

J.C. GATES & CO.

(Circle 109 on the Reader Service Card)

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

CHRISTIAN TELEPHONE FUND RAISING Specialists

iiC INFOCISION
MANAGEMENT

33
Mission Aviation Fellowship

BOX 202 • REDLANDS, CALIFORNIA 92373-0065 • 714/794-1151 • TELEX 676-483

Mr. Tim Twardowski
InfoCision Management Corp.
1765 Merriman Road
Akron, Ohio 44313

Dear Tim,

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

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

We are also doing well on the Haiti airplane project. Our current fulfillment rate is 82.69% on total pledges. I expect us to reach 100% or even more.

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

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

My observation from my visit is that InfoCision shows many of the signs of a well run company and I'm sure that we will want to continue our relationship in the future.

Sincerely,

Ron Frey
Ron Frey

RF:tb



Christian Communicators Make the Difference

InfoCision's Christian communicators talk with your donors on their own spiritual level. We utilize a positive, highly personalized, low key approach. The net result is **MORE MONEY RAISED, and INCREASED GOODWILL.** In fact, we find that people contacted over the phone actually give more to subsequent direct mail appeals.

For More Information Call:
Tim Twardowski
Executive Vice President-Marketing
(216) 864-2555



INFOCISION MANAGEMENT

INformation/deCISION Management

1755 Merriman Road • Akron, Ohio 44313 • (216) 864-2555

(Circle 113 on the Reader Service Card)

DECEMBER

FEATURES

1987

- 10 Editorial: The Critics Have Misrepresented Religious Broadcasting**
by Ben Armstrong/How much time do televangelists spend raising money?

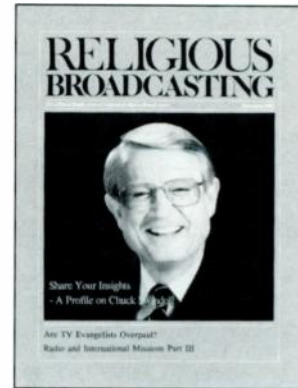
- 18 Missions: Radio and International Missions/ Part III**
by Francis A. Grey/Third in a series on the use of radio in international evangelism

- 22 Programming: How to Reach Unbelievers and New Listeners**
by Joy Blowers/Good personal recognition is the best PR

- 24 Special Report: Are TV Evangelists Overpaid?**
by Ed Hindson/Recent studies show that critics of TV evangelists are not doing their homework

- 30 Television: Who, Me Lord?**
by Jean Rodabaugh/One woman's experience in taking on the task God had given her

THE COVER



DEPARTMENTS

- | | | | |
|---|--|---|---|
| <p>4 Sign On
Give Yourself Away This Christmas!</p> <p>6 NRB Forum
Comments from Our Readers</p> <p>8 Media World/National
Campus Crusade Launches "New Life 2000"/Christian Cable Station Wins Major Victory/Israel Breakfast to Feature Jewish and Christian Leaders/Southern Gospel Radio Seminar a Great Success</p> | <p>12 Media World/International
TWR Inaugurates New 1,000,000 Watt Transmitter/ International Broadcasters to Receive Awards/ Austrian Program Rates High With Listeners/Motesi Crusade Successful Despite Press Enmity</p> <p>14 NRB News
David Clark Named Trustee of PTL/More Musicians, Speakers Confirmed/NRB Welcomes 46 New Members/New '88 Awards Change Shape of Program/Black Broadcasters Plan Convention Events/Media Expo 75 Percent Sold Out/Credibility Prevailing Theme at Regionals</p> | <p>26 Profile
Chuck Swindoll
Share Your Insights</p> <p>32 New Products
An Informative Listing of New Broadcast-Related Products</p> <p>34 Broadcasters
TWR-Hong Kong Celebrates Its 10th Anniversary/Prison Fellowship Elects Ronald W. Nikkel President/A fterglow Productions Expands to 75 Radio Stations/Sandi Patti Begins Hosting Syndicated Radio Programs</p> | <p>36 On the Air
Knee Research/Single Notes/Chart Check</p> <p>40 Washington Watch
NRB Outlines Ethics Proposals to Congress</p> <p>42 Classifieds</p> <p>44 Late News
Falwell Quits as Head of Morai Majority/Ogilvie Injured in Scotland/Ministry Granted Israel Broadcast License/Obituaries</p> |
|---|--|---|---|

SIGN ON

Give Yourself Away This Christmas!



"And this they did, not as we hoped, but first gave their own selves to the Lord, and unto us by the will of God." (II Cor. 8:5)

Two things characterized the churches of Macedonia: They gave themselves to God, and then proceeded to give themselves to others as God directed them.

If indeed Christmas is a time for giving, we do well to ask whether we have ever given ourselves entirely over to our Lord. The world is full of busy Christians whose usefulness is cut short by incomplete surrender to God. The old-time holiness preachers used to call it "being sold out to God." Call it what you will, there lies

the key to successful service all year long. "Nothing between my soul and the Saviour ..."

Following hard upon that complete surrender to God is a new willingness to give one's self away to others. For the churches in Macedonia it meant providing love offerings out of deep poverty and privation. For us, it may well mean the first time we have ever given anything to God that cost us something—something we had intended for ourselves.

A man approached Torrey Johnson in the early years of Youth for Christ and said to him, "My wife and I have been saving for a new car. Matter of fact, I took the profits from a deal I made a while ago, and buried them out in my back yard, just in case ... But we have been praying about the need of young people here and throughout the world, and we have decided to wait another year for that car. If you will come with me, we'll dig up the coffee can."

Dig they did, and from the buried canister came several thousand dollars that could be used in winning young people to Christ.

This Christmas, give yourself to God, then give yourself away to someone else for Jesus' sake. Take on an extra missionary responsibility, sponsor a foreign Christian radio or TV station, sponsor a national pastor on some mission field, send a special offering to a needy part of our world. On Christmas morning, make some hospital or prison calls on people for whom no one else cares. The list of possibilities is endless. Talk to the Heavenly Father for His guidance. Macedonian Christians did their giving "by the will of God." So indeed may we.

Have a blessed "giving yourself away" Christmas!

Robert A. Cook
President
National Religious Broadcasters

RELIGIOUS BROADCASTING

Vol. 19 No. 11
Executive Editor
Ben Armstrong
Managing Editor
Bruce Bates
Assistant Editor
Paula LaFiura
Art Director
Lorraine Nevers
Advertising Director
Dolph Hintze
Advertising Assistant
Edda Stefanic
Technical Editor
Michael Glenn
Editorial Assistants
Jackie Graziano
Anne Dunlap
Circulation
Debra Ryan
Art Assistant
Susan Kubick
Contributing Editors
Bob Augsburg
Ed Hindson
Virgil Megill
Richard E. Wiley

National Religious Broadcasters

Dr. Robert A. Cook, President, "The King's Hour," Box 251, Tannersville, PA 18372. Jerry K. Rose, First Vice President, WCFC-TV/Channel 38, 1 North Wacker Drive, Chicago, IL 60606. Robert W. Ball, Second Vice President, Salem Media Services, 2310 Ponderosa, Suite 29, Camarillo, CA 93010. Edna Edwards, Secretary, WFGW/WMIT, P.O. Box 158, Black Mountain, NC 28711. Dr. David Clark, Treasurer, PTL, Charlotte, NC 28279. Dr. Ben Armstrong, Executive Director, NRB, CN 1926, Morristown, NJ 07960.

Editorial and Advertising Offices

NRB, 17 Eastmans Road
Parsippany, NJ 07054
201/428-5400

RELIGIOUS BROADCASTING (ISSN0034-4079) is published monthly, 11 times a year (July and August are combined). To receive a subscription fill out the form enclosed in this issue and send it with a check to RELIGIOUS BROADCASTING, CN 1926, Morristown, NJ 07960. You may also be billed later.

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

Printed in the U.S.A. copyright 1987 by National Religious Broadcasters, all rights reserved. Contents of this magazine may not be reproduced, in whole or in part, unless expressly authorized in writing by NRB. All editorial and production correspondence should be sent to RELIGIOUS BROADCASTING, CN 1926, Morristown, NJ 07960. RELIGIOUS BROADCASTING assumes no responsibility for return of unsolicited manuscripts, photographs and cartoons, and reserves the right to accept or reject any editorial and advertising matter.

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

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

POSTMASTER: Please send change of address to RELIGIOUS BROADCASTING, CN 1926, Morristown, NJ 07960.

Affiliate
NRB

Member
EPA
Evangelical Press Association

MINIRTH MEIER CLINIC

MBN/IMS . . . MORE OF WHAT YOU JOIN A NETWORK FOR!

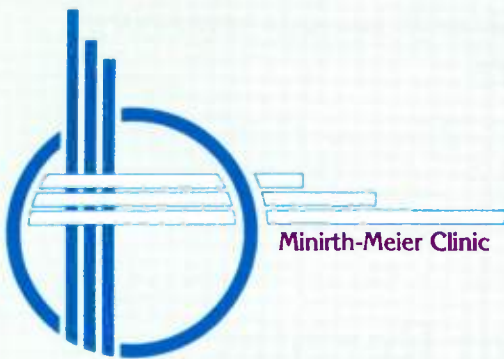
12 Noon - 12:55 P.M. Central Time

How is a Christian to understand suffering? Why do so many people experience stress in their lives? What happens when divorce strikes the church family? What can parents do to make discipline more effective? Who considers suicide and why?

These and many other pressing questions need answers. The MINIRTH-MEIER CLINIC, a live, daily call-in program, was created for the purpose of questions and problems of everyday life. Hosted by qualified Christian professional psychiatrists, Drs. Frank Minirth and Paul Meier, along with members of their staff, combine sound medical and psychiatric principles with a solid foundation found only in God's Word.

TOPICS DEALT WITH:

- Substance abuse
- Parenting skills & child development
- Adolescent sexuality & single life
- Anger, grief, loneliness & suicide
- Divorce, children & divorce, single parenting
- A healthy marriage, loving & aging
- Depression, burnout & stress



The MINIRTH-MEIER CLINIC is represented by the MOODY BROADCASTING NETWORK, Chicago. Call MBN at 800/621-7031 Toll Free, 312/329-4433 in Illinois and Alaska for more information and current rate card.



Frank Minirth, M.D., Don Hawkins, Th.M. & Paul Meier, M.D.

OTHER BROADCAST PROGRAMS:

PSYCHIATRY & YOU — hosted by Drs. Minirth & Meier. Many of the same topics dealt with on the daily MINIRTH-MEIER CLINIC are discussed in this daily 4 1/2-minute program. Available by satellite and tape.

FAMILY FOUNDATIONS — In these stress-filled days when successful family functioning is difficult, FAMILY FOUNDATIONS has been developed to enable husbands and wives, parents and children to function effectively as family members. Weekly 25 minutes, available by satellite and tape.

....HELPING LISTENERS AND STATIONS TO REACH MORE....TO THE GLORY OF GOD!

On the MINIRTH-MEIER Staff:



Walter Byrd, M.D. Richard Meier, D.Min. Les Carter, Ph.D.

NRB FORUM

"Registering" Success

Dear Editor:

Three cheers for the NRB Employment Registry. This weekend Tabernacle Presbyterian Church called Ed Palpant to fill the newly created fulltime position of Media Ministry Director. Almost all of the candidates we interviewed were from the Registry.

Even the information on candidates we did not pursue was helpful. This helped us become educated about the field of available workers and current salaries.

Actually, you gave our name to Ed almost two years ago when we first considered creating this position. When we were able to finalize it recently, we got in contact with him again and found him open to making a

move. He and his wife and our search committee of ten people are excited about his joining us in ministry.

Thank you for being God's instrument to help spread His Kingdom.

Martha Sue Batt
Tabernacle Presbyterian Church
Indianapolis, IN

A Welcome Alternative

Dear Editor:

Praise the Lord! Someone is finally producing a TV/Radio guide for those who want to find something other than sex and violence. The "Christian Radio & TV Guide" should meet the needs of not only Christians but could be used as an evangelism tool for fringe or non-Christians. We all need to pray for the success of this

venture and its editor Larry Allen. Also pray for the expansion beyond the 25 stated markets.

Another need that we see in the bookstore is a directory, by states, of Christian radio and TV stations. We are in a tourist area and have people always asking about stations with good Christian programs, music, talk shows, etc.

John Haas
Sea Birds Cards & Christian Gifts
Kill Devil Hills, NC

Dear Mr. Haas:

The 1988 Directory of Religious Broadcasting contains a complete listing of Christian radio and television stations. For more information, contact NRB at (201) 428-5400 or write NRB, CN 1926, Morristown, N.J. 07960.

LOOKING FOR QUALIFIED HELP?

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

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

The NRB Employment Registry

Your complete source for experienced broadcast professionals

Call NRB at 201-428-5400 for details today!

CENTURY TELEVISION NETWORK



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



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



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

Value Based Programming, Commercially Sponsored for the Conservative Audience



Century Television Network

4600 Duke Street, Suite 425, Alexandria, VA 22304
(703) 823-1602



(Circle 144 on the Reader Service Card)

MEDIA NATIONAL WORLD

Campus Crusade Launches "New Life 2000"

SAN BERNARDINO, Calif. (NRB)—Campus Crusade for Christ (CCC) is launching a program called "New Life 2000," which involves an accelerated effort to present the Gospel to the entire population of the earth by the year 2000. (By 2000, the earth's population is projected to be 6.5 billion.) One of the project's main prayer targets is aiming for one billion people to receive Christ.

Strategy involves the establishment of "New Life Training Centers," 5,000 in all, which will concentrate on presenting the basics of the Christian life using printed materials and *Jesus* film teams. The centers will focus on working with nationals, building them up as leaders so they can then reach their own people.

According to Crusade staff member Don Beehler, *New Life 2000* is a "comprehensive global strategy to tell every person in every country that new life is available through Jesus Christ."

Dr. Ted Engstrom, president emeritus of World Vision, has been named head of a committee of references—people lending their names and support, who will be key disseminators of information about the project.

Christian Cable Station Wins Major Victory

CONCORD, Calif. (NRB)—KFCB/Channel 42 is a Christian television station reaching northern and central California. The management of the United Cable Company (which services KFCB) made an "editorial decision" to drop the Christian station, based on the opinion that Christian television was not important to

their subscribers. KFCB (Family Christian Broadcasting) was carried on two systems in Hayward and Alameda, reaching about 62,000 homes.

Ministers and community leaders throughout KFCB's range prepared a campaign to convince the cable company that Christian television is important and subscribers do want it. KFCB carries 24-hour Christian programming, which is more than even CBN carries. People were concerned about losing this resource of Christian teaching. KFCB also has a Careline, similar to the *700 Club's* phone counseling/prayer service, which receives about 10,000 calls per month. The ministers showed that the Christian station was providing a community service (free counseling for those in need) and was also helping to strengthen local churches by reaching unbelievers and referring them to the churches. The ministers also encouraged people in their churches to write to or call United Cable and voice their concerns about the loss of Channel 42. The company was inundated with correspondence, receiving over 3,200 letters. Many subscribers who called were willing to cancel their cable subscriptions if Channel 42 was not put back on the air. The campaign also received major media coverage.

As a result, the cable company made a major decision reversing the former action, and made a commitment to reinstate KFCB on all stations. Some stations were reconnected with the service immediately; some, due to technical difficulties, are taking longer, but KFCB will eventually be completely restored.

Israel Breakfast to Feature Jewish and Christian Leaders

WASHINGTON, D.C. (NRB)—The seventh annual Breakfast in Honor of Israel will be held during the time of NRB's annual convention, the morning of February 3 at the Sheraton Washington Hotel. Par-

ticipating in the program will be NRB executive director Ben Armstrong, with a greeting from NRB; Ed McAteer, president of the Religious Roundtable in Memphis, Tennessee, as master of ceremonies; keynote speaker Dr. Charles Stanley, senior pastor of the First Baptist Church, Atlanta, Georgia; the Israeli Ambassador to the United States, with a response from the Jewish community; Senator Albert Gore Jr. (D-Tenn.); and presidential candidate Pat Robertson. Also scheduled to speak is vice president George Bush.

Music will be provided by Glen Basham of South Bend Symphony Orchestra, Betty Grodnitsky, soloist, and saxophonist Dr. Bernard Johnson.

The theme verse for the breakfast is Psalm 122:6, "Pray for the peace of Jerusalem."

For tickets or more information, contact Ed McAteer through the Roundtable, P.O. Box 11467, Memphis, TN 38119.

Assisting McAteer in the preparations (coordinating attendance of outstanding Jewish leaders) is Irving Borowsky, president of the North American Publishing Co., Philadelphia, Pennsylvania. He will sponsor a dinner on February 2 at the Sheraton Washington Hotel.

Southern Gospel Radio Seminar a Great Success

NASHVILLE, Tenn. (NRB)—More people than ever before turned out for this year's Southern Gospel Radio Seminar. Radio people had an opportunity to meet artists and discuss music-related issues affecting Southern Gospel radio.

Complete, unedited tapes of the sessions are available. Content of the tapes reflects the seminar theme, "Growing Together in '88." Speakers include Lari Goss, Ken Harding and Eddie Crook (Tape 1); Carl Ford of WRNA/China Grove, N.C. and Don Matney of WLXN/Lexington, N.C. (Tape 2); and Ford and Matney in a question and answer session, (Tapes 3 & 4).

DISCOUNT VIDEO WAREHOUSE

TERMS:
Payment in advance
or COD Cashiers shipping:
FOB Mt. Prospect, IL

- Quantities Limited
- All Prices subject to change
- All Sales Final

Discount Video Warehouse is a wholly owned subsidiary of Roscor Corporation.

JVC

DECEMBER SAVINGS!

DUAL CHANNEL TBC WITH EFFECTS



ALTA Pyxis GROUP, INC

- Features
- 9 Wipe Patterns Vertical, Horizontal, 4 Corners, Window, Shutter & Blind
 - Digital Effects Push-On, Push-Off, Pull-Off, Posterization
 - Transitions Dissolve, Fade-to-Black and Cut
 - Modifiers Mid-Stop, Soft Edge, Reverse and Audio Hold
 - Speed 16, 24, 32 or 60 Frames Selectable Transition Rate for Effects (0.5 - 2.1 Seconds)
 - GPI for Editor Control
 - Stereo Audio Mixing
 - Live Camera Inputs

THE PERFECT VIDEO SYSTEM FOR A/B ROLL EDITING!

UNBELIEVABLE SPECIAL: \$4995

NEW

Pyxis E

ALL THE FEATURES OF THE PYXIS PLUS:

- Dual Eight Bit Infinite Window TBC Frame Synchronizer with Field Frame Select
- Special Effects—Colorization, Posterization and Mosaic
- 4X1 Audio Video Switcher
- Accepts Dynamic Tracking Mode
- Proc Amp and Separate Horizontal and Vertical Image Enhancement

Cygnus

TIME BASE CORRECTOR, SYNCHRONIZER... AND MORE

- Infinite Window TBC with Freeze and Strobing

DVW IS AN AUTHORIZED SONY DEALER

Panasonic Professional/Industrial Video

PRO SERIES VIDEO SYSTEM

AG-7400 2 Hr S-VHS VHS Portable Recorder Player

AG-7500 2 Hr S-VHS VHS Hi-Fi Editing VCR

NOW AVAILABLE!

