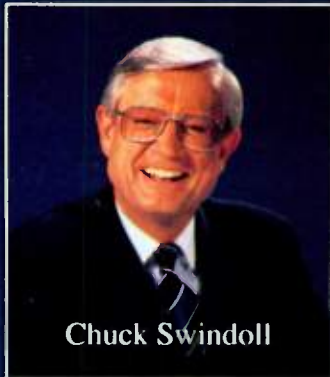


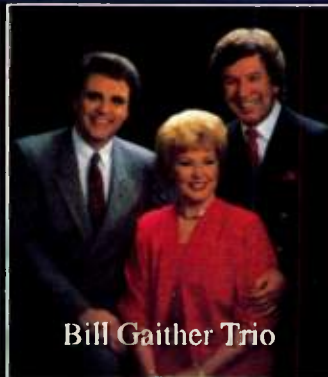
# RELIGIOUS BROADCASTING

The Official Publication of National Religious Broadcasters

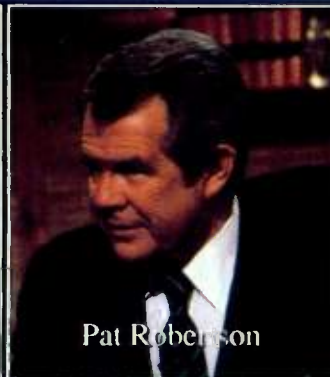
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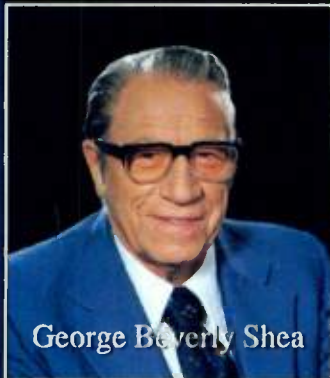
Chuck Swindoll



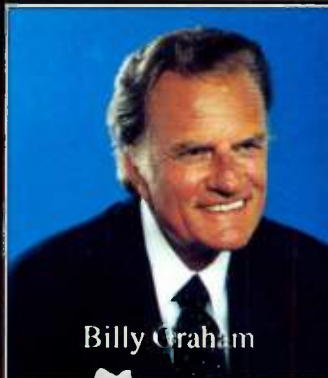
Bill Gaither Trio



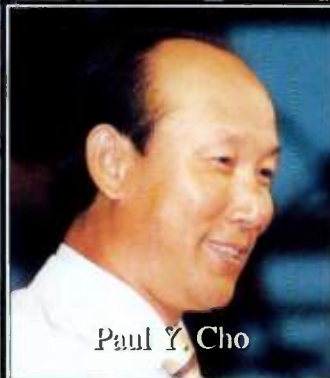
Pat Robertson



George Beverly Shea



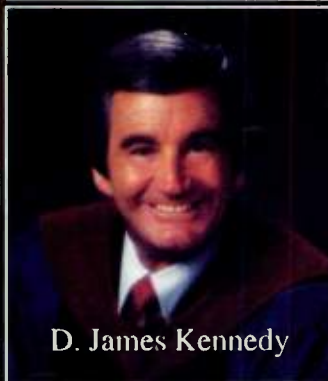
Billy Graham



Paul Y. Cho



E.V. Hill



D. James Kennedy



Steve Green

## What's At Stake in '88?

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# KMJC Radio Salutes the BOARD of DIRECTORS of NATIONAL RELIGIOUS BROADCASTERS!



The Board of Directors of NRB have approved the bylaws of the Ethics and Financial Integrity Commission (EFICOM). We congratulate the Board of Directors for their courage and foresight in the adoption of these critically important Bylaws!

These Bylaws will be fully discussed at this year's National Convention.

*Jim and Juanita hope to see you at the Convention!*



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Mr. Gary Taylor  
President  
InfoCision Management Corporation  
1765 Merriman Road  
Akron, OH 44313

Dear Mr. Taylor:

I would like to take this opportunity to express our appreciation to you and your staff of telecommunication professionals for the excellent results we obtained on our recent Ecuador emergency campaign.

Feed My People's worldwide emergency relief network depends on the quick, coordinated response of diverse field and home operations, and on our ability to communicate the needs in the field to our donors quickly and accurately. We have tried other telemarketing firms in the past, but have found InfoCision to be most effective in this key area.

Much of the credit for the results of this campaign, which helped provide food, medicine and other emergency relief to the earthquake victims, goes to your communicators. Their positive, knowledgeable approach helped our donors grasp the severity of this disaster, which received only scant media coverage.

We are impressed with InfoCision and your communicators, and look forward to working with you in the future.