NEW

WV-200CLE

3 CHIP

COLOR CAMERA

- More than 600 Lines Resolution
- Greater than 56dB S/N
- Y/C (Pro-Series S-VHS) or NTSC Switchable Output
- 25 Lux Minimum Illumination
- Ergonomic Design
- Many Other Features

CALL FOR

INTRODUCTORY INFORMATION

PANASONIC VHS EDITING WITH DIGITAL EFFECTS UNDER \$2200!

AG-1820 VHS HI-FI DIGITAL VCR

- GT4W Super Head System
- Digital Special Effect including Digital Memory Stop, Digital Strobe, Digital Mosaic Art, Digital Graphic Art
- VISS (VHS Index Search System)
- Linear Time Counter (In Hours, Minutes, Seconds)
- Built-in Multiplex (MTS SAP I SAP II) Decoder
- Multiple On-Screen Display (OSD)
- 1 Month 8 Event Timer with Built-in Calendar

PLUS: AG-1950 VHS HI-FI EDIT VCR

AG-A96 EDIT

CONTROLLER and All Interconnect Cables
HOLIDAY SPECIAL\$2199

DISCOUNT VIDEO WAREHOUSE TAPE SONY 3M

Standard	Price	Color Plus Broadcast	Price
KCS-10BRS	\$ 8.88	UCA-10S	\$ 9.03
KCS-20BRS	10.06	UCA-20S	10.06
KCA-30BRS	11.91	UCA-30	10.38
KCA-60BRS	15.83	UCA-60	14.55
1/4" XBR Broadcast Master	Price	1/4" Master Broadcast	Price
KCS-10XBR	9.35	MBR-5S	10.32
KCS-20XBR	10.82	MBR-20S	11.36
KCA-30XBR	12.68	MBR-30	13.27
KCA-60XBR	16.64	MBR-60	17.30
Betacam	Price	VHS Color Plus	Price
BCT-20K	8.99	T-30	4.37
1/2" Pro-X		T-60	5.03
T-120	8.90	T-120	6.00
L-250	6.71	Scotch VHS	
L-500	7.72	(Lots of 20)	
1" V-1K (Lots of 5)		T-120	4.11
V-1K-34B	42.31	1" Broadcast	
V-1K-66B	62.97	479-1-1630	40.58
V-1K-96B	97.47	479-1-3170	59.71
BULK VHS (Lots of 50)		479-1-4610	91.02
TS-30	2.24	BULK VHS	
TS-60	2.72	VT-10	2.70
TS-90	3.25	VT-15	2.78
TS-105	3.42	VT-20	2.88
TS-120	3.54	VT-30	2.91
TS-127	3.78	VT-45	3.15
		VT-60	3.32
		VT-120	4.15

AMPEX

1/4"-187 SERIES PROFESSIONAL	Price	BETACAM-198 SERIES	Price
KCA-10	\$7.77	BC-20A	8.19
KCA-20	8.76	VHS-189 SERIES	
KCA-30	9.71	(LOTS OF 20)	
KCA-60	13.60	T-30	3.13
1/4"-197 SERIES BROADCAST	Price	T-60	Price
BCS-10	9.74	T-120	4.29
BCS-20	10.93	1"-196 SERIES	
BCA-30	11.63	1630EB	38.10
BCA-60	16.37	3170CD	56.25
		4610HD	85.99

VHS

NOW IN STOCK!
Maxell ST-120
S-VHS Tape...\$16.47

HOLIDAY TAPE SPECIAL!

Kodak SGT-120...\$3.39
Kodak XGT-120...\$4.49
Maxell L-750...\$3.00

While They Last - In Lots of 20

CALL FOR DVW'S SPECIAL VALUES ON FACTORY DEMO EQUIPMENT WITH FULL MANUFACTURER WARRANTY: VCR's, CAMERAS, PORTABLES, EDIT SYSTEMS, TBC's, MONITORS, ALL MAJOR BRANDS.

P.O. Box 36
Mount Prospect, IL 60056

PHONE TOLL FREE
1-800-323-8148
IN ALASKA & HAWAII 1-800-448-0354

(Circle 198 on the Reader Service Card)

In Illinois Phone
(312) 299-5258

The Critics Have Misrepresented Religious Broadcasting



by Ben Armstrong

CATEGORY	AVERAGE	Falwell	Graham	Roberts	700 Club	PTL Club	Schuller	Swaggart Daily	Swaggart Weekly
Fund Raising	11%	21%	1%	3%	6%	27%	11%	10%	8%
Promotion	11%	11%	14%	12%	12%	20%	5%	11%	8%
Political/Social	4%	2%	--	--	28%	--	--	--	--
Entertainment	14%	19%	17%	13%	2%	24%	23%	--	15%
Introductions	5%	6%	8%	6%	5%	7%	5%	4%	3%
Preaching	32%	36%	47%	42%	9%	3%	33%	29%	62%
Celebrity Testimony	6%	--	13%	--	14%	3%	16%	--	--
Viewer Testimony	3%	--	--	1%	5%	1%	3%	--	--
Spiritual Discussion	11%	2%	--	15%	13%	12%	1%	45%	--
Prayer	3%	3%	--	8%	6%	3%	3%	1%	4%

Report by Stephen Winzenburg: *How Televangelists Use Their Air Time*, September 1987

One of the major criticisms leveled against religious broadcasters is that they spend too much air time raising money. This objection has been raised repeatedly in a rash of articles written about religious broadcasting in recent months. However, several serious studies of religious broadcasting have revealed that there is a great deal of difference among televangelists in style, format, philosophy, content and fund-raising. In fact, one such study has revealed that some religious broadcasters spend no air time at all in fund-raising appeals. Another study has verified that televangelists in general spend less time raising funds than do commercial broadcasters.

In a popular article in *TV Guide* (August 15, 1987), Roderick Townley acknowledged the vast differences that exist among televangelists and that categorical statements about fund-raising cannot be applied to all of them.

Bob Chuvala, in an article entitled, "Television Preachers Who *Don't* Ask for Money," in *Christian Herald* (October 1987), discusses the philosophy of *Day of Discovery*, *Focus on Faith*, *This Is the Life* and the Southern Baptists' ACTS (American Christian Television System) Network, all of which do not solicit funds on the air.

One of the most significant studies done recently was conducted by Stephen Winzenburg, professor of communications at Florida Southern College. His report entitled, *How Televangelists Use Their Air Time* (September 1987), surveys eight major religious broadcasts from June 15 to August 1, 1987. His research revealed that these broadcasters spent

The total percentage of income spent on fundraising by televangelists is far below the national average of income spent on advertising by major corporations.

only 11 percent of their air time in fundraising, compared to 21 percent of air time given to commercials in secular commercial broadcasting.

Professor Winzenburg's research revealed that the common stereotypes perpetrated by the media are false. Only PTL (27 percent) exceeded the average commercial time of secular television and even this was explainable due to their current financial crisis. Jerry Falwell (21 percent) paralleled the commercial broadcasting average and all the others in the study were well below the average: Robert Schuller (11 percent), Jimmy Swaggart (10 percent and eight percent), *700 Club* (six percent), Oral Roberts (three

(continued on page 17)

0% INTEREST

Available on 6120 series

The most popular high speed duplicator for good reason.

With 10% down and up to 12 months to pay, those eligible can qualify for this special no interest financing. Only available through participating Telex 6120 dealers.

Telex has been a trusted leader in the tape duplicating industry for decades. They've earned that position with innovative products such as the 6120 series which features compact size, unlimited expandability, track format selection, one-button operation and peak reading LED's for convenient audio level monitoring. Add these incredible terms to the list and is it any wonder the 6120's popularity is still growing!

Just think, from the tapes you produce each month, you could earn or save enough to easily make the payments. Best of all you **don't pay any interest**, and you can take up to 12 months to pay. That *really* puts the 6120 series within reach now! Write or call today for full details and a production chart showing how few cassettes you have to produce each month to pay for a system with these exciting no interest terms.

TELEX

This special financing offer is also available on the all new

Pro Series 6120XLP

the 6120 duplicator with 8X speed and professional specs.

Telex Communications, Inc., 9600 Aldrich Avenue South, Minneapolis, MN 55420
CALL TOLL FREE 1-800-828-6107 • In MN call (612) 887-5531

MEDIA INTERNATIONAL WORLD

TWR Inaugurates New 1,000,000 Watt Transmitter

ROUMOULES, France (TWR)—Trans World Radio, in cooperation with Radio Monte Carlo in Europe, inaugurated a new one million watt AM transmitter on October 6 and 7. Dr. Paul E. Freed, founder and president of TWR, attended the dedication ceremony and conference.

The new facilities include a complex antenna system which provides the opportunity to direct the signal in any one of five directions, concentrating the transmitter power toward a specific country or language group. Advanced computer switching enables the direction of the one million watt signal to be changed in just five seconds.

According to David Adams, TWR's European director, "The improved flexibility in programming design is a great advantage. Our goal has always been to provide a better quality signal to listeners as far away as Scotland, Germany and Eastern Europe. The new installation offers a significant improvement in achieving this goal."

International Broadcasters to Receive Awards

WASHINGTON, D.C. (NRB)—The International Awards will be a feature of the International Banquet, to be held the evening of February 2 during the annual convention. The awards are presented to recognize achievement in the international field of religious broadcasting. Past recipients have included journalists, religious broadcasting personalities and programs from Europe, Africa, Asia, South America and Australia.

This year's recipients include Hermann Rieffe, founder of the German cable television network, Altensteig, West Ger-

many; Antony Huyser, chairman of the Ten Boom House, Haarlem, Holland; Richard Wesley, president of the Friends in Jesus Ministry, Monrovia, Liberia; Dirk-Jan Bijker, program director of the Evangelical Broadcasting Company, Hilversum, Holland; Don G. Feltham of ECHO Recordings and Missionary Technical Services, East Sussex, England; Captain Fernando Martinez, director of public relations for the Salvation Army in Chile, Peru, Bolivia and Ecuador; M. M. Maxton, zonal director of the India Every Home Crusade, Lucknow, India; John Q. Davis, chairman of the Christian Broadcasting Council of Great Britain, West Hallam, England; Bishop Herro V. Blair, president and founder of the Deliverance Evangelistic Association, Kingston, Jamaica; Kurt Sprenger, general manager of the Christian Media Cooperation, Wissenbach, West Germany; and Martin Johnson, producer/director of Wesley Film Productions Ltd. for the "Discovering" series, Sydney, Australia.

Dr. Paul Y. Cho of Yoido Full Gospel Church, Seoul, Korea, will be the banquet speaker. Music will be provided by vocalist Steve Green and Wei-Mei Guay of Taiwan, Republic of China.

Austrian Program Rates High With Listeners

VIENNA, Austria (NRB)—According to Greg Mundis, an Assembly of God missionary in Vienna, a fairly new Christian television and radio broadcast has received a tremendous response from its Austrian audience.

The weekly TV program, *A Fulfilled Life*, has been heard on station Tele-Uno since January 5, 1986. Its radio counterpart is heard daily for five minutes. The programs are produced by Christliche Medien Produktion (CMP), a national TV/radio organization in Austria. Since the launch of the ministry in 1986, Mundis says he has received over 400 phone calls and letters in favor of the programs.

"The European television and radio

scenario is rapidly changing," Mundis said. "God is opening wonderful doors of opportunity," he added. *A Fulfilled Life* is also a member of Alpha-Omega, a European umbrella organization for Christian media ministries. Alpha-Omega is represented in Italy, Switzerland, Germany, Spain, Holland, Austria, Sweden, Norway, Finland, Iceland and Greece.

Mundis added that CMP follows up its programming with correspondence courses and a local counseling center.

Mottesi Crusade Successful Despite Press Enmity

TIJUANA, Mexico (NRB)—Despite a concerted press campaign against evangelicals, Alberto Mottesi's end of September crusade drew a cumulative audience of 23,400 and over 2,000 people committed their lives to Christ. The crusade was held in the "Tijuana Arena 72," a boxing stadium.

The media had been attacking evangelicals as being anti-patriotic—asserting that they do not support the government—and calling them spies for the CIA.

In spite of this, the crusade was a mobilizing force for local evangelicals, who acknowledged that they felt a new spirit of unity instead of the usual apathy. Many of the people who gave their lives to Christ at this crusade were not connected with any church. One evangelical leader expressed delight at this, saying, "Usually in crusades many members of churches go forward after the invitation. This crusade has left many totally new people in our hands."

Mottesi held a leadership seminar before the crusade involving many local church leaders.

Mottesi's radio program, *Usted Y Alberto Mottesi (You and Alberto Mottesi)*, is broadcast 800 times daily, in 19 different countries. His weekly television program is distributed to several cities in Latin America.

Sounds Of the Spirit

RADIO NETWORK

Music, Ministry & More!

MORE MUSIC...THAN TALK FORMATS!
MORE MINISTRY...THAN MUSIC FORMATS!

The finest Adult Contemporary Christian music & the truth of God's word. A unique combination that's proven to reach people!
It works...and It's FREE!

- Professionalism
- Excellence for His glory
- Integrity
- Balanced Doctrine

If you would like to glorify the Lord Jesus Christ with your radio station, while drastically reducing expenses, we'd like to talk with you about becoming an affiliate.

FOR BROCHURE, CALL OR WRITE:

SOS Radio Network
2201 South 6th Street
Las Vegas, Nevada 89104
(702) 731-5452 (collect)

TUNE US IN:

Satcom F-3
Transponder 4
Channels 6.3 & 6.48

NRB NEWS

David Clark Named Trustee of PTL

FORT MILL, S.C. (NRB)—Dr. David Clark, NRB treasurer and former vice president of marketing for CBN, has accepted the position of trustee for the PTL ministry. Clark replaces interim trustee William Robinson, a bankruptcy court examiner, who had been filling the position since Jerry Falwell resigned on October 8.

Clark joined CBN as the first staff member of CBN University in 1977 and was dean of communications until 1981, when he moved into the marketing



David Clark

division of the CBN network, eventually becoming vice president. He has extensive experience in broadcasting from five years as professor of radio and television at Bowling Green State University and consulting for television and radio stations. As vice president for marketing of CBN he was responsible for all domestic and international marketing activities including advertising and promotion and implementing all research efforts for the network.

At this point, Clark says he is excited about the challenge of reorganizing the PTL ministry. First he plans to "listen to the partners, employees and creditors, hear their concerns, and form a plan of action. I

think that when the partners know that the ministry belongs to them, the support will be there. Our goal is eventually to have the ministry control its assets."

Clark's trusteeship was confirmed October 28 by the bankruptcy court now overseeing PTL's reorganization. For the time being, he will be commuting between PTL and his home in Virginia Beach.

He sees his new position as "an opportunity to rebuild this ministry's credibility and implement ideas I've written about for NRB in the past. If we have the Lord giving direction to our work—which I believe we do—and with the support of the partners, I think this ministry [PTL] will do well."

Clark will not be hosting the *New PTL Club*, but he does have ideas for some changes. "We've been studying slight changes. We will keep the show's spontaneity and the music, but the main thrust will be more on elements like bringing in new talent and featuring the partners and what the Lord is doing in their lives," he commented.

To the possibility of Jim Bakker's return to PTL, Clark responded, "Jim Bakker probably won't come back. The creditors and most of the partners don't want him back, and once the ministry is stable financially, there will be no need for him to return. We don't need to criticize him; he deserves credit for starting a very special ministry—we need to pray for him. But his future is not with PTL."

Clark says the plan of the court after his trusteeship, once a plan of reorganization has been accepted, is for him to assume the presidency of the ministry, which he probably will accept. For now, as the trustee, Clark is providing the necessary leadership until the ministry is, as he says, "ready to reemerge."

More Musicians, Speakers, Confirmed

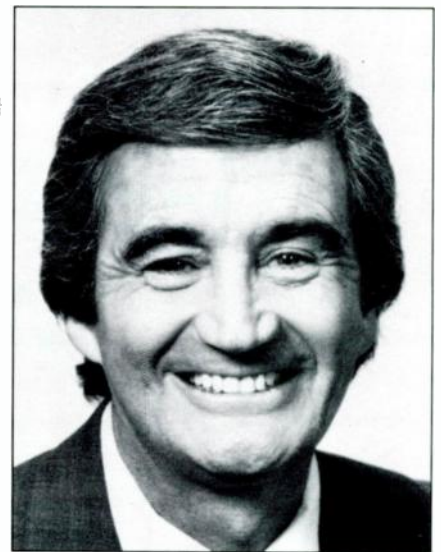
MORRISTOWN, N.J. (NRB)—The list of confirmees for the annual convention continues to grow. Recently, Paul Y. Cho, D. James Kennedy and E. V. Hill confirmed their participation in the conven-



Paul Y. Cho

tion. The Bill Gaither Trio and Wintley Phipps are the newest music confirmees.

Dr. Cho, pastor of the Yoido Full Gospel Church, Seoul, Korea, will be speaking at the International Banquet on Tuesday, February 2. Dr. Kennedy, senior pastor of the Coral Ridge Presbyterian Church, Ft. Lauderdale, Florida, will be giving the address at the FCC Luncheon



D. James Kennedy

on Tuesday, February 2. Dr. Hill, pastor of the Mt. Zion Missionary Baptist Church in Los Angeles, California, will speak at the evening plenary session on Monday,

(continued on page 16)

MISSION SERVICE SUPPLY PRESENTS...



Panasonic
Industrial Company



AG-7500 Editing VTR Super VHS Video Production System

- Higher Luminance Signal for Horizontal Resolution of More than 400 Lines
- Separate Y and C Signals

AG-7400 Portable VTR

- VHS Compatibility
- High Quality Recording and Playback
- * Call for Special Prices on S-VHS



300 CLE

- 3 CCD Camera
- 700 Plus Lines of Horizontal Resolution
- 58dB S/N Ratio
- Variable Speed Electronic Shutter
- Separate Y/C Output
- SMPTE Color Bars
- And More!

JVC 3/4" Broadcast Editing System



CR-600V



RM-86V



CR-850V

Special Moving Sale Price Only \$12,995*

*Prices are subject to change without notice.

We are proud to announce that we have moved to our new location in West Monroe, LA. This means Faster service and Bigger savings for you. Call today for our special moving sale prices on 3-tube cameras, edit systems, mics, and many other items.

Call for information and prices on these items:

Alta Group	Fostex
Audio-Technica	Hitachi
Bogen	Laird Telemedia
Chyron	Porta Brace
Crosspoint Latch	Ramsa
Electro-Voice	ReVox
For•A	Smith-Victor
	Telex

mission service*supply

P.O. Drawer 2957 West Monroe, LA 71294
Phone (318) 325-8674

For Placing Orders:
1-800-352-7222

(continued from page 14)

February 1.

The Gaithers will perform at the evening plenary session on Sunday, January 31, and at the Presidential plenary session on Monday, February 1. Wintley Phipps will be singing at the FCC Luncheon on Tuesday, February 2.

NRB Welcomes 46 New Members

MORRISTOWN, N.J. (NRB)—The implementation of EFICOM has caused a fear that NRB would lose members because of more stringent regulations regarding accountability. However, it seems that religious broadcasters are looking to join an organization that boasts such a code as EFICOM, because the executive committee of NRB approved 46 organizations for membership at their meeting in San Juan, Puerto Rico, on October 3. The three categories of membership are associates, program producers and station owner/operators. NRB welcomes 25 new associates, 17 program producers and 4 station owner/operators.

The greatest number of new members (17) is from the Caribbean region, reflecting the impressive growth in this chapter and HNRB. Next is the Southwestern region with eight new members, East and Southeast with five each, Midwest and West with four each, and Southcentral with two new members.

For a complete list of new member organizations, see the November issue of *InsideNRB*.

New '88 Awards Change Shape of Program

MORRISTOWN, N.J. (NRB)—The NRB Awards Program has been significantly revised this year to include an increased number of award categories, representing more aspects of religious broadcasting and increasing participation by member organizations, patrons and awardees. To encourage more small-budget ministries to enter nominations, the entry fee has been eliminated. These changes were initiated by 1988 Awards committee chairman Al Sanders, member of the NRB

executive committee.

The awards brochure was inserted into the September issue of *Religious Broadcasting* magazine. In it was an application form with a complete list of all awards, former recipients and space for nominations to be entered. All nominations for awards must be received by December 1. Call Bonnie Randall, 1988 Awards Staff Coordinator at (201) 428-5400 for applications and additional information.

These awards, including the International Awards, are a feature of the national convention (see *Media World International*). The Awards committee is comprised of chairman Al Sanders; Edna Edwards of WFGW/Black Mountain, N.C. and NRB executive committee secretary; Robert A. Cook, president of NRB; and Ben Armstrong, executive director of NRB. Awards will be presented at various plenary sessions during the convention beginning with the opening session Saturday, January 31, and climaxing with the Hall of Fame Award on Wednesday evening, February 3.

The traditional categories for awards (still being presented) are the Religious Broadcasting Hall of Fame; Award of Merit for Management; Distinguished Service; Merit for Program Management; and the Milestone Award.

New categories are Ministry of the Year; Broadcast Facility of the Year; President's Award; Board of Directors Award; Youth Achievement; New Ministry; Black Ministry; Hispanic Ministry; Technical Achievement; Direct Response and/or Magazine; NRB Chapter Award; and Headquarters and NRB Staff Award.

"Awards '88 promises to be one of the most exciting events in the forty-five year history of NRB conventions," observes Al Sanders.

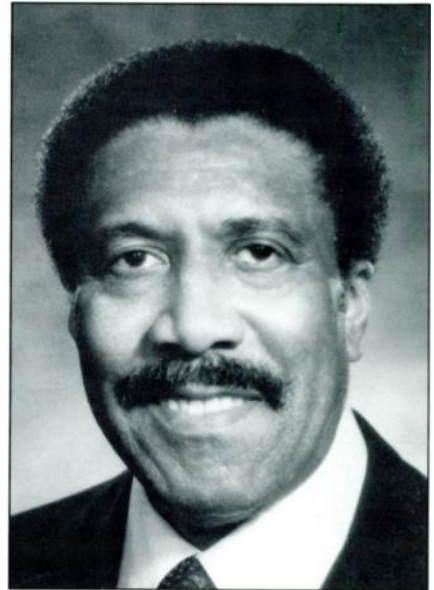
Black Broadcasters Plan Convention Events

PORTSMOUTH, Va. (NRB)—The meeting of the NRB Black Broadcasters Committee (BNRB) was held October 22 at the New Community Church of God in Christ. Attended by about 50 broadcasters from BNRB, the meeting was characterized by a spirit of inspiration and worship. Chairman Dr. Clay Evans of Fellowship Missionary Baptist Church, Chicago, presided.

One of the major events planned was the Black Gospel Concert, to be held

during the annual convention on Sunday, January 31 from 2:30-5:15 p.m. Last year's Black Gospel Concert was the best-attended event of NRB '87, with 3,800 persons on hand.

There will be three workshops for BNRB. Dr. Howard O. Jones of *Hour of Freedom* will moderate "Use of Media in Evangelizing America." Dr. J. Morgan



Clay Evans

Hodges of the Ethnic Broadcasting Foundation will moderate "Foundations/Untapped Resources." Carletta Harriell, general sales manager of WMYX and WZAM/Virginia Beach, and Rev. Dwight L. Green, assistant pastor of St. John's COGIC, Newport News, Virginia, together will moderate "Buying and Selling Broadcast Time."

On Monday evening, February 1, Dr. Evans will moderate the evening program. Vocalist Felicia Coleman will provide entertainment before Dr. E. V. Hill gives his address. On Wednesday, February 3, the Black Broadcasters Banquet will feature an address from Bishop Smallwood Williams of Washington, D.C.

Media Expo 75 Percent Sold Out

MORRISTOWN, N.J. (NRB)—The 1988 Media Exposition to be held in Washington D.C. in conjunction with the annual convention, is 75 percent sold out now, and Michael Glenn, expo coor-

(continued on page 21)

(continued from page 11)

percent), and Billy Graham (one percent).

A similar study done by *Christianity Today* (October 16, 1987) evaluated the percentage of total income spent on fund-raising by several major religious broadcasters. They, too, discovered that the total percentage of income spent on fundraising by televangelists is far below the national average of income spent on advertising by major corporations.

These studies reveal that religious broadcasters are well within reasonable parameters of fund-raising

when compared to commercial television and secular business. The misrepresentation by the secular media of religious broadcasters as money grabbers simply is not true. These studies clearly indicate that the myths of the secular press have been perpetrated by an overreaction to one isolated incident of financial mismanagement.

Now that we have established the guidelines of financial accountability by the Ethics and Financial Integrity Commission (EFICOM), we anticipate a bright future for religious broadcasting. Despite the great cost of broadcasting, the potential benefits are even

greater. Broadcasters can reach more people for less money through radio and television than they can in costly local rallies or campaigns. Without a doubt, broadcasting is still the most economical way to reach the greatest number of people with the Gospel of Jesus Christ.

God has given us an unlimited potential to evangelize the world in our lifetime. Let's see that we do it effectively and properly, letting Christ have the preeminence in our ministries.

Ben Armstrong is executive director of National Religious Broadcasters.

Christianity Today* Survey of Top TV Preachers*

PROGRAM	Arbitron Weekly Viewership	Income Last Fiscal Year	Net Worth	% of Income Spent on Fund Raising
Hour of Power (Robert Schuller)	157 markets 1,507,000 H*	\$40 million	\$19 million	9%
Old-Time Gospel Hour (Jerry Falwell)	169 markets 616,000 H	\$91 million	Not provided	17%
Day of Discovery (Richard DeHaan)	157 markets 589,000 H	\$18 million	\$11.6 million	0%
Billy Graham Crusades	12 prime-time specials/8-10 million viewers	\$66 million	\$23 million	5%
James Kennedy	118 markets 484,000 H	\$11.6 million	\$1.5 million	11.3%
The 700 Club (Pat Robertson)	132 markets 440,000 H daily	\$185 million	\$86 million	9.5%
Larry Jones	92 markets 278,000 H	\$30 million	\$3 million	5.6%
It is Written (George Vandeman)	51 markets 257,000 H	\$6 million	Not provided	20%
Day of Restoration (James Robison)	77 markets 213,000 H	\$11.7 million	In debt \$605,211	10%

*=Households ***Christianity Today*, October 16, 1987

Radio and International Missions

Part III:

Areas of Misunderstanding or Problems

This is the last of a three-part series on the role of radio in church-planting evangelism. We will identify some of the problems we are likely to encounter as we seek to convince others of the potential of radio. Here are some of the main objections!

by Francis A. Grey

Radio Is Impersonal

What is called for today, the argument goes, is a tangible demonstration of Christian love and compassion. Christian belief and evangelism need to be "fleshed out" in practice if they are to be credible and convincing. Words are cheap, and all radio can offer is words.

Criticisms like this hit hard because they can be so close to the truth. Radio,

in the strictest sense, is confined to words and sounds only. If all we did were to preach—without regard to the medium or the listener—the criticism might be valid. But generally this argument comes from those who do not understand the nature of the medium. They have failed to realize that radio is an intensely personal medium—as media go. They have overlooked the relationship

which grows between announcer and listener as he listens from week to week.

Warmth and friendship are conveyed through subtle nuances in the voice. The selection of subject matter, identification with the listener and the problems faced in his country, vicariously serve to provide practical, tangible comfort and support. Interaction with the listening audience should

be optimized in an effort to develop the relationship. When Indian Prime Minister Indira Gandhi was assassinated it was good to be able to tell our Indian audience that we felt for them and their nation at this time of tragedy. That was Christian compassion being expressed, probably communicating a lot more content than a Bible study on the subject.

As an auxiliary to the radio there is the added and vital dimension of audience relations, or follow-up. A handwritten, personal letter says a lot. The listener thinks, "Someone in that great big radio station (they always sound big, internationally) cares about me enough to respond to me personally and answer my questions." That is service!

Radio can become so personal that listeners will choose to write to a radio person in confidence over a personal problem, rather than confide in someone in their own community. This is an instance where confidence cannot be betrayed. Much meaningful correspondence can take place when such a relationship develops. While in general terms we would be safe to assume that radio is only a poor second best to the interpersonal one-on-one contact, it would also be correct to point out that in a variety of circumstances radio can be more effective in evangelism since it is not so potentially threatening as face-to-face interaction.

Easy Evangelism

To the serious-minded believer there is natural repugnance toward any attempt that would appear to make evangelism easy and mechanical. Deep down we know that there are no easy ways of bringing people into God's Kingdom. There are no easy ways of reaching unreached peoples or planting churches among them. Visions of broadcasters sitting ensconced in air-conditioned seclusion, miles from the real world of broken relationships, suffering and hardship, will therefore serve as barriers to any thought of supporting Radio and International Missions (RICE).

It is clear then that many who are uninitiated in the use of radio in missions will need to be convinced of the

vital role it can play. For those of us already involved, the suggestion that it might be an easy task is almost an insult, in view of the vast amounts of research and preparation that are necessary. On the contrary, it is extremely hard to maintain a "cutting edge" ministry to those one never sees and rarely hears from. It is hard to say something refreshingly different every day. It is hard work to find creative expressions for our faith that will produce results in the lives and experiences of others.

But we do not want to belabor the hard work aspects. Better to point to the effectiveness of what is already being accomplished. And perhaps here we are coming to the heart of the problem ... what radio accomplishes is rarely seen on the surface. It "works" behind the scenes, acting more as an influence than as a direct agent for change. It may take a long time before visible results are seen. Our best defense will be letters from listeners which demonstrate change taking place in their lives, a turning towards God, a re-evaluation of existing values, or a request for help in difficult circumstances.

As listeners are put in touch with the local Christians who can provide the direct personal contact, the churches too will become convinced of the role that radio can play.

Radio evangelism, if effective, is never easy.

Rival Church?

This is another sensitive issue, no doubt in the wake of some of the tensions created in North America by the so-called "electronic church" syndrome. It is necessary, therefore, that our intentions are clearly understood.

It might be wise, at this juncture, to reaffirm our high view of the church as the visible expression of God's Kingdom here on earth, and the local church as the fellowship of believers in a given community. In no way would we want to undermine the local church or be seen as attempting to establish a rival body of believers.

On the contrary, we want to be found supporting wholeheartedly the local church and channeling inquirers and new believers into its fellowship. We also want to be found serving the

local church in providing teaching beneficial to the spiritual growth of the believers.

RICE, however, seeks to foment the establishing of Christ groups, or primitive churches, where no churches already exist, or where local conditions are antagonistic toward believers. Under such circumstances we recognize that the local church, if any, is impotent in regard to overt evangelism or church-planting initiatives, because of the restraints.

The most difficult question, though, revolves around the delicate situation that exists when the local church appears to have lost its vision for evangelism because of self-interests or politics. Alternatively, the local church may be bound by tradition or misunderstandings regarding evangelism, and as a result opportunities are being missed. What then is the role of international radio which can exert a positive force for evangelism from outside? Is the national or local church the one solely charged with the responsibility for evangelism, or is it a mandate given to the church at large? What is the church? Here we find ourselves getting into the great church/parachurch debate which is not for us to discuss in this article.

In this context the long-term effects need to be taken into consideration. After all, we are trying to build God's Kingdom among each people group, in a manner that will bring glory to God.

Instant Results

We tend to have largely forgotten the more philosophical aspects of life which tend towards viewing things over the long term. Evangelicals are to be found among those who are the most anxious to demonstrate tangible results, whether on the basis of their imperative to fulfill the Great Commission or in an attempt to convince their supporters of the validity of their efforts.

Such people will need to be re-educated if they are to fully understand radio in mission and use it well. Radio is not for the impatient. It does not yield instant results, and neither does it lend itself to ready quantification of its effec-

(continued on page 20)

(continued from page 19)
tiveness.

Western Misconceptions

It is not uncommon to run into western church and mission leaders who question the claims to the effectiveness of radio in missions with a large measure of skepticism or disinterest. Their reservations appear to be based on two main factors:

1. Their own experience of radio and shortwave in particular. Who, they ask, listens to shortwave? Who has radios capable of receiving shortwave? From their own limited experience of radio, which did not include shortwave, they are under the impression that few people—apart from the enthusiasts—listen to shortwave in today's world.

As we well know they could not be further from the truth. So many of the world's people tune in to shortwave as a matter of daily routine—whether for information, for entertainment or for companionship. In some countries shortwave listening is the rule rather than the exception.

2. Those with a North American background are influenced in addition by their own experience of radio programs, emanating from their local Christian radio station—hardly riveting stuff for the non-Christian and hardly likely to make any evangelistic impression on the community. Why should Christian radio be any different elsewhere?

3. Others feel that radio has had its day, and that television is the modern means of communication. These fears were expressed many years ago but have proved to be largely unfounded. In western societies the role of radio may have changed as a result of television's influence but it is still listened to on a regular basis. In missions we recognize that television is a force to be reckoned with, and we need to be cognizant of "prime-time" viewing so as to avoid conflict, but many still have no television set of their own, and maybe never will. Besides, television does not offer the "private experience" afforded by radio.

4. Another diversion to attract the attention has been all the publicity—and

hot air—given to the future of satellites for propagation of the Gospel. A number of grandiose schemes have been suggested which would tend to convey the impression, to the uninitiated, that they provide the ultimate solution to world evangelization. Little do they realize that any such proposals are fraught with problems, not the least being the extraordinary cost, the ease with which alien messages can be scrambled or sabotaged, the political overtones, and the tendency to broadcast to the masses rather than "narrowcasting" to distinct people groups.

Unproven Hypotheses

There is a widespread rumor that suggests radio is ineffective in bringing about attitude change and therefore cannot be very effective in missions. Radio's greatest strength, it is claimed, lies in the ability to reinforce existing attitudes.

While international broadcasters of all shades are going to such lengths to increase the extent and power of their shortwave broadcast services, it is hard to put credence to such a hypothesis without qualification. International radio is one of the most powerful means known for effective propaganda between nations and is powerful for sowing ideas and seeds of doubt in peoples' minds.

The confusion seems to have arisen out of suggestions made by Klapper in his book, *The Effects of Mass Communication*. This is unfortunate since much of what he tentatively proposes is being quoted as fact and the basis for other theories. Carl Lawrence, however, seems to put things in the right perspective when he suggests that while radio may not produce attitude change under stable conditions, it will be powerful in effecting change when the conditions are ripe.

Church growth theory, too, points to conditions being ripe for evangelism whenever social change is taking place and there are signs of unrest and upheaval. When we consider the work of the Holy Spirit in the life of the individual we can see that radio can be extremely effective in becoming an explicit witness to the Truth under the Holy Spirit's direction.

The Multi-Step Factor

If the claims made for radio have hitherto seemed over-stated it could be that the "multi-step" aspects of ministry through radio have not been fully appreciated. By "multi-step" we mean the effect by which we can in fact be a shepherd for the flock. While a radio pastor could be very influential in this area—and here I am thinking of isolated radio churches (as Barrett describes them) in the Soviet Union—it is perhaps more likely that the radio programs will be most effective in encouraging, teaching and inspiring a local leader so that he, in turn, might be a good pastor to his people.

Similarly for evangelism, the radio programs could provide the stimulus, the apologetic content, or the wider perspective that would equip the average believer and encourage him to be a witness to those around.

Seen in these terms we find radio to provide a lifeline by which teaching, encouragement, admonition—or whatever—might be transferred to the needed areas, such that through it, somehow, the desired results might be obtained, whether directly or indirectly.

Summary

The principles of RICE as outlined above were generally adopted at the Cambridge consultation and as a result an international network has been established to help promote the development of strategies incorporating the use of radio as outlined above.

A heavy emphasis is also being put upon the need for documentation and research in order that we better understand the role of radio in evangelism and church-planting, and so that we might better be able to convince others of this role. Pilot projects are also being selected that can be closely monitored and documented in order that these might be served up as case studies and models. In this connection the 1989 Lausanne Congress is being targeted for a major presentation of radio in world missions.

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

(continued from page 16)

dinator, expects that it will be completely sold by the end of this month—the third consecutive year that the expo has sold out.

Exhibitors should have received the brochure, which was sent out in September, listing all available space and details for booth rental. Call (201) 428-5400 for additional copies.

The expo will feature such groups as Thomas Nelson Publishers (exhibit will focus on Nelson Resource Management); Quad M Productions (featuring Channel 63 TV, with complete production facilities including a fully equipped mobile studio); Marilyn Hickey Ministries (featuring videos, books and tapes); United Video, Inc. (displaying low power TV transmitters, high power UHF TV transmitters, AM and FM radio transmitters); Computer Prompting Corporation (showing computerized teleprompters operating on IBM PC's and compatibles with closed captioning option); CBN Radio Network (showing 700 Club - On the Line, CBN News Today and Contemporary Christian Music); and CBSI/Custom Business Systems, Inc. (with radio traffic, billing, mailing list, GL, payroll, music library, WP, and contributor software).

Discount Rate Available for 1988 Directory

MORRISTOWN, N.J. (NRB)—The 1988 Edition of the *Directory of Religious Broadcasting* will be released shortly after the first of the year. Copies of the *Directory* can be reserved at a special pre-publication price of \$24.95, and will be mailed postage paid when they come off the press in late January. The pre-publication price represents a 50 percent discount off the cover price of \$49.95 (cost for NRB members will be \$34.95).

This edition will list over 100 new radio stations and over 15 new television stations, along with many other new listings. Innovations by Marj Stevens, managing editor, have made this *Directory* even more comprehensive than last year's. New features include a separate section listing part-time religious stations (broadcasting 15 hours or less of religious programming), audience profiles for stations (available where stations submitted the information), and an index of individual names for various ministries and producers.

Credibility Prevailing Theme at NRB Regionals:

Southwestern

The Southwestern chapter convention was held October 7-9 at the Harvey Hotel in Dallas-Ft. Worth, Texas. The theme, "A Heart for Excellence in Communicating the Gospel," was reflected strongly in the addresses of each of the main speakers, from Dr. Robert A. Cook's opening discourse, to the closing speech by Dr. David Breese, president of Christian Destiny. Also featured as a main speaker was Dr. Jimmy Draper, pastor of the First Baptist



Carolyn Sundseth

Church of Euless, Texas, and former president of the Southern Baptist Convention.

Marlin Maddoux of *Point of View*, Jerry Rose, president of TV-38, Chicago, Illinois, and Carolyn Sundseth, of Americans for Robertson, led a seminar on "Christian Media Response," concerning involvement of Christian media in social and moral issues. This theme was repeated in nearly every seminar. Jerry Rose, president of WCFC-TV, Chicago, led two workshops; and Paul Martin of KOJO/Dallas, Texas, conducted one on commercial sales. John Boyd of American Sunrise Communications led a workshop on radio broadcasting, "What Owners Expect of Their Managers." Patsy Perrault, of Taylor, Brown and Burnhill Advertising, led a workshop on station promotion. Gary Crossland of Soma Communications conducted two workshops.

(continued on page 25)

There's More There's Hope!

There's more *There's Hope!* What in the world does this mean?

It means that the dynamic new Christian telecast *There's Hope!* is reaching more people than ever — a potential audience of multiplied millions.

Dr. Richard Lee's stirring messages are making a difference. *There's Hope!* is here to stay. And now there's more than ever before, to make even more of a difference. Let it touch your life!

NATIONAL SATELLITE NETWORKS

PTL SATELLITE NETWORK, SUNDAYS @ 7:00 P.M.
LIBERTY BROADCASTING NETWORK, SUNDAYS @ 4:00 P.M.,
WEDNESDAYS @ 8:30 P.M., THURSDAYS @ 12:30 A.M.

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 — WLCH 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.

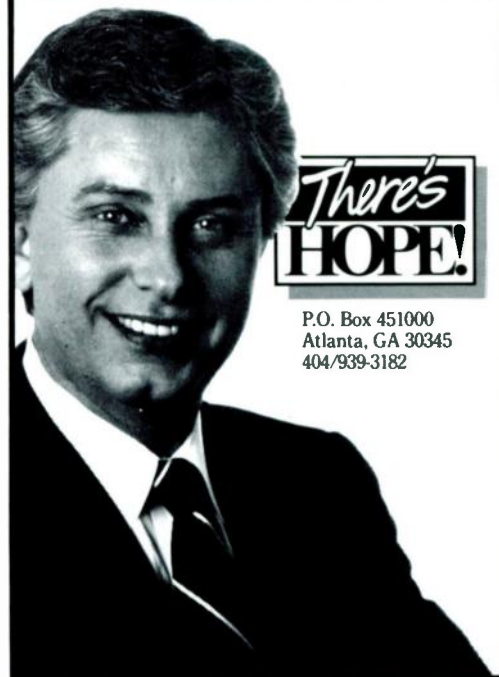
OKLAHOMA — KWNB TV-47, Tulsa, Thursdays 8:30 P.M., Saturdays 8:30 P.M.

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

WCCT TV-57, Columbia, Saturdays 10:30 P.M.; WGSE TV-43, Myrtle Beach/Florence, Sundays 10:00 P.M.

TEXAS — GETV TV-18, San Antonio, Saturdays 9:30 P.M.

Plus 62 additional cable outlets. Consult local listings for time and channel.



P.O. Box 451000
Atlanta, GA 30345
404/939-3182

(Circle 114 on the Reader Service Card)

How to Reach Unbelievers and New Listeners

by Joy Blowers

Whether your radio station is commercial or non-commercial, most station managers would say, in addition to good programming, it takes good personal relations (P.R.) to reach unbelievers and new listeners.

At WLBF-FM (We Live By Faith) in Montgomery, Alabama, where we broadcast God's message of hope and love 24 hours a day to meet the needs of Central Alabamians, our public relations or P.R. actually means "Personal Relations or Recognition." We strive to develop a personal relationship with as many listeners as possible and to give them personal recognition. Jesus Christ sets the example to follow throughout the Bible. The 12th chapter of Luke says, "Even the very hairs of your head are numbered."

The idea is repeated in the 43rd chapter of Isaiah, "Thus said the Lord that created you. Fear not, for I have redeemed you; I have called you by your name; you are mine."

You might be thinking, "That's unrealistic. How can you develop a personal relationship with thousands of listeners? How can you personally recognize that many?"

That is a good point. However, at WLBF, we try to give P.R. to as many people as possible. As we all know, radio is a very personal medium. Through this powerful, but intimate medium, good Christian programming meets needs. When needs are met, listeners appreciate you. They feel a special closeness and want a personal relationship with anyone who represents the radio station. From a handwritten note at the bottom of a form letter to a face-to-face visit, listeners appreciate any kind of personal attention.

Volunteers

Utilizing volunteers in a ministry is not only good P.R. (Personal Rela-

tions/Recognition) with individuals, but it also results in good P.R. with the general public. When you actively involve volunteers in the station and make them feel important, they can help to multiply your efforts to reach new listeners.

A volunteer recently said to me, "I volunteered because I love the station. God speaks to me through the programs and music; but, when I first volunteered, I felt absolutely worthless and useless to everybody. Now that I'm working with WLBF, I feel like you need me. I feel like what I'm doing is important to this radio station and to the Kingdom of God. This station has done more for me than I could ever do for it!"

At WLBF, volunteers are involved with such activities as announcing; typing; computer operation; bookkeeping; attorney's legal work; stuffing, stamping and sealing envelopes; preparing newsletters for bulk mailing; distributing listener's guides; follow-up with prayer requests; and singing for WLBF at Church programs.

The WLBF Newsletters include pictures of volunteers as they perform all these tasks in love as unto the Lord. That's one way we thank them and give them personal recognition (P.R.). Even this act of appreciation is reaching out to unbelievers and new listeners because Newsletters with each volunteer's picture will be circulated to aunts, uncles, children, parents, grandparents, friends and neighbors!

Listener's Guides

Distributing Listener's Guides in public places provides an excellent way to reach unbelievers and new listeners. At WLBF with the help of dozens of volunteers, 20,000 Listener's Guides have been distributed in the last three months. Our Guide, an attractive 5 1/2 x 8 1/2 inch booklet with 25 pages, includes inspirational articles by

radio speakers with their pictures.

Display boxes of Listener's Guides are placed in locations such as waiting rooms of doctors/dentists, beauty/barber shops, hospitals/emergency clinics, grocery stores (going like hotcakes!), banks, motels, churches, and Christian book stores.

Mailing Listener's Guides directly to residences provides another vehicle to reach unbelievers and new listeners. The WLBF Listener's Guide is a self-mailer which eliminates the envelope. We rented inexpensive labels addressed to "Resident" in selected zip codes rather than expensive lists of actual names and addresses.

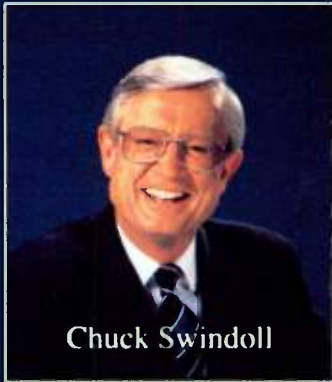
Billboards

Driving, driving, driving! That's where to reach the unbelievers and new listeners! In automobiles, driving here, there, and everywhere!

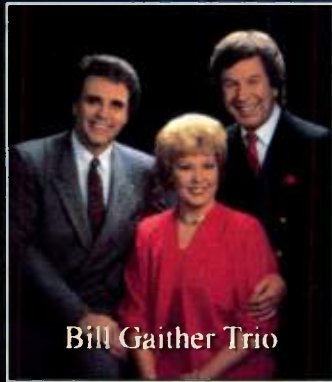
Billboards can be a powerful and effective advertising tool for any radio station. The product you are selling, radio, is immediately at the driver's fingertips. A quick twist of the dial and the driver can test your product. If the programming meets a need, you have a new listener who might be an unbeliever.

You might agree and then ask, "Who can afford expensive billboard advertising?" Many commercial stations have learned they cannot afford not to include outdoor billboards in their advertising budgets because the enormous exposure of outdoor advertising works!

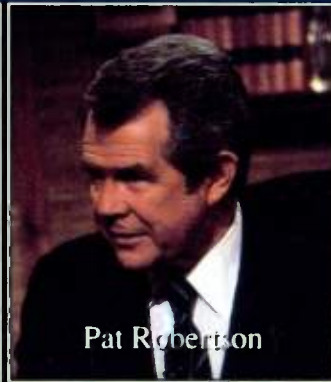
Any station that carries "Back to the Bible" can secure free billboard paper with station call-letters imprinted free. Each year they offer a colorful, professional outdoor design through their promotional packet. This year they sent us paper for 20-12' x 25' poster boards. Then, we took the following steps in approaching the local outdoor company for public service



Chuck Swindoll



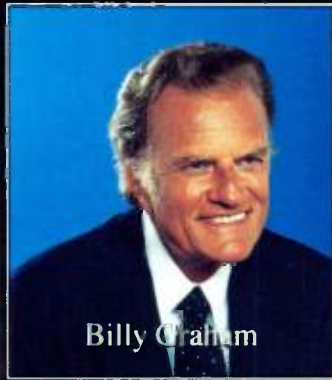
Bill Gaither Trio



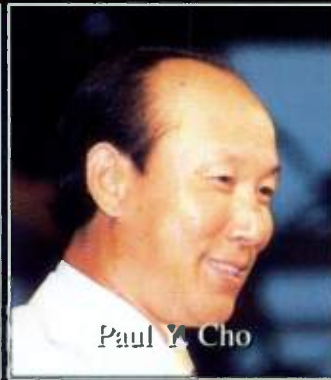
Pat Robertson



George Beverly Shea



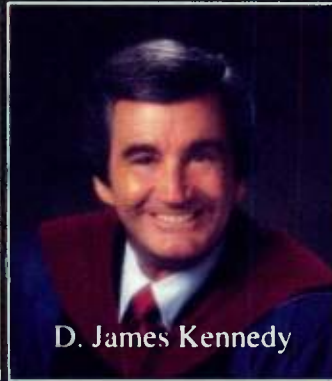
Billy Graham



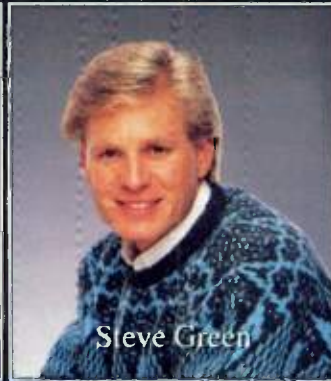
Paul Y. Cho



E.V. Hill



D. James Kennedy



Steve Green



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.



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



Information and instruction for everyone is the key here. NRB 88 will see the return of eight of our most popular workshop series supplemented by nine brand new series. More than 75 sessions will cover the issues of radio and TV stations, program producers, church and parachurch organizations and all facets of media ministry.

Orientation Seminar

Sunday 3:00 pm

Workshop #1

Monday 11:00 am - 12:15 pm

Workshop #2

Tuesday 9:30 am - 10:45 am

Workshop #3

Tuesday 9:30 am - 10:45 am

Workshop #4

Wednesday 3:00 pm - 4:00 pm

Al Sanders, Workshop Committee Chairman
Ingrid DuMosch, Staff Coordinator

PARTIAL WORKSHOPS LIST

Integrity in Ministry

Of Special Interest to All

Workshop #1

- Doing God's Work in God's Way: The Christian Broadcaster's Lifestyle
Moderator: Richard Mason, Executive Vice President, "Radio Bible Class," Grand Rapids, MI; Joni Eareckson Tada, Panelist

Workshop #2

- EFICOM and Its Impact
- Ethical and Legal Considerations in Fund Raising
- Proper Receipting of Ministry 'Offers'
Moderator: Thomas Zimmerman, Chairman, EFICOM, Springfield, MO

Workshop #3

- Biblical Principles, Ethics and Accountability in Fund Raising
- Developing Spiritually - Sensitive Fund Raising
- 'Crisis Appeals' - The Tension for Christians
Moderator: Raymond Ortlund, "Haven of Rest," Hollywood, CA

Workshop #4

- Strategic Fund Raising Issues Today and into the 1990's
- Strategic Planning: Spirit-Driven or Market-Driven?
- Competition Within the Kingdom Ministries
Moderator: Gordon Loux, Prison Fellowship, Washington, D.C.

Rap Sessions

Workshop #1

Of Special Interest to Program Producers

- Research and Audience Building
How to Reach New Listeners (Christians and non-Christians)
Finding Your 'Image' Through Research
Doing Your Own Research: Is it Viable or Valuable?
Moderator: Paul Virts, CBN, Virginia Beach, VA; George Gallup, Jr., Panelist

Workshop #2

Of Special Interest to Commercial and Non-Commercial Owners & Operators

Program Producers

- The State of Christian Radio Into the 21st Century
Moderator: Jack Mortenson, Mortenson Broadcasting Co., Cleveland

Workshop #3

Of Special Interest to Commercial Owners & Operators, Program Producers

- Agency/Client/Station Relations
Improving the Dialogue: Partners, Not Adversaries
Cost of Service, Paid and 'Shared' Time
Syndication and Marketing: Negotiating the Time and Rate

Improving the On Air Sound

Workshop #1

Of Special Interest to Program Producers

- Translating My Church Into a Communications Ministry
How to Start and Sustain a Media Outreach
Use of "House Agencies"
Moderator: Jack Huxford, "Living Way Ministries," Van Nuys, CA

Workshop #2

Of Special Interest to Commercial and Non-Commercial Owners & Operators

- Programming and Management
Philosophies that Attract Audiences

Workshop #3

Of Special Interest to Program Producers

- Writing for the Media
Moderator: Linda Tieman, WCBW, St. Louis, MO

Workshop #4

Of Special Interest to Program Producers

- Production
Moderator: Ed Toles, KSGL, Wichita, KS

Finances For Christian Stations

Workshop #1

Of Special Interest to Non-Commercial Owners & Operators

- How to Plan and Operate a Successful 'Sharathon'
Establishing a Practical Budget
Moderator: Carl Singer, KCBI, Criswell Radio Network, Dallas

Workshops #2 & #3

Of Special Interest to Commercial Owners & Operators

1. How to Build Credibility in Sales
2. Sales & Programming - Building a Team Effort
3. Compensating Your Sales Team
4. The Christian Radio Station and Regional/National Sales
5. What the Owner/Manager Wants to Tell the Salesman
6. How to Make an Effective Agency Presentation

Audience Response Workshops

Workshop #1

Of Special Interest to Program Producers

- Direct Mail
Impacts of Aging Population
Getting Your Letter Read: The Art of Personalization
Creative Ways to Stimulate 'Name Recognition' and 'Donor Acquisition'
List Segmentation and Donor Giving Level Elevation
Resuscitation of 'Lapsed' Donors

Workshop #2

Of Special Interest to Program Producers

- Premiums and Special Offers
How to Get My Manuscript Published
Moderator: J. Richard Florence, WRMB, Boynton Beach, FL

Workshop #3

Of Special Interest to Commercial and Non-Commercial Owners & Operators, Program Producers

- Promotion for Stations and Programmers
Graphics, Media Research, Space Advertising, 'On Air' Promos
Promotional 'Ideas Exchange'
Community Volunteers
Moderator: Sue Bahner, WWWG, Rochester, NY

Areas of Legal Concerns

Of Special Interest to All

Workshop #1

- Regulatory Affairs - Ask the FCC Attorneys
The Future of Deregulation

What to do **NOW** to Avoid Trouble Then
Do's and Don'ts of License Renewal
The Public File and Its Contents
Must-Carry

Moderator: Richard Wiley, Wiley, Rein & Fielding

Workshop #2

- Christian Radio and the Fairness Doctrine
Public Affairs Programming: How to Provide It
on Christian Formatted Stations
Controversial Advertisements
Staying Out of the Libel Stew
Personal Attack and Other Regulations

Moderator: Mike Maddex, WEEC, Springfield, OH

Workshop #3

- Alternatives to Litigation
Clergy and Broadcaster Malpractice Problems;
Conciliation

Moderator: Stuart Epperson, Salem Media, Camarillo, CA

Workshop #4

- Music Licensing: Where Are We With
ASCAP?

Moderator: Ed Atsinger, Salem Media, Camarillo, CA

Engineering and Technical Workshops

Workshop #1

Of Special Interest to Engineers

- Satellite Technology Update

Moderator: Jim Sanders, Ambassador Advertising
Agency, Fullerton, CA

Workshop #2

Of Special Interest to Engineers

- Engineering Special (for easy understanding)
AM-FM Allocations
FCC Compliance
DBS Viable?
Low-Power Television
Translators and Satellators
Questions Our Engineer Can't Answer

Moderator: Carl Smith, Smith Electronics, WCRF,
Cleveland, OH

*Of Special Interest to Program Producers,
Engineers*

- Care and Feeding of Computers

Moderator: Richard Dean, WFMZ-FM/TV, Allentown,
PA

Specialized Programming and Formats

Workshop #1

Of Special Interest to Program Producers

- Programming for Children

Moderator: Joy Blowers, WLBF, Montgomery, AL

Workshop #2

*Of Special Interest to Commercial and
Non-Commercial Owners & Operators,
Program Producers*

- Live Talk Radio

Problem-Solving for Christian Communicators

Of Special Interest to All

Workshop #1

- "Burn-out" and Stress Management

Workshop #2

- How to Dig Out of the Money Depths
Financial Control: Do You Have It?
How to Prepare a Practical Budget
Cost Controls

Moderator: Norman Wilson

Workshop #3

- Employees: How to Find Them, How to Keep

Them, and How to Motivate Them

Women's Workshops

Workshop #1

- Ministering to Victims

Workshop #2

- Women Involved

Workshop #3

- "And, What About Me?": How the Wife and
Family Survive a Media Ministry
The Unique Challenges to Women in Ministry
1. Male Dominance: To Submit or Not to Submit
2. Family Responsibilities: The Great Juggling
Act
3. Maintaining Femininity: An Imperative for
God's Woman

Moderator: John Jolliffe, "The Issues of Life," Long
Beach, CA

Workshop #4

- Pomography: Society's Hidden Cancer

Moderator: Kay Arthur, "Precept Ministries,"
Chattanooga, TN

Hispanic Workshops

Convener: Jose Reyes, "La Voz de Salvacion"

Workshop #1

- Principios Generales de Administracion - Fase
II
• (General Principals of Administration - Phase
II)
• El Ministerio de la Television
• (The Television Ministry)

Workshop #2

- Etica y Estilo de Vida del Comunicador
• (Ethics and Lifestyle of the Communicator)

Workshop #3

- FCC: Iniciando Emisoras y Oportunidades
para los Hispanos
• (Initiating Stations and Opportunities for the
Hispanics)

Workshop #4

- Glorificando a Dios en las Finanzas
• (Glorifying God through our Finances)
• Programacion Especial (Mujeres Y Ninos)
• (Special Programming) (Women and Children)

Television

Convener: Rev. Bill Thompson, "What a Fellowship
Hour"

Workshop #1

- Strategies for Telethons
Dave Lewis, KYFC-TV/Shawnee Mission
• Co-Venturing
Paul King
• Children's TV Programming
Jean Donaldson, President, Adventure Pals
• Video Graphics and High Definition
Dave Clark, PTL
Ted Baehr, Good News Communications

Workshop #1 Extension - 3:45 pm

- Using TV to Reach Urban Crisis
Glenn Plummer, CTN Magazine
• Capturing a Mass Audience
Ted Baehr, Good News Communications
• Telephone Counseling and Follow-Up
Paul Cole, PLC Media Inc.
• Relationship Between Christian Stations,
Christian Networking and Producers
Ron Haus, KFCB TV, Channel 42

Workshop #2

- Cable TV for Beginners
Ray Wilson, Black Buffalo's TV Pow Wow
• Legal Questions and Answers
Russ Bixler, Cornerstone Television
• Ethics and Accountability in Fund Raising

William Hull, Hope Communication

- Overcoming Problems of Christian
Broadcasting in the Secular Media
Ted Baehr, Good News Communications

Workshop #3

- Marketing Children's TV Programming
Ray Wilson, Black Buffalo's TV Pow Wow
• How to Not Get Ripped Off In Production
Paul Cole/Ted Baehr
• TV Flagship Programming Quarterly and
News Magazine Networking
Ron Haus, KFCB TV, Channel 42
Sam Wagner, Video ID Teleproductions
• Spot Ministry and Syndicating to Cable and
Broadcasting
William Hull, Dave Clark

Workshop #4

- Telemarketing
Heather Shuemaker, Lloyd Ogilvie Ministries
• Contemporary Christian Music
Russ Bixler, Cornerstone Television
Jerry Rose, WCFC-TV, Chicago
• Vision and Managing a Christian TV Station
Ron Mighell, WTLW-TV, Lima, OH
Jerry Rose, WCFC-TV, Chicago
• International and Transcultural Broadcasting
Elmer Bueno, Elmer Bueno Presents

Black Broadcasters

Convener: Rev. Bill Thompson, "What a Fellowship
Hour"

Workshop #1

- Use of Media in Evangelizing America
Moderator: Howard O. Jones, "Hour of Freedom"

Workshop #2

- Foundations/Untapped Resource
Moderator: J. Morgan Hodges, Ethnic Broadcasting
Foundation

Workshop #3

- Buying and Selling Broadcast Time
Co-Moderators: Carletta Harriell, General Sales Mgr,
WMYX/WZAM, Virginia Beach, VA
Rev. Dwight L. Green, Asst. Pastor, St. John's COGIC,
Newport News, VA

International Broadcasters

Convener: Roger Stubbe HCJB Quito Ecuador

Public Relations

Convener: James Jewell, Prison Fellowship

Intercollegiate Broadcasters

Convener: Judy Saxton, Baylor University

Saturday - 1:30 pm

- Current Research in Christian Media

Saturday - 3:00 pm

- Internships - How to Evaluate Your Program

Sunday - 2:00 pm

- How to Land a Job in Media

Monday - 11:00 am

- TBA

Music in the Media

Convener: Bob Bowen, NRB

Workshop #1

- Putting "Ministry" Back into Music Ministry

Workshop #2

- Music Video
"Where Are We - Where Are We Going?"

Workshop #3

- The State of the Industry
"What's Coming in 1988"

Workshop #4

- Contemporary Christian Music - The
Discussion Continues



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.

Name _____
 Dr. Mr. Rev. Miss Mrs. Ms.

Nickname (for badge) _____

Spouse name (for badge) _____

Title _____

Organization (for badge) _____

Address _____

City/State/Zip _____

Telephone (day) _____ (evening) _____

- 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 Jan. 8	On-site
NRB Member	_____ @ \$225	_____ @ \$270
Member Spouse	_____ @ \$130	_____ @ \$185
Non-Member	_____ @ \$335	_____ @ \$385
Non-Member Spouse	_____ @ \$210	_____ @ \$265
*Faculty/Student	_____ @ \$120	_____ @ \$120
*Faculty/Student	_____ @ \$ 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

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.

**P
A
R
T
I
A
L
E
X
H
I
B
I
T
O
R
S
L
I
S
T**

- | | | |
|--|--|--|
| <p>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
Blackburn, 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</p> | <p>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</p> | <p>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.
WYVE 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</p> |
|--|--|--|

**NATIONAL
RELIGIOUS
BROADCASTERS**

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

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

**Non-Profit
Organization
U.S. Postage
PAID
Greenfield, OH
Permit No. 7**

space:

1) Prayed for God to prepare the heart of the company manager to receive our request for free public service billboard space.

2) Requested space in January when Christmas billboard designs needed to be covered and billboard business is usually slow.

3) Requested space following a local election when political billboards needed to be replaced immediately.

4) Assured the manager that WLBF would include pictures of the billboards in the next Newsletter, giving him personal recognition (P.R.) and thanking the company for the free space.

5) Emphasized the fact that giving free space to WLBF would be good advertising for them. They would be reaching a select group of potential customers on the WLBF mailing list who would be anxious to buy billboards from a company who had given public service space to the radio station.

6) Showed the excellent "Back to the Bible" design to the manager to assure him that the WLBF billboards would enhance his outdoor market.

When he agreed, we thanked God for the free space for 20 billboards! Free paper and free space!

Churches

Prospective new listeners are probably sitting in every pew of every church within your listening area. That's what we have found to be true.

WLBF Programs

During the last couple of years, we have averaged presenting four to five programs each month in churches of all denominations. This meets two needs—WLBF needs to reach new listeners and churches need programs for Senior Adults; Men's Prayer Breakfasts; Wed. Night Suppers; Ladies Missionary Circles; Singles Ministries; and Missions Conferences.

WLBF programs include slide presentations; devotionals; personal testimonies; music (soloist or duet); Bible studies; and letters from Listeners.

Programs always conclude with snapping a photo of the group to feature in the next WLBF Newsletter. That's personal recognition (more good P.R.) for each person. I counted 290 faces in our last Newsletter! Each face will be seen by scores of relatives,

friends and neighbors! Surely you'll agree that's a good way to reach unbelievers and new listeners.

Pastor Visits

All Christian stations realize the importance of personally visiting Pastors. Through such visits, pastors have agreed to use over 50,000 WLBF inserts for Sunday bulletins, and to distribute Listener's Guides, Newsletters and bookmarks. Since WLBF is a non-commercial, non-denominational faith ministry that reaches unchurched unbelievers, about a dozen churches have included WLBF in their annual missions budgets.

Film Previews

Twice within the last six months, WLBF invited the 400 pastors in our listening area to special preview showings of new films, "The Winnable War" and "Twice Pardoned." Pastors appreciated the opportunity to preview the films to consider for their churches, and WLBF welcomed the opportunity to serve the churches and to further develop personal relationships (more good P.R.) with pastors!

Christmas ID's

Every Christmas at WLBF, we use the voices of local pastors for the top-of-the-hour ID'S. Within 30 seconds, there's time for the pastor to identify the station, as well as himself, and to read a portion of Christmas scripture. Pastors and churches are already calling us this year to volunteer to record the ID's!

Bookmarks

Both believers and non-believers appreciate the gift of a beautiful bookmark. By collecting slides from WLBF volunteers, we were able to design eight different bookmarks with inspiring scriptures and gorgeous four-color pictures. Wherever we give out the bookmarks, people "ooh and aah" over them. Listeners pick up dozens at the stations to give out to friends. Since the back side describes the WLBF programs, news and music, the bookmarks reach out and grab new listeners.

The manager of a Christian radio station in Florida saw the bookmarks at NRB and he is now working with our local printer in Montgomery to print similar bookmarks for his station. Since we have already paid for the transparencies (the most expensive ele-

ment in printing these bookmarks), our local printer gave the Florida station an extremely reasonable quote. We're thrilled to share our pictures and our design with any station. What a blessing to share what God has given us!

Programming

Regardless of how much good P.R. a station produces to reach unbelievers and we listeners, the station programming must minister to them. WLBF is a faith ministry operating with a vision to meet the needs of listeners in central Alabama through the broadcast of God's Word. Via the Moody Broadcasting Network Satellite Service in Chicago, WLBF airs a balanced format that is solidly evangelical. National telephone call-in programs such as "Open Line" and the "Minirth-Meier Clinic" particularly reach out and touch the unbeliever and the new listener.

In the June Newsletter of this year, we mailed a survey form to the listeners, asking them to give us their top three favorite programs on WLBF and we invited their comments and suggestions. We got an excellent response! Listeners enjoyed personally expressing their opinions and we hope they received a heaping serving of P.R. (Personal Recognition)!

How to reach unbelievers and new listeners is a problem for all radio stations. At WLBF, we have had time to develop some of our P.R. (Personal Relations/Recognition) only by utilizing the network. Operating from the network only a portion of the day will free you to improve your local programming and to get out into the community for that all-important P.R.

We use bumper stickers and newsletters like many other stations. The Memoriam and Honorarium section of our Newsletter usually lists several hundred gifts. Many times the families who are notified of these gifts have never heard of WLBF and fall into the category of "unbelievers and new listeners."

It's a privilege to share what God has shown us at WLBF. We look forward to hearing from you about how your station reaches unbelievers and new listeners. To God be the glory!

Joy Jeannine Blowers is station manager for WLBF-FM, Montgomery, Alabama.

Are TV Evangelists Overpaid?

by Ed Hindson

The critics of religious broadcasting often assert that televangelists are merely in business to gain all they can for themselves. Some have gone so far as to assert that all TV preachers are grossly overpaid. Most of this over-reactionary verbiage has come in the past few months as a result of financial disclosures related to the PTL crisis.

In a recent survey conducted by *Christianity Today* (October 16, 1987) it was revealed that televangelists' salaries are more than reasonably in

(continued on page 38)

(continued from page 21)

New officers were elected during the convention. Chapter president is now Burt Perrault of KTEK/Houston; vice president is Sharon Barela, BMC Advertising, Tulsa, Oklahoma; treasurer is Joe Willis, KWJS/Ft. Worth; secretary is Philip French, Mid-America Gospel Radio; members-at-large are Chip Olin, KCFO/Tulsa, Carl Singer, KCBI/Dallas, Albert Cox, KCTA/Corpus Christi, and Bob Lepine, KSLR/San Antonio.

Also, the chapter committee adopted nine new bylaws into its constitution.

The date of next year's convention has been tentatively moved to July 20-22, same location. New chapter president Burt Perrault reports that the new dates have been well-received by chapter members, and that one of the main reasons for moving the dates is to get out of the "crowd" of conventions in October. Dallas/Ft. Worth is a popular vacation spot, and next year's attendees will be encouraged to bring their families, as there will be special activities for non-attending spouses and children. Perrault says he is very pleased with this year's convention and hopes next year to have an even broader range of topics covered in the workshops.

Midwestern

The Midwestern chapter convention took place at the Pheasant Run Resort in St. Charles, Illinois, October 14-16. Warren Wiersbe of Back to the Bible was the featured speaker throughout the convention. Music was provided by Bill Pierce and Dick Anthony (teamed up once again) and the Back to the Bible Quartet.

Workshops were run by Rich Perry of David C. Cook Publishing Co.; Em Griffin, professor of interpersonal communications at Wheaton College; and Mary Whelchel of *The Christian Working Woman* radio broadcast. Topics included fundraising, leadership and items of interest to the working woman.

The chapter honored two distinctive broadcasters. Mary Whelchel's *The Christian Working Woman* was the recipient of the "Genesis" award for a new ministry; and Ron Mighell of WTLW/Lima, Ohio, received an achievement award for his years of service to the Midwestern chapter. Ron has been involved with the chapter since its inception, and has served as past president and treasurer.

Next year's convention will be held at the same location, October 12-14, and will feature David and Karen Mains of *Chapel of the Air*.

New officers were elected during the

executive committee meeting. Wayne Pederson of KTIS/St. Paul, Minnesota, is the new chapter president; Mike Heuberger of KTIG/Pequot Lakes, Minnesota, is vice president; and Tom Summerhill of WMBI/Chicago is a new member-at-large. Herb Roszart, immediate past president, remains on the board advisory committee.

Eastern

The Eastern chapter convention was held October 22-24 at the Sandy Cove Bible Conference Center in North East, Maryland. Key to the success of the convention was the spirit of fellowship which is the chapter's trademark. The theme, "Communicating with Integrity," was reflected throughout the workshops and addresses of the main speakers.

On Thursday evening the convention officially started with an informal dinner moderated by Bob Straton, chapter vice president, and vice president of the Walter Bennett Company of Philadelphia. This was followed by the East Coast premiere of the new Worldwide Pictures film, *Caught*, the story of a young man who encounters Christ while searching for his father in Europe. David Virkler of Dedication Evangelism, Inc., Towaco, N.J., com-



Christine Wyrzten

mented that the film "dealt with some heavy issues, like drug addiction and illegitimacy [the main character goes in search of his biological father after discovering that he is illegitimate]. He is seeking his father in Amsterdam at the time of a Billy Graham crusade, and a man from India befriends him and introduces him to the Lord."

(continued on page 29)

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)

PROFILE:

Chuck Swindoll



Share Your Insights

by Virgil Megill

*Giving and receiving
advice...should be "done in the
right way and at the right time,
because all of us are open at
some times and not at others.*

*When I am hungry I do not
want to hear anything negative.*

*All I want to hear is,
'Supper's ready.'*"

A unique ability to communicate his confidence in Christ has served Chuck Swindoll well on at least two fronts—in his pastorate at the First Evangelical Free Church of Fullerton, California, and on his weekly radio broadcast, *Insight for Living*. But many who hear him today are surprised to find that confidence did not characterize Chuck's early life.

In childhood, Charles Rozell Swindoll was uncomfortable being the extra child in a home that he felt was already blessed and completed with a son and a daughter. Born in El Campo, Texas, on October 18, 1934, to Earl Langston and Lovell Lucille (Lundy) Swindoll, he struggled with the thought that he was unloved and unwanted. This fear manifested itself, among other areas, in the way he talked. Chuck sometimes stuttered so badly at the dinner table that he missed getting what he wanted to eat.¹

Developing Communication Skills

Chuck set out to correct his stuttering problem with the help of poetry and music. He noticed that when he memorized poetry, he could speak deliberately and accurately without faltering. Working with his high school drama teacher, Richard Niemi, he not only overcame the stuttering, but went on to win a drama award. At one point he even considered a career in acting.

As a musician Chuck further developed his confidence, primarily on the clarinet. He also learned to play the oboe, saxophone, and flute. His father, a machinist, often teased Chuck about his clarinet being a "machine," but Chuck invariably teased back, "Instrument, Daddy, instru-

ment." He expressed himself musically in the high school band, with an evangelistic team, and with the U.S. Marine Corps band. The latter once gave him an opportunity to play before the Emperor of Japan.

Although his father was not much of a churchgoer, his mother prompted commitment to Christ in all her children. Chuck's confidence continued to grow as he experienced the trusting fellowship of Christian friends. One of those friends was the pianist for his Christian musical group, Cynthia Ann Parker, who eventually became his wife. Ironically, Cynthia had prayed to marry a minister, but said she felt led of God to marry Chuck even though he was studying tool designing at a Houston trade school. They were married on June 18, 1955.

During his 18-month tour of duty with the U.S. Marines in Okinawa, Chuck studied the Navigators' discipling course and conducted his own Bible classes. But fellow Marines weren't the only beneficiaries of his Christian growth. He often wrote encouraging letters to his sister Luci, one just after she lost her job. "God always puts us in the roughest situations at the strangest times," he told her. "Whenever we become an effective witness by means of growth in the Word, God begins immediately putting us to the real test—that long hard climb toward maturity ... You are now well on your way ... Suffering."²

His stint in Okinawa convinced Chuck that he belonged in the ministry, a decision that Cynthia met with obvious delight when he told her. After his military service ended, he enrolled in Dallas Theological Seminary. When he graduated, he took with him an unwavering commitment to the Scriptures, a deep appreciation for the Hebrews' total view of personality (body, mind and spirit), and three of 12 awards given to outstanding students. One of those awards was for expository preaching.

Developing Insight for Living

Chuck's work was focused on congregational ministry after graduation. His first pastorate was at Grace Bible Church in Dallas. From there he went to Waltham (Massachusetts) Evangelical Free Church, and on to the Irving (Texas) Bible church. He came to the First Evangelical Free Church of Fullerton in 1971, and has been their senior pastor ever since.

A veteran broadcaster at the Fullerton church, Al Sanders, first suggested the idea of launching a broadcast ministry. "Chuck, we need to have these messages

on the air," he insisted. "Folks would be interested." After lengthy soul-searching, Chuck finally agreed. Al handled the mechanics of getting Chuck's sermons on the radio.

New Standard for Living was first aired in 1977 on 18 stations. Two years later, the program was renamed *Insight for Living* and the ministry branched out under the direction of Cynthia Swindoll, who intended to serve as executive director only until a permanent leader could be found. After a year, though, it became apparent that she was the best person for the job. Her title today is executive vice president.

Chuck let Cynthia make the decision about her role in the broadcast ministry. From his perspective, "There was the longest time in our marriage where I struggled with why I was like I was, but I struggled the longest time with letting her be who she is, and accepting the fact that she has gifts that are not mine and that she can excel in them fully and completely without my always being in the wings or in the shadows."³

Cynthia adds, "Now when I hear one of Chuck's sermons, instead of just enjoying it and discussing it with him, I plan for its broadcast or to have it printed as a booklet or condensed into an article for *Insights* magazine."

With a staff of 150 employees, *Insight's* overall ministry now includes publication and distribution of Bible study guides and cassette series to coincide with the broadcasts, plus such things as booklets, *Insights* magazine, monthly letters to listeners, and promotions for special events such as family conferences, cruise conferences, and Celebrations of Praise. *Insight for Living* is aired by more than 800 stations on five continents, and translations are currently in progress so that the program can be broadcast in other languages in the future, such as Hindi, Spanish and Portuguese. Branch offices were opened in Canada in 1984 and Australia in 1987. The ministry received NRB's Award of Merit in 1983.

When Chuck isn't involved in work at the church or for the radio ministry, he's likely to be busy writing. He has written 23 books so far, several of which have been published in other languages. Five of them are currently on the best-seller list for Christian authors.

But the picture of Chuck's ministry would be incomplete without mentioning his family, which is one of his greatest sources of social fulfillment. Commenting

about his home, he says, "There are no expectations, no high-and-mighty demands. Cynthia, the person I admire and need the most is here. Honesty is here. They know me like I really am."

Chuck and Cynthia have four children. Curt is director of the Management Information Systems Division at Insight for Living. He and his wife Debbie are parents of Ryan and Chelsea. Charissa is married to Byron Nelson, a mortgage banker, and they have a boy named Parker. Colleen and Chuck Jr. live at home with their parents.

Developing a Communication Style

Chuck's communication style has grown out of a willingness to reveal his inner nature and his own intimate relationship with Jesus Christ. He's not afraid to relate personal experiences to make a point. He does this both with his words (verbally) and with his actions and voice inflection (nonverbally). The result is a

*In childhood
Charles Rozell
Swindoll ... some-
times stuttered
so badly at the
dinner table that
he missed getting
what he wanted
to eat.*

style that invites listeners to respond.

The nonverbal aspect of his style is characterized by the way he stresses key words within a message. His intonations indicate approval or support of a positive remedy to a proposed situation. Generally, he gives an upbeat appeal, rather than

(continued on page 28)

(continued from page 27)

attacking an issue from a negative perspective. This approach is based on the assumption that the listener is already being pressured by evil, so a negative approach would only tend to build walls between him and disbelieving listeners.

Coming from a positive perspective, Chuck attempts to disarm the listener and thereby avoid a negative response. He leads the repentant person without judging, speaking the message of salvation as a fellow pilgrim rather than an academician. In doing this, he projects his own gratitude for God's gracious gifts of redemption and reconciliation, and shares his personal assurance of hope in Christ. Chuck then makes it clear that this hope is available to the abused, torn, suffering, and fearful.

Perhaps the glue that holds this message together is Chuck's contagious enthusiasm. He is authentic, warm and genuine,

"There's that accountability ... We need people around us ... Honest enough to say 'Quit believing your own stuff. Come back into the world where we live.' "

which keeps his message from sounding authoritarian. Instead, he conveys a humble attitude of his own commitment.

Chuck stresses Christian tact based on the readiness of the listener. Giving and receiving advice, he says, should be "done in the right way at the right time, because all of us are open at some times and not at others. When I am hungry, I do not want to hear anything negative. All I want to hear is, 'Supper's ready'."⁴

By listening, Chuck says, we can build rapport with each other. He admits that Cynthia frequently advises him, "Now in the meeting we're going to attend tonight, let's be good listeners ... Let's enjoy not being the center." Chuck confirms, "There's that accountability ... We need people around us ... honest enough to say, 'Quit believing your own stuff. Come back into the world where we live.'"⁵

"Our great push needs to be toward serving and giving, rather than being served and receiving. We need close friends. We need contacts outside the realm of our own expertise, to expand us where we would not normally expand or give."

Another reason Chuck's communication style is so effective is because he can identify and express those things in life that are intensely personal but at the same time common to everyone. For example, "It's the pain that keeps making us into people like we are," he says. "It's those misunderstandings that force me to understand a person that's right now in the crucible of being misunderstood." He says people are always dealing with pain, at some level, and that we should accept it as a friend. "We are on a painful earth, and we carry with us a depraved, painful nature that creates a number of our own painful problems, and we deal with people that create painful problems."⁷ He expressed the upshot of this universal truth in his book *Dropping Your Guard*, "Love is a long-term investment, not a quick-return loan."⁸

In his systematic Bible study, Chuck usually moves from a passage or theme to an illustration. A new series of questions may propel the reader from one key point to the next. Overall, though, he organizes his message around a central purpose, so the intermediate steps are only recalled at the conclusion.

Recognizing that no one problem is limited to a single individual, Chuck extends his application from personal to social implications; but he never lets a social solution remove personal responsibility. In marriage relationships, for example, he advises, "Be honest enough to tell the truth so God can direct you back to His original plan."⁸ Another example: "Our great push needs to be toward serving and giving, rather than being served and receiving. We need close friends. We

need contacts outside the realm of our own expertise, to expand us where we would not normally expand or give."⁹

Always looking forward, not resting on the past, Chuck continues to share the fruit of his Christian life. Behind the scenes, that life is characterized by discipline, in jogging, translating Biblical languages, memorizing Scripture and poetry, and writing books. Publicly, he is often transparent, showing pleasure at something humorous, enthusiasm at something exciting, and awareness of the hurdles of life. He is always mindful of the road ahead. "Growing and learning," he says, "that's the Christian life in a nutshell."¹⁰

¹Swindoll, Luci, *The Alchemy of the Heart*, Multnomah Press, 1974, p. 69

²*Ibid.*, p. 72

³*Focus on the Family* Broadcast with Charles Dobson, Visit with Chuck and Cynthia Swindoll, August 1 and 2, 1985

⁴*Ibid.*

⁵*Ibid.*

⁶*Ibid.*

⁷*Ibid.*

⁸Swindoll, Charles R., *Strike the Original Match*. PORTLAND, OR: Multnomah Press, 1980, p. 67

⁹*Focus on the Family* with Charles Dobson, *op.cit.*

¹⁰Swindoll, Charles, R., *Three Steps Forward, Two Steps Back*, NASHVILLE, TN: Thomas Nelson Publishers, 1980, p. 17

Virgil Megill is professor of communications at Toccoa Falls College.

(continued from page 25)

Following the film was an "old fashioned ice cream social," which provided a settling-in time for broadcasters and program producers to get reacquainted and build fellowship for the rest of the convention.

On Friday, October 23, Dr. B. Sam Hart of The Grand Old Gospel Hour, Philadelphia, gave the address. Expounding on the convention theme, he spoke on the need to proclaim the Gospel to every person, to see needs in spite of the bad publicity religious broadcasting has received lately, and to not let the negative aspects hinder one's work, to "be true to the call." Music was provided by Rev. Clinton Utterbach, co-pastor of Redeeming Love Christian Center, Nanuet, N.Y.

Gary Crossland, president of Soma Communications, conducted the morning workshop entitled "Who's Listening?" on statistics, facts and figures about who the radio audience is. He also addressed ways for the non-commercial radio station to meet the needs of their audiences, and prepare for a new kind of audience in the future, with the projected shrinking donor pool.

Bob Palmer, president of Morning Cheer/Sandy Cove Bible Conference Center, was the featured speaker at the luncheon. He addressed the importance of communication skills in bringing broadcasters and program producers to their audience, stressing the need to make an effort and step out to communicate effectively.

The afternoon workshop was a panel discussion moderated by David Virkler. Panelists were Art Borden, president of ECFA, Chip Grange of Gammon & Grange, and Dr. Robert A. Cook, NRB president. The discussion centered around ramifications of negative effects recent scandals have had, and how to prevent such events from recurring, presenting ECFA and EFICOM as the means of prevention. Discussion was then opened to the audience for questions.

The evening banquet featured Dr. Cook speaking on personal holiness.

Christine Wyrzten, who sang at the banquet, also gave a concert Friday evening. She continued to carry the tone set through the convention on commitment to sharing the Gospel, and using any position you might be in as a lever to your personal ministry.

The Saturday breakfast speaker was Steve Bell of Chapel of the Air, Wheaton, Illinois. He challenged the group to examine what they hold on to and what they let go, to determine what is most important in life.

The morning workshop, led by David

Mains and Steve Bell, was a discussion of their national tour of pastors' seminars, followed by a question and answer session. David Mains spoke at the Saturday luncheon on casualties in the Christian life. Mains' focus was on people who have been active workers for the cause of Christ who have fallen away and the need to be pure, holy and fully aware of our responsibilities, so as not to become a "casualty." Christine Wyrzten performed at this luncheon, again complementing the spoken message with her music.

Caribbean

The Caribbean Chapter, which is growing at a rapid rate, held its first annual convention October 1-2 at the Caribe Hilton Hotel in San Juan, Puerto Rico. The morning program for October 1 featured Carmelo Terranova, pastor of Cathedral of Hope in Argentina, as the main speaker; and Robert A. Cook, president of NRB, and Ben Armstrong, executive director, giving an update on EFICOM.

In the afternoon, there were three workshops on fundraising, the role of



Jose A. Reyes

women in communications and fundamentals in announcing techniques. The evening plenary session speaker was Dr. Thomas F. Zimmerman, president of the Lausanne Committee for World Evangelization, and former general superintendent of the Assemblies of God.

The morning program for October 2 consisted of an address from Dr. Jose A. Reyes, president of the Hispanic National Religious Broadcasters (HNRB), and host of the radio program "La Voz de Salvacion."

Dr. Zimmerman was the keynote speaker for the Anniversary Banquet held that evening, and music was provided by the Puerto Rican singing group, "The King's Disciples."

**NOW
AVAILABLE FOR
TV & RADIO**

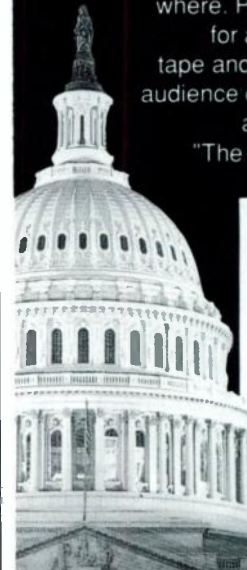
Dr. Tim LaHaye
Presents The...

CAPITAL REPORT

Are you tired of hearing all the liberal commentary on network news? Would you like your audience to receive a conservative perspective on this weeks events? Tim LaHaye is now providing that service to your station on a timely and complimentary basis.

Dr. LaHaye's office is "Inside the Beltway". In fact, his headquarters are directly across the street from the Capitol Building. He makes it his business to sort out the news of the day and provide the balance that is so often missing in general press coverage.

The Capital Report is now being aired daily on over 70 television stations, and the newly introduced radio offering has been met with keen interest everywhere. Please call today for a demonstration tape and learn how your audience can be informed and refreshed by "The Capital Report".



Dr. Tim LaHaye

Capital Report
122 C Street, NW
Suite 550
Washington, DC 20001
(202) 783-1377

Being part of a television ministry, or a television anything, was never in my plans. (Certainly not producing my own program and becoming president and general manager of a television ministry.)

What began as an hour or two as a volunteer evolved into a full time position with a struggling UHF television station that was facing serious financial problems just ten months after turning the key on the transmitter. If you have ever said, "Who, me Lord?" you can appreciate my reluctance to step into what seemed an impossible situation.

I became involved with Christian Television of Ohio, Inc. as a volunteer shortly after it began broadcasting in 1976 on a few cables, a few hours a day. Eventually, the ministry expanded to 24 hours a day and several cable systems. In March of 1980, WSFJ TV-52 (later to become Channel 51) began broadcasting as a UHF station with a 1kw transmitter bought by a board member, then leased to the station.

Even with the limited outreach, God blessed in many areas. However, within ten months, the financial struggle became overwhelming to the founder of the ministry and a frustrated Board of Trustees agreed to sell.

God was speaking to me but I did not comprehend the impact of His message. As a board member, I opposed selling and was very verbal about it. No one listened. I was on an island shouting into the wind. "No need to sell!" my spirit was shouting. "There is an alternative!" Little did I realize that the alternative was *me*.

I know that God never does anything without a purpose, and I began to wonder what God was doing in my life. For the past four years, He had been training me, but for what if not this? At the time I was head of the production department, producing and scripting my own program, editing and writing the monthly newsletter, conducting camera classes as well as operating camera.

Shortly after I totally released the situation to God, the sale of the television station fell apart. The board shuddered while I rejoiced.

True to his word, the man who

founded the ministry tendered his resignation.

My husband had been telling me for weeks that he thought I was the one to fill the vacancy. My answer was always the same: "No, I am not the one." As head of the production (unpaid staff) I was generating some income for the station. "I am more valuable where I am," I reassured myself. Apparently God did not think so.

In January of 1981, a group of board members sat in a circle seeking God's will and solutions to the serious financial problems as well as the management vacancy.

Each one offered valid reasons why he or she could not assume management of a television station. When it came to me, I said, "I am not the one." Can't you just see God shaking His head? During the third round, my husband was giving me that "you *are* the one" look. After squirming a bit I said, "Well, I will try it for three months." (This afforded me a way out.) "And," I continued, "of course you know that I cannot accept a salary." (It would be easier to quit if a salary were not involved. Volunteers just walk off, don't they? Ha!) The group laughed. "That's good," someone said, "because there isn't any money to pay anybody."

The ministry was slipping deeper into a financial abyss with a deficit of \$10,000 a month. People were demanding payment and our integrity was badly wounded. My first action as new management was to write each creditor, enclosing a small payment as a token of our intent. In approximately one year all creditors were paid and the station was on a pay-as-you-go basis. Slowly our integrity was mended and businesses were beginning to give us credit. Praise the Lord!

How did we do it? By the Grace of God, the wisdom of the Holy Spirit and lots of prayer. Waste was minimized. Sections of the building were closed off during winter months and telephone calls were kept at a minimum. Only necessary supplies were ordered and paid for. Sometimes payroll was late, but not one person left because of that. Some of those faithful employees are with us today and enjoy a paycheck on

Who, Me Lord?

by Jean Rodabaugh

time.

However, all of the struggle was not in the financial arena. We were in a building that did not belong to us. It was for sale but inadequate for our purposes and would be costly to renovate.

We were forced to look elsewhere. The search began, doors opened and doors closed. At this point we did not have the slightest idea where the money was, but we knew that God would supply all of our needs.

One winter evening in 1981 my husband said, "I am going to invest \$70,000 with God as my full partner and whatever He does with it is up to Him. If He doesn't do anything with it, that is up to Him, but I am going to do it and God will get 100 percent of whatever he does with it." I must admit that I was skeptical. Wouldn't you think that I had learned by this time?

Of course it did not happen overnight and there were some technical hurdles. However, God increased that \$70,000 to \$1.5 million, and it was all His! In July of 1982 ground was broken on 30 acres of land south of Newark, Ohio, and in January 1983, WSFJ moved into a new facility with a production studio, meeting facilities and comfortable office space—debt free. We were also able to purchase some new equipment and a 5kw transmitter. We were on our way, but not quite.

On the first day the new transmitter did not work. We were on the air, then off the air. During the holidays we were off for two full weeks. You know what going black means to a broadcaster. If it doesn't kill you, it cripples you. We refused to die but limped a lot. Don't ever give up!

We ultimately discovered what we considered to be deficiencies in the transmitter design which prevented its proper operation. After two years of less than satisfactory performance, we finally reached a satisfactory settlement. We also knew that we must purchase another transmitter.

Acts 5:38 is on the shelves beside my desk. "If the work be of man it will come to nothing. If it be of God, ye cannot overthrow it." Well, we know that this work is of God and He knew that

we needed another transmitter. He also was aware the 5kw transmitter would not do the job. The board agreed to go for a new 30kw transmitter, the building to house it in, and a new 500-foot tower on the premises. This was an important step because our transmitter and tower were several miles from the station and this was an inconvenient and frustrating arrangement.

Our faithful, loyal viewers provided about one-third of the funds needed for the project, but we were still about one million short. Banks had refused a loan in the past. Board members had borrowed money for the project and even paid the interest, but that source was no longer available.

Try the bank. The bank was friendly and impressed with our growth and viewer response. They agreed to loan us one million dollars to finish the job and reimburse board members. (We are now paying more principal than interest on this loan.)

With the new transmitter our audience tripled, and we are better able to serve Columbus, Ohio.

In 1981, assets were \$450,000; as of September 1987 assets are \$2,793,414. In 1981 annual income was \$482,080; in 1986 annual income was \$1,222,029.

For several years WSFJ has had an annual audit by a well-established local firm. We consider this good business. During telethons we give financial reports to our viewers. Integrity and credibility are important to us. They are priceless pearls, to be guarded and polished.

Our policy is never to solicit churches for money. We tell the viewers that their tithe goes to the church. There are over 100 churches who voluntarily support WSFJ on a regular basis.

At this time we are developing in-house programming. We include pastors in our own productions. Local talent is featured on a weekly music program of choirs, groups and individuals. We also produce a daily half-hour community service program featuring local agencies and matters of interest. One day a week is Farm Day, a half-hour program oriented to the rural audience but of in-

terest to anyone. The International Sunday School lesson is prepared and presented by a local pastor—at our expense. I host a daily ministry program which presents a local pastor each week and features in-depth Bible studies and Biblical topics. We also produce a daily

"Give it all back to God—time, talent, possessions, money. Give the ministry back to God. Seek Him diligently in all matters. Do your homework. If you know you are right, do not be intimidated by outside forces. Stand your ground."

program which provides a platform for Christian issues, visiting missionaries, other Christian ministries, etc.

Each week I produce a one-minute message called *State of the Station*. It includes information, needs and an in-

(continued on page 33)

NEW PRODUCTS

16MM Portable Projector

Rangertone—This projector offers 350 watts of xenon lamphouse, 25W, 8 ohms loudspeaker output as well as 0 db 600 ohms audio line output. Hokushin's exclusive features are quick thread "Roll



Load," lightweight switching power supply, auto release sprocket mechanism, high speed rewind, and auto loop restorer.

Options include: laser optical sound, auto changeover, portable transport cases and remote control.

The Rangertone/Hokushin xenon projectors are available through selected A/V and theatre dealers.

For more information on Hokushin xenon projectors contact Rangertone, toll free number: (800) 221-1823.

Product Catalog

American Thermoplastic Company—The 1988 product catalog has been released by this national manufacturer of custom-imprinted loose-leaf products. The 24-page catalog features color photographs and price charts, as well as custom-imprinted binders, sheet protectors, conference kits, software and audio cassette binders.

A three-page binder planning guide in the back of the catalog simplifies ordering products. Included in the guide is an ink and material color chart that illustrates the standard 35 vinyl color and grain combinations.

For more information or to obtain an American Thermoplastic Company 1988 catalog call toll free (800) 245-6600, in PA call collect (412) 261-6657.

Mixing Console

AKG Acoustics, Inc.—Based on the Soundtracs FMX series mixer, the FME offers full modularity of inputs, outputs, and groups, in 22 and 30 module mainframe sizes. The FME may be configured to suit the requirements of sound reinforcement, 4 or 8-track recording, video post production, club and theater installations, radio production and "on air" broadcast, and stage monitoring.

The module types available for the FME include mono input, mono input with remote start switch, stereo input including RIAA and line in with remote start, monitor input with 8 monitor sends, group output with upper and lower monitor sections, monitor output, and stereo master module.

Pro user net prices start between \$7,500 and \$9,600, depending on configuration.

For more information contact: AKG Acoustics, Inc., 77 Selleck St., Stamford, CT 06902. Telephone (203) 348-2121.



Equipment Rack

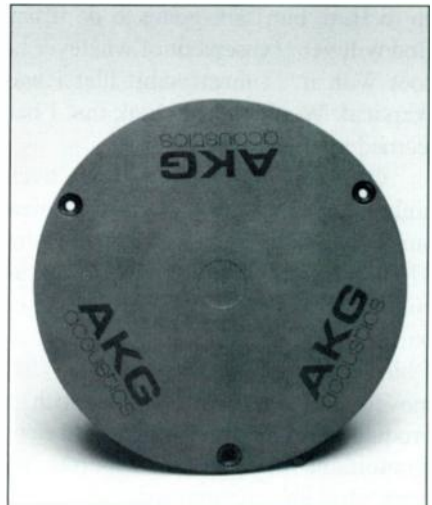
Solid Support Industries—A new modular stackable equipment rack has been introduced for the audio industry. Designed in 8 rack space modules, the unit can be expanded to accommodate additional equipment as needed.

All modules are constructed of lightweight 1-1/4" powder coated black steel tubing and are designed to fit one on

top of another for continuous rack spaces, and feature recessed rack rails. The units are open at the back and sides, allowing easy access to connections and open air cooling of equipment.

List price on the SR-8A is \$120.00, the SR-8B is \$110.00.

For more information contact Solid Support Industries, 2453 Chico Ave., South El Monte, CA 91733. Telephone within CA (818) 579-6063, outside CA (800) 782-6377.



Mount Microphone

AKG Acoustics—The C562 BL Boundary Layer Microphone is a pre-polarized condenser surface mount microphone for recording situations where unobtrusive microphones are vital, or where the natural character of its sound is desirable.

Omni-directional in the hemisphere of its low profile plate, the C562 BL's sensitivity and frequency response depend largely on its placement, though bass reproduction has been significantly improved in the C562 over similar designs.

Compared to conventional omni-directional microphones, the C562's output is 6 db hotter when mounted on a large surface (floor, ceiling, piano lid, etc.) and will result in better signal to noise ratio and acoustical feedback behavior.

Unobtrusive in its round, flat black appearance, it is especially beneficial when used by self-conscious people. The C562 BL has a pro user net price of \$395.00.

For more information, contact AKG Acoustics, 77 Selleck St., Stamford, CT 06902. Telephone (203) 348-2121.

(continued from page 31)

timate time with viewers. This spot is aired at least six times in 24 hours. It has proven to be an effective tool for us.

Every morning the staff meets for one-half hour in the chapel for Bible study and prayer. This had been a long-time practice and since 1981 we have also been gathering for five minutes at noon to praise God and thank Him for His blessing. Often the Spirit moves and takes us far beyond the five minutes originally set.

The 24-hour prayer line is a blessing to many, and the WSFJ intercessors' network blesses us as well as many others. Our faithful volunteers are very important to the ministry and perform many jobs we cannot do.

There are times when I must be demanding—"Don't tell me you can't do it, tell me how you are going to do it." It is amazing how people can stretch themselves and how good they feel about themselves when they do. It all comes from the top down, beginning

with God. His sound Biblical principles are there for everyone.

Being a Christian adds another dimension to management. Rather than a few choice words we are expected to love our way through. Sometimes it isn't easy but chastisement laced with love and compassion usually works. Pray with them, listen to them, love them, chastise when necessary, and never lose sight of why we are all here—to spread the Gospel of Jesus Christ to the 14 counties we reach in Central Ohio.

What I know about management I have learned by the guiding of the Holy Spirit. God has indeed been preparing me all my life for this day. Inherent traits of perseverance, determination, a love of serving people, and possessing the ability to organize are gifts from God. The Holy Spirit has given wisdom where there was none. He has guided me in the course God set my feet upon. The joy of the Lord is truly my strength.

If there were time and enough

paper, I would tell you some of the mistakes I have made. However, God is in control and I thank Him every day for choosing me, of all people, to serve Him in this exciting way.

Some valuable lessons I have learned: Give it all back to God—time, talent, possessions, money. Give the ministry back to God. Seek Him diligently in all matters. Do your homework. If you know you are right, do not be intimidated by outside forces. Stand your ground.

Never forget why God has placed you in a certain place. He *chose* you and me. Don't be diverted to another area of endeavor until you have done what God put you there to do—and do it well. Do not compare one ministry to another. Do not covet a brother's ministry. Do not make hasty decisions—study, pray, bite your tongue. Guard your integrity and position in the community. We in ministry are ambassadors for Christ.

Jean Rodabaugh is president and general manager of WSFJ-TV Channel 51, Thornville, Ohio.

CDI Has The BEST Audio/Video VALUES!

BELL+HOWELL
Model 2580 Film Projector



- Easy Slot Threading
- Mid-Path Film Removal
- 24 FPS (Sound) Speed
- Automatic High Speed Rewind
- Bright/Normal Lamp Selection

2000 Reel \$21.00

CDI Low Price **\$859.50**

List \$1200 Add \$8.37 Shipping & Handling

GIL
4444 Overhead Projector Package



Complete With Accessories

- 360 Watt Quartz Halogen Lamp
- Optical Tuning
- Brightness-Boosting
- Fresnel Lens
- 30° Tilting Projection Head

CDI Low Price **\$189.50**

List \$209.95 Add \$6.65 Shipping & Handling

TELEX
Copyette™ 1 & 1




TOP QUALITY!

- Super Compact
- Portable
- Automatic Rewind
- Magnetic Clutch (Patented)
- 30 IPS (C-60 in 2 Mins.)

CDI Low Price **\$275.00**

List \$399.00 Add \$4.30 Shipping & Handling

AMPEX
NEW Multi Purpose Bulk Cassettes



BIG SAVINGS!

- 5 Screw Housing
- High Output
- Low Noise
- Tensitized Base Film

Qty.	C-30	C-45	C-60	C-90
50	.65	.73	.76	.99
100	.55	.62	.65	.91
500	.48	.57	.58	.76
1000	.44	.51	.53	.69
5000	.39	.46	.49	.66

AGFA Mastering Bulk Cassettes

- Excellent For Music & Mastering
- Stereo Recording Quality
- Extremely High Saturation and Output Level
- Extremely High Signal to Noise Ratio
- Extremely Low Abrasion
- 5 Screw Housing
- Choice of Black or White Housing

Qty.	C-30	C-45	C-60	C-90
50	.77	.85	.94	1.20
100	.63	.72	.84	.99
500	.55	.65	.74	.94
1000	.49	.57	.65	.87

BASF Bulk Cassettes

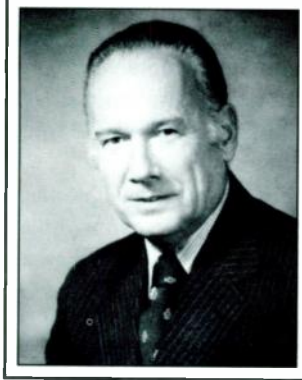
- Low Noise, High Output
- High Performance and Consistency
- 5 Screw Housing
- High Reliability
- Good Winding Properties
- Choice of Black or White Housing

Qty.	C-30	C-45	C-60	C-90
50	.64	.71	.74	.99
100	.54	.61	.64	.91
500	.48	.56	.58	.79
1000	.44	.51	.53	.76
5000	.41	.48	.49	.69

CDI  **Christian Duplications International, Inc.**
1710 Lee Road, Orlando, Florida 32810
CALL TOLL FREE 1-800-327-9332
IN FLORIDA 1-800-432-5309 ORLANDO (305) 299-7363




BROADCASTERS



Dr. Paul E. Freed

WCIE-FM/Lakeland (Florida), received the American Association of Blood Banks "Award of Merit" for their sponsorship of the second annual "Celebration of Life" blood drive. The one-day drive registered more than 1,100 units of blood. Plans are being made for the only nationwide satellite blood drive in the history of Christian radio to be held next year.

Trans World Radio-Hong Kong celebrated its 10th anniversary recently. TWR founder and president **Dr. Paul E. Freed** addressed the banquet audience. TWR has broadcast in China since 1977.

Students across the country will attend the 15th triennial student missions convention, **Urbana '87**, sponsored by InterVarsity Christian Fellowship, December 27-31. The theme of the conference, held at the University of Illinois campus at Champaign-Urbana, is "Should I Not Be Concerned?" taken from Jonah 4:11.

The Far East Relief and Development Services (FERDS), a relief arm of the Far East Broadcasting Company, assisted residents of two cities and three villages in the Philippines after a series of at-



Sandi Patti

tacks by the New Peoples' Army (NPA). An FEBC official said two cities and three towns were attacked. FEBC sent \$10,000 to accelerate the effort.

The Word for Kids program, hosted by singer **Sandi Patti**, began syndication on 150 stations in November. The program features Patti as she reads passages from the International Children's Bible. Patti has also released a new tape series containing selected readings from over 170 Bible passages. An original music score is a backdrop during the six hours of readings.

Ed Montgomery, senior pastor of Abundant Life Cathedral Church, Houston, Texas, recently aired a four-part television special on Channel 26 in Houston. The series was the top rated religious program for four consecutive weeks in the city.

KTIS-FM/St. Paul conducted its annual three-day Sharathon October 5-7. Pledges totaled \$808,313 and reached \$58,313 above the goal. The extra amount is earmarked for an FM tower improvement in 1988.

Dr. Gilbert W. Rugh, senior pastor of Indian Hills



Ronald W. Nikkel

Community Church, Lincoln, Nebraska, was a guest on *Open Line*, a Moody Broadcasting Network phone-in talk show. Rugh discussed the subject of church leadership. *Open Line* is heard on 59 stations and 100 cable systems.

Phil Booth, founder of Radio Worldwide, London, England, retired from the ministry he founded with his wife in 1961. He presently is producing programs for FEBC/Manila and local radio. Radio Worldwide is a ministry of WEC International.

Prison Fellowship International has elected **Ronald W. Nikkel** president. Nikkel succeeds Gordon D. Loux, who helped in the founding of PFI. Four new member countries have also been added—Costa Rica, Chile, Uganda and Zimbabwe, making a total of 32 affiliated groups worldwide.

Children's Bible Hour recently placed its new Spanish program, *Tesoros Para Ninos*, on several stations. Program officials said they are considering expanding the the weekly 10-minute program to three times weekly.

Vocalist **Kim Hill** has signed with Reunion Records and Reunion Music Group.



Don Johnson

Brown Bannister, platinum and gold record producer, is credited with introducing Kim to the label.

Afterglow Productions has expanded to 75 radio stations across the country and in the Philippines. CTNA (Catholic Telecommunications Network of America) began sending the program to 75 affiliates September 1. **Don Johnson**, producer/host of *Encounter*, is vice president of NRB's Southcentral chapter.

Warren Wiersbe, general director and host of *Back to the Bible* radio broadcast, was the main speaker at HCJB's Annual Members' Meetings held September 26 - October 1 in Quito, Equador. The meetings brought together missionaries, employees and guests of HCJB for worship and prayer, business meetings and a concert featuring HCJB musicians.

Have a news item you'd like to share? Send press releases, letters and items of interest concerning your broadcast ministry or related outreach to: Broadcasters Page, National Religious Broadcasters, CN 1926, Morristown, N.J. 07960.

NOW in CHICAGO

WNDZ-AM 750

Chicago's Christian Information Station

- National and Local Ministries
- Satellite and Local Talk
- Adult Christian Music

For More Information Contact
Dick Marsh (818) 577-1224



UNIVERSAL BROADCASTING CORPORATION

3844 EAST FOOTHILL BOULEVARD • PASADENA • CA 91107

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

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

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

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

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

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

WNDZ Portage, IN Represented by Universal Broadcasting Corporation

(Circle 111 on the Reader Service Card)



ON THE AIR

Knee Research

by Bob Augsburg

As a broadcast consultant and music programmer for Christian radio stations, I understand the need to conduct research in a given market. However, as a Christian broadcaster I sometimes think that some of us have our priorities out of line. I have been to seminar after seminar where the workshop leader would pound the podium calling out for more research ... more music tests ... and more focus groups ... while never even making casual reference to what God is calling the station to do. We should find out what people think about us, but more importantly we should seek to discover what God thinks and what He desires for us. I believe we can learn a lot from our secular friends; but there had better be more to our station's programming than "clocks and jocks," or we will experience very little victory or true spiritual results.

These principles have recently become alive to me as I have personally been involved in developing a new station in southwest Florida. It began several years ago when my wife started to feel a real burden for the teens and young adults in our area. Since I had been in radio for more than 15 years, she would frequently ask me why we couldn't start a new Christian CHR station to meet the needs of the young people who were so deep into the secular music scene. My response was always a typical consultant's response of, "Though more and more young people are coming to south Florida, this is still a predominantly older marketplace." I would tell her how much money it would cost and how numerous the obstacles would be in pursuit of a new non-commercial FM channel. Despite all of my

"knowledge," her faith and conviction was strong enough not to be shaken by "mere human wisdom." She felt that if God wanted to reach young lives through Contemporary Christian programming, He could and *would* work through us if only we would step out.

Our work began in early 1985. While still operating our company, we stepped out of the boat and trusted God to turn our vision into reality. On October 9, 1987, we signed WAYJ (WAY-FM) on the air. The Lord miraculously provided by giving us a 50,000 watt FM channel at 88.7 and, though on the air for just one week (these articles are written six weeks in advance), we have seen two young people accept Christ as their personal savior. We have also received numerous calls from parents who were elated over the fact that their kids were now switching off the local CHR and AOR stations and looking for us on their dials.

I am not trying to say that a calling from God is *all* a station has to be built on. We still must implement good programming philosophies and employ quality people with the skills to fulfill that calling. Joining us at WAY-FM is Jim Channell, former program director of WCFL/Chicago and host of Christian Countdown America, along with several other top-notch announcers with extensive radio backgrounds. But the experience of our air staff, the hot jams jingle package and slick production would mean little to God if we were just another "jukebox." Our target audience is the one that God has called us to reach with that same Gospel message ...presented in a new way.

I believe the very heart of God is

broken over broadcasters who make programming decisions based on how much money can be generated. We need to make our format decisions *after* we have done ample "knee research," that is, calling on God to see what *He* wants us to do with our stations. When we know that God has called us, we can face the trials with a peace that passes understanding, knowing that He *will* make a way.

There certainly is a need to expand our knowledge of the audience we serve and research is important to Christian radio, but let us become more active in conducting "knee research." In closing, I keep hearing the words of one of Petra's 1985 songs ...

"Don't wanna be a man pleaser,
Just wanna be a God pleaser."



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

Chart Check

WJTL/Lancaster, PA

FORMAT: CHR

1. Help Is On The Way - Bryan Duncan
2. All That Is You - The Choir
3. Don't Let Your Heart Be Hardened - Petra
4. Emily - Michael W. Smith
5. Whatever You Ask - Steve Camp
6. For The Love Of You - Margaret Becker
7. Closer Than A Heartbeat - Mylon LeFevre
8. Love Said Not So - BeBe & CeCe

Winans

9. Just Because You Are - Phillip Sandifer
10. The Right Thing - Paul Smith

WHZI/Hanceville, AL

FORMAT: Southern Gospel

1. I Want Us To Be Together In Heaven - Inspirations
2. Midnight Cry - Gold City Quartet
3. Get Thee Behind Me Satan - Perry's
4. Always - Freemans
5. I've Been Sealed - Lewis Family
6. I Feel The Later Rain - Heavens Mountain Band
7. I Went Down a Beggar - Liberty Quartet
8. Keep Your Hand On The Plow - Bibletones
9. When Mama Prayed - Kingsmen
10. Let's Have a Revival - Hemphills

WHME-FM/South Bend, IN

FORMAT: A/C

1. Material Magic - Wayne Watson
2. Emily - Michael W. Smith
3. Day Like Today - Chris Christian
4. Ain't No Need To Worry - Winans
5. Whatever You Ask - Steve Camp
6. Holy Is The Lord - Twila Paris
7. My Only Hope - The Awakening
8. Don't Let Your Heart Be Hardened - Petra
9. Pictures In The Sky - Rich Mullins
10. Hiding Place - Steve Curtis Chapman

WBSN/New Orleans, LA

FORMAT: A/C

1. Emily - Michael W. Smith
2. Lift Up My Voice - Tommy Funderburk
3. Isn't It Crazy - Leon Patillo
4. Don't Let Your Heart Be Hardened - Petra
5. All My Life - Bryan Duncan
6. Pass It On - Prism

**Michael Card****BeBe & CeCe Winans**

7. Make Us One - Phil Driscoll
8. Day Like Today - Chris Christian
9. Hiding Place - Steven Curtis Chapman
10. Love Said Not So - BeBe & CeCe Winans

WEMI/Menasha, WI

FORMAT: Inspirational/MOR

1. The Love Of You - Margaret Becker
2. Blind Bartimaeus
3. Cowboy Stories - Marvin & Gentry
4. Friend Of a Wounded Heart - Wayne Watson
5. Heavenly Love - David & the Giants
6. The Part That No One Sees - Sarah Gaines
7. Wash Their Feet - Tony Elenburg
8. Holy Is Lord - Twila Paris
9. Come Drink At My Table - Billy & Sarah Gaines
10. People All Over The World - Farrell & Farrell

WAY-FM/Ft. Myers/Naples, FL

FORMAT: CHR/AOR

1. Help Is On The Way - Bryan Duncan
2. Nothing To Prove - Steve Camp
3. O T Rap - Rap-Sures
4. Get Together - Randy Stonehill
5. The Right Thing - Paul Smith
6. That's How He Touched My Heart - Kim Boyce
7. I'm Brand New - Leon Patillo
8. Run To The Light - Connie Scott
9. Wise Up - Michael Peace
10. Here We Go Again - Mad at the World

WCIE/Lakeland, FL

FORMAT: A/C

1. Don't Let Your Heart Be Hardened - Petra
2. Material Magic - Wayne Watson
3. Whatever You Ask - Steve Camp

4. Hiding Place - Steven Curtis Chapman
5. Ain't No Need To Worry - The Winans
6. Make Us One - Phil Driscoll
7. Love Said Not So - BeBe & CeCe Winans
8. For The Love Of You - Margaret Becker
9. Heart Of Hearts - Russ Hollingsworth
10. All Rise - Scott Wesley Brown

WQFL/Rockford, IL

FORMAT: A/C

1. Holy Is The Lord - Twila Paris
2. The Father Hath Provided Again - Larnelle Harris
3. All My Life - Bryan Duncan
4. Joyful, Joyful We Adore Thee - Second Chapter of Acts
5. Wonderful Invention Of Love - Benny Hester
6. Whatever You Ask - Steve Camp
7. God Still Loves The World - Gordon Jenson

**Michael W. Smith**

8. Corazon (Loving You) - Farrell & Farrell
9. For The Love Of You - Margaret Becker
10. More Than a Friend - Acapella

WNDZ/Chicago, IL

FORMAT: Inspirational/MOR

1. Forever - Gaither Vocal Band
2. Tell Me - Gaither Trio/Vocal Band
3. Make Us One - Phil Driscoll
4. The Father Hath Provided - Larnelle Harris
5. Don't Let Your Heart Be Hardened - Petra
6. All That Is In Me - Harvest
7. For The Love Of You - Margaret Becker
8. Isn't It Crazy - Leon Patillo
9. Celebrate The Child - Michael Card
10. Hiding Place - Steven Curtis Chapman

(continued on page 42)

CHRISTIANITY TODAY SURVEY OF TOP TV PREACHERS

TV Preacher	Program	Salary/ Compensation	Ministry Income	Percent of Ministry Income
Richard DeHaan	"Day of Discovery"	\$54,000. No bonuses, royalties, housing or transportation allowances.	\$18 million	.003%
Jerry Falwell	"Old-Time Gospel Hour"	\$100,000. No bonuses or ministry vehicles. Housing and travel expenses provided.	\$91 million	.001%
Billy Graham	Prime-Time Specials	\$59,000 plus housing allowance. No bonuses, honorariums or royalties.	\$66 million	.001%
Larry Jones	"Larry Jones"	\$67,000. Additional benefits of \$41,900 of which Jones donated \$25,000 back to ministry.	\$30 million	.003%
James Kennedy	"James Kennedy"	Salary from Coral Ridge Presbyterian Church, plus royalties. No compensation from "Coral Ridge Ministries."	\$11.6 million	Not reported
Oral Roberts	"Expect a Miracle"	\$56,000 as president or Oral Roberts University and \$42,000 from evangelistic association.	\$60 million	.001%
Pat Robertson	"The 700 Club"	\$60,000. No additional benefits listed.	\$185 million	.0005%
James Robison	"Day of Restoration"	\$57,000. Lives in home built at ministry expense.	\$11.7 million	.003%
Robert Schuller	"Hour of Power"	\$80,000 plus \$37,500 from Crystal Cathedral. Drives ministry owned car.	\$40 million	.003%

Christianity Today (October 16, 1987)

(continued from page 24)

line with those of other professional occupations. This study also indicates that religious broadcasters generally receive far lower salaries than comparable secular broadcasters and television personnel.

In most cases the salaries of televangelists ranged from \$50,000 to \$60,000, with only Robert Schuller, Jerry Falwell, Larry Jones and Oral Roberts nearing or topping the \$100,000 figure. Simple mathematical calculation reveals that the average televangelist in this survey makes a salary of less than one percent of his total ministry income! At that rate it can hardly be argued that these men are in business to make all they can for themselves. In reality, they are making salaries comparable to non-television preachers who pastor large churches in their denominations.

By contrast, consider comparable salaries among secular television stars. According to the *New Book of People* (1986), Bill Cosby makes over \$10 million from television alone. Michael J. Fox makes \$2 million per year, including \$30,000 for each episode of *Family Ties*. Tom Selleck makes \$4.8 million per year portraying *Magnum* and Cybil Shepherd makes \$50,000 per episode for *Moonlighting*.

A comparison with similar business and professional salaries indicates that televangelists are the *lowest* paid professionals in comparison to those with similar responsibilities in other professions. Entertainers are the highest paid of all. Wayne Newton makes \$12 million a year and Johnny Carson makes \$5 million a year. Las Vegas entertainers like Dolly Parton and Diana Ross, make \$350,000 a week! News commentators, talk show hosts and professional interviewers like Tom Brokaw, Barbara Walters and Phil Donahue all make over \$1 million per year.

Televangelists Are Lowest Paid

Compared to business executives, doctors, lawyers, college presidents, magazine editors and professional athletes, televangelists are the lowest paid of all professional leaders, despite the fact that they often fulfill many dual responsibilities. Pat Robertson, Jerry Falwell and Oral Roberts are university chancellors. Robert Schuller, Richard DeHaan and Falwell are magazine editors. Virtually all the major televangelists are the corporate heads of multi-

American Almanac of Job & Salaries (1984)

(Chart No. 2)

Business Executives	
Middle Management	\$100,000
Top Management	\$300,000
Doctors	
General Practitioners	\$ 90,000
General Surgeons	\$102,000
Plastic Surgeons	\$121,000
Orthopedic Surgeons	\$139,000
Neurosurgeons	\$140,000
Lawyers	
Average	\$100,000
High	\$225,000
Education (college&university)	
Chancellors	\$ 95,000
Presidents	\$ 85,000
Athletes	
Basketball	\$246,000
Baseball	\$241,000
Hockey	\$120,000
Football	\$120,000

(Chart No. 3)

Exxon	\$1 million
Mobil Oil	\$1.3 million
IBM	\$1.5 million
General Electric	\$1 million
ITT	\$1 million
Union Oil	\$1.4 million
Coca Cola	\$1 million
Warner Communications	\$2.3 million

(Chart No. 4)

Presbyterians	\$90,000
Southern Baptists	\$85,000
Methodists	\$54,000
Lutherans	\$42,000

million dollar corporations and non-profit foundations.

According to the *American Almanac of Job & Salaries* (1984) the average annual income for various professions is show above.

Consider these individual salary

statistics. Former world heavy weight boxing champion, Larry Holmes, received \$9.4 million for two fights. Gerry Coones received \$8.2 million for one fight with Holmes, which he lost! Alan Alda received \$200,000 per episode for the television series, MASH,

as did Larry Hegman for Dallas. The chief executive officers of these major corporations receive over \$1 million per year in salary: (see chart No. 3)

Even when compared to the average salaries of other ministers of large churches (over 1,000 members), the televangelists are well within reason (see chart No. 4).

The claim that religious broadcasters are "in it for the money" just isn't substantiated by the facts. Given the physical, spiritual, emotional and financial pressures they face, it is a wonder they are in it at all! Their television images may appear to be glamorous to the uninformed public, but the real job of pastor, preacher, entertainer, business executive, editor and chancellor is more work than most people could do in several lifetimes. Given all these responsibilities their salaries are *less* than standard. The sad truth is that one can make more money mocking televangelists than being one.

Ed Hindson is a contributing editor to *Religious Broadcasting* magazine.

The claim that religious broadcasters are "in it for the money" just isn't substantiated by the facts. Given the physical, spiritual, emotional and financial pressures they face, it is a wonder they are in it at all!

WASHINGTON

NRB Outlines Ethics Proposals to Congress

by Richard E. Wiley

National Religious Broadcasters is moving forward with plans to increase public financial accountability among its members—plans that strengthened NRB's testimony this fall at a congressional hearing in Washington.

Dr. Ben Armstrong, NRB's executive director, testified that the association initiated steps in fall 1986 to improve fiscal standards—long before problems with the PTL ministry unfolded. As part of that accountability effort, NRB is implementing a new Ethics and Financial Integrity Commission ("EFICOM").

The congressional hearing was triggered by widespread public reports regarding alleged improprieties within the PTL organization. The hearing, conducted by the Subcommittee on Oversight of the Committee on Ways and Means in the U.S. House of Representatives, focused on federal tax treatment of television ministries.

In announcing plans for the hearing, Subcommittee Chairman J.J. Pickle, a Texas Democrat, emphasized that his panel was not trying to investigate any specific ministry or "questioning religious practices or beliefs." Instead, the subcommittee considered the adequacy of tax statutes and regulations that exempt certain religious organizations and churches from federal taxation and grant other tax-related benefits. At press time, there appeared to be no plans for further hearings on the subject nor for new legislative proposals either.

Key Tax Issues

Several of the key tax issues that arise in connection with broadcast ministries—both radio and television—were identified at the congressional hearing by a high-ranking Treasury Department official. Those issues include:

- 1) whether a ministry's activities justify exemption from taxation;
- 2) whether payments given a ministry are deductible as charitable contributions; and
- 3) whether a ministry's earnings improperly inure to a private individual's benefit.

Statutes limit sharply the monitoring and enforcement powers of the Internal Revenue Service with respect to churches in order to minimize federal intrusion into religious affairs. Broadcast ministries that claim and receive church status enjoy such protection.

Religious broadcast organizations that do not qualify as churches face more scrutiny from federal tax officials. Such organizations are subject to the same reporting regulations and audits as other charitable organizations, including regulations aimed at preventing creators of

private foundations from using foundation property for personal benefit. However, non-church religious organizations also can receive substantial tax benefits.

NRB Oversight

NRB long has been concerned with the potential for abuse in fund-raising and spending of donations from the public. In his testimony to the Oversight Subcommittee, Dr. Armstrong described the NRB's role in encouraging fiscal integrity among broadcast ministries. But while NRB shares the congressional interest in ensuring federal laws are followed and enforced, Dr.

"The association can afford neither to remain silent in the face of impropriety nor to imply by silence that such misconduct is condoned."

Armstrong testified that the association's own regulations are aimed at "a broader objective of promoting sound principles of Christian stewardship."

To that end, NRB's founders in 1944 adopted the association's first Code of Ethics. It provided that appeals for donations should be of a bona fide character for legitimate religious purposes and that members, upon request, should make an accounting for such donations available to the NRB Board.

As the need for a more specific code became clear in recent years, prominent NRB members helped establish the Evangelical Council for Financial Accountability. Then, late last year, NRB leaders decided to develop stricter accountability standards for all members receiving donations from the public.

EFICOM

That decision, Dr. Armstrong told Congress, has resulted in the NRB Board's adoption of a comprehensive code on handling donated funds. The new ethics commission, EFICOM, is designed to monitor compliance with the code.

Its requirements include:

- 1) A majority of each ministry's Board of Directors shall be other than staff, employees or those persons joined by family relationship;
- 2) Such Board shall be responsible for adopting the organization's annual budget and determining the compensation of the organization's officers, directors and principals;
- 3) Funds collected through donations must be utilized for their intended purpose and may not be absorbed by excessive fund raising or administrative costs;
- 4) Ministries must provide EFICOM with a financial statement and an annual report concerning their operations. An independent public accounting firm must audit larger ministries' statements; and
- 5) Those annual reports and financial statements must be made available to the public.

Mandatory compliance with the code by all NRB members is subject to ratification by the NRB Convention, which meets in Washington next February. Dr. Armstrong expressed his confidence to Congress that the membership will endorse the compliance provision.

At the same time, however, he also acknowledged that there are risks in adopting the code. Some members may find it too stringent or costly and leave the NRB, and, Dr. Armstrong also noted, public criticism may follow if an NRB member fails to live up to the association's policies.

Nevertheless, in Ben Armstrong's words, the association can afford neither to "remain silent in the face of impropriety nor to imply by silence that such misconduct is condoned." He added that NRB is not merely a trade association, but an organization whose members must answer to a "Higher Authority." Dr. Armstrong pledged to keep Congress fully apprised of NRB's progress in implementing EFICOM.

By creating this new code and Commission, the association not only has strengthened both its standards and monitoring in order to bolster public confidence in how members raise and spend public donations. NRB's action allowed it to describe to Congress affirmative steps being taken through the association's own initiative, without federal intrusion into religious affairs.

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.

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

CLASSIFIEDS

**UNUSED
CALL LETTERS
CALL**
dataworld®
1-800-368-5754

FCC ON-LINE DATABASE
dataworld®
Allocation Terrain Studies
AM • FM • TV • LPTV • ITFS
P.O. Box 30730
Beltsville MD 20814
(301) 652-8822 (800) 368-5754

WANTED

Manager of major market commercial FM seeks management or network position with established broadcast ministry/business. Experienced in commercial and non-commercial Christian stations over the last 20 years. Recognized for station management by major network, this person has excelled in the area of station development and growth. Significant references

within religious broadcasting circles available. Soft earth for deep roots also a consideration for this family! Please reply to NRB, Box 12B, CN 1926, Morristown, NJ 07960.

FOR SALE

Atlanta to Chattanooga UHF C.P.
4724 Maple Brook S.E., Marietta,
GA 30067.

MAINTENANCE ENGINEERS

Large southern production house in need of experienced engineers (minimum 3 years) in areas of satellite transmission, video tape, studio, master control, standards conversion and audio production. Also, in need of highly qualified video engineer. Send resume to Jimmy Swaggart Ministries, Attention: Darell Wyatt, Box 2550, Baton Rouge, LA 70821.

CARIBBEAN BEACON STATION FOR LEASE

690 Khz, 15,000 watts full time. 50,000 watts available. We operate facility, you provide programming by tape or satellite. Covers Virgin Islands, St. Martin, Antigua, St. Kitts, etc.

CALL GARY HAYES, CARIBBEAN BEACON: 1-800-542-5333 or 303-665-3767

For information on placing a classified ad, contact NRB at 201-428-5400 or write: Classified Advertising, Religious Broadcasting, National Religious Broadcasters, CN 1926, Morristown, NJ 07960.

ADVERTISERS

Century Television Network, Ltd.....	7
Christian Duplications Int., Inc.....	33
Coral Ridge Ministries.....	ifc
Discount Video Warehouse.....	9
InfoCision Management.....	2
KMJC.....	1
Tim LaHaye Ministry.....	29
Mission Service Supply Co.....	15
Moody, Minirth & Meier Clinic.....	5
National Right To Life.....	25
NRB Benefits Plan.....	43
NRB Directory Pre-Pub Offer.....	41
NRB Employment Registry.....	6
Skylight Satellite Network.....	ibc
Sounds of the Spirit Radio Network....	13
Telex Communications, Inc.....	11
There's Hope.....	21
Universal Broadcasting.....	35
USA Radio Network.....	bc

ON THE AIR

Chart Check

(continued from page 37)

WJMM/Lexington, KY

FORMAT: Inspirational/MOR

1. Prince Of Peace - Twila Paris
2. Household Of Faith - Steve Green
3. Tell Me - Gaithers
4. The Name Above All Names - Debby Boone
5. Just Because You Are - Phil Sandifer
6. The Final Word - Michael Card
7. We Lift Up a Shout - Steve Fry
8. Thief In The Night - Pat Boone
9. The Rock Of Faith is Jesus - Karla Worley
10. When It's All Said & Done - Phil Sandifer

WLIX/Long Island

FORMAT: A/C

1. Celebrate The Child - Michael Card
2. Don't Let Your Heart Be Hardened - Petra
3. Here Am I - Crumbacher
4. Day Like Today - Chris Christian
5. Make Us One - Phil Driscoll
6. Isn't It Crazy - Leon Patillo

7. Prince of Peace - Twila Paris
8. Material Magic - Wayne Watson
9. I Lift Up My Voice - Tommy Funderburk
10. There In Your Heart - Dion

WCIC/Pekin, IL

FORMAT: Inspirational/MOR

1. Just Because You Are - Phillip Sandifer
2. Make Us One - Phil Driscoll
3. Emily - Michael W. Smith
4. Hiding Place - Steven Curtis Chapman
5. Love Is All That Matters - Connie Scott
6. Whatever You Ask - Steve Camp
7. Celebrate the Child - Michael Card
8. Tell Me - Gaithers & Debbie McClendon
9. Holy Is The Lord - Twila Paris
10. Look For A Window - Dallas Holm

WCFY/Lafayette, IN

FORMAT: A/C

1. Don't Let Your Heart Be Hardened - Petra
2. Love Is All That Matters - Connie Scott
3. Material Magic - Wayne Watson
4. Ain't No Need - The Winans
5. Emily - Michael W. Smith
6. For The Love Of You - Margaret Becker
7. Just Because You Are - Phillip Sandifer

8. Hiding Place - Steven Curtis Chapman
9. All My Life - Bryan Duncan
10. Love Said Not So - BeBe & CeCe Winans

KNIS-FM/Carson City, NV

FORMAT: A/C

1. Isn't It Crazy - Leon Patillo
2. Make Us One - Phil Driscoll
3. Just Because You Are - Phillip Sandifer
4. Pictures In the Sky - Rich Mullins
5. Stronger Than All Of These - Terry Talbot
6. You Never Know - Jim Murray
7. More Than a Friend - Acapella
8. Pass It On - Prism
9. For The Love Of You - Margaret Becker
10. Hiding Place - Steven Curtis Chapman

(Due to a shortage in new releases, there will be no Single Notes this month.)

Please send all chart information to: Charts, Programming Plus, PO Box 06896, Ft. Myers, FL 33906.

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.

LATE NEWS

FALWELL QUILTS AS HEAD OF MORAL MAJORITY

Jerry Falwell announced November 3 he would step down as head of Moral Majority and return full time to the pulpit of Thomas Road Baptist Church and his television ministry, *The Old Time Gospel Hour*. Falwell will continue as a member of the board of directors of Moral Majority. Jerry Nims was named to succeed Falwell as president of the organization. "I'm rededicating my life to preaching the Gospel," Falwell said. "My real platform of influence is my spiritual ministry," he added.

OGILVIE INJURED IN SCOTLAND

Let God Love You TV host Lloyd Ogilvie is recovering from a recent leg injury that occurred in Scotland. Ogilvie suffered torn ligaments, a crushed tibia and knee injuries. He was flown back to Los Angeles for extensive knee surgery that included bone grafts. Ogilvie resumed his regular taping schedule in late November. Dr. Ogilvie is pastor of First Presbyterian Church, Hollywood, California.

MINISTRY GRANTED ISRAEL BROADCAST LICENSE

The High Adventure Broadcasting Network of California is scheduled to be on the air by January. According to High Adventure's Don Otis, the studio will be located in Metulla, near the northern border, and the transmitter will be located in Lebanon. High Adventure has operated the Voice of Hope radio stations in South Lebanon since 1979.

OBITUARIES David Bahner Mrs. E.V. Hill Grady Wilson

David Bahner, husband of Sue Bahner, Manlius, New York, died October 27. Sue is president of the Eastern Chapter of NRB, and an NRB Board member. *Jane Edna Coruthers Hill*, wife of evangelist E.V. Hill, died October 28 at age 53 in Los Angeles. The family has established a memorial fund in her name. Dr. Hill is pastor of the Mt. Zion Missionary Baptist Church, located in the Watts Section of Los Angeles. *Grady Wilson*, long time associate of Billy Graham, died October 30 in a Charlotte hospital. Graham said Wilson "was one of my closest friends and associates for over 50 years. No one outside of my family has ever been closer than Grady. He was a unique servant of God." Wilson first joined Graham for his 1947 crusade in Charlotte, and was a member of the original Billy Graham Team.

From The SkyLight Family- Warm Christmas Greetings



The People of SkyLight work together to bring you a satellite programming service dedicated to helping you reach your listeners with the Light of God's Love.

From all of us at SkyLight, may this Christmas season find you filled with the Light of our Savior's Love.

The SkyLight Satellite Network
3003 North Snelling Avenue
St. Paul, Minnesota 55113
(612) 631-5000



SkyLight

A ministry of Northwestern College Radio Network

(Circle 104 on the Reader Service Card)

“Religion Today.”
Three Minutes
Of Hard News Six
Times Daily.

Exclusively On U.S.A. Radio Network
The Best Just Got Better
1-800-327-3383

(Circle 142 on the Reader Service Card)