In His service,

*Don Stewart*

Don Stewart  
President

*"25 Years of Healing Human Hurts"*  
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Tim Twardowski  
Executive Vice President-Marketing  
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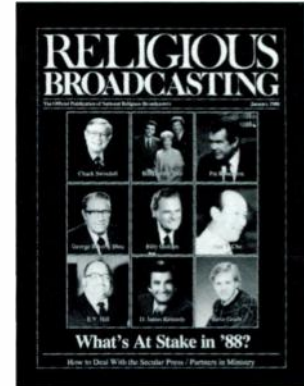
# JANUARY

FEATURES

1988

- 16 Convention: His Majesty Speaks**  
by Jack Hayford/A call to a fresh encounter with the Lord through worship
- 18 Management: Partners in Ministry**  
by Vonette Bright/The wife of Campus Crusade founder Bill Bright gives her thoughts on the ministry and her marriage
- 22 Media: How to Deal With the Secular Press**  
by Forrest J. Boyd/Success in this area can only help your ministry
- 28 Radio: Radio Home Shopping: A New Opportunity**  
by Anthony S. Niskanen/This valuable service benefits advertisers, listeners and station operators
- 30 Marketplace: Integrity, Integrity, Integrity**  
by George M. Wilson/Standards for self-regulation as gleaned from the scriptures
- 32 Editorial: What's At Stake in '88?**  
by Ed Hindson/The future calls for leaders demonstrating integrity, respect and credibility
- 34 Special Report: Religion and Politics: Do They Mix?**  
by Ed Hindson/A call for a more defined philosophy of Christian political involvement

## THE COVER



Speakers at the NRB Convention. Registration begins at 2:00 PM, Saturday, January 30.

## DEPARTMENTS

- |   |  |  |   |
|---|--|--|---|
| <p><b>4 Sign On</b><br/>Let's All Be There!</p> <p><b>6 NRB Forum</b><br/>Comments from Our Readers</p> <p><b>8 Media World/National</b><br/>Main-line Church Groups Forming Cable Network/Anti-Porn Bill Prohibits Cable Distribution/Allen Challenges Baptists for More Mission Volunteers/Howard Departs CBN, Pledges Continuing Support</p> <p><b>10 Media World/International</b><br/>FEBC Asks for Testimonies to</p> | <p>Broadcast/TWR Celebrates 10 Years of Ministry in Asia/Hope for Believers in North Korea/Korean Station Charged With Breaking Law</p> <p><b>12 NRB News</b><br/>NRB '88 to Begin on January 30/New NRB President to Be Chosen/Panelists Discuss Religious Factor in '88 Election/TV Specials to Examine Religious Broadcasting/Falwell to Speak at NAE 88</p> <p><b>36 Books</b><br/><i>Strength For the Journey</i></p> <p><b>38 Profile</b><br/>Herb Bowdoin: Be An Encourager</p> | <p><b>45 On the Air</b><br/>Creative On-Air Ministry/Chart Check</p> <p><b>46 New Products</b><br/>An Informative Listing of New Broadcast-Related Products</p> <p><b>48 Broadcasters</b><br/>Mel Johnson Nominated For the 1988 Distinguished Service Award/Michael E. McGraw Named Production Director of <i>Wonderful Words of Life</i>/High Adventure Ministries Granted Israel Broadcast License/Paul Finkenbinder Celebrates 32 Years of Hispanic Radio Ministry</p> | <p><b>54 Classifieds</b></p> <p><b>56 Late News</b><br/>Nominees for NRB Offices Announced/Broadcaster Pastor of Fastest Growing Church/Haitian Network Appeals for Equipment/Sandi Patti Delivers in Stereo/Good News for PTL Ministry</p> |
|---|--|--|---|



# SIGN ON

## Let's All Be There!

NRB's annual convention is coming, and you simply must plan to attend! Let me tell you why:

\*You have an opportunity for spiritual renewal. Those who complain that "it is all cut and dried...too commercial...too political...no change in policies or leadership..." are in for a surprise. Some of the most trusted and respected names in Christian work today are listed in the roster of speakers; and those



who come with open hearts instead of open mouths are certain to receive tremendous blessing and spiritual challenge. My burden and prayer during these past three years of serving as president has been that NRB shall be kept from becoming merely a trade association, but rather, preserved as a dynamic spiritual fellowship. You can help to answer that prayer!

\*You have opportunity for meaningful fellowship with some of our Lord's finest people. Without being presumptuous, I can confidently say that some of the most wonderful people I have ever met are in the ranks of Christian broadcasters. They are real, dedicated, compassionate, and down-to-earth practical. You must be in Washington for NRB '88 to meet them, and get to know them.

\*The workshops and the exhibition constitute yet another reason for attending. No one knows enough about this ministry, and there is always a way to improve your production of the ageless message of salvation by God's grace. Don't cheat yourself of this built-in means of personal and corporate enrichment.

\*Properly qualified, you have a voice and vote in policy matters. EFICOM is coming up for a vote on whether the regs will be mandatory for all, voluntary for those who wish certification, or perhaps delayed pending further study of their effect on small ministries. You will want to vote on the new slate of officers for 1988, and for members of the Executive Committee, which manages NRB affairs between conventions and Board meetings.

Perhaps most important of all, you will want to be part of a group whose voice for God, for righteousness and for freedom is being increasingly heard throughout the land, and in the halls of government. In that capacity, you will wish to welcome the President and Vice President as they come to speak with us.

\*Don't back off because of cost. Look at it this way: Can you afford *not* to attend a convention whose inspiration, information, and built-in dynamism will insure your growth as a ministry in coming days?

\*DO come praying. The attitude with which we approach these few days together means everything. The ground is level at the Cross, and hearts are "of one accord" when the Holy Spirit is in charge. Blest be the tie that binds our hearts in Christian love!

*See you in Washington, D.C.!*

**Robert A. Cook**  
President  
National Religious Broadcasters

## RELIGIOUS BROADCASTING

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# NRB FORUM

## License Challenged

Dear Editor:

Six and a half years ago, I shared the events concerning our license challenge. It was a very sobering time for all of us here at WAWZ-FM.

We have prevailed in three major confrontations with our adversary and finally, before the U.S. Superior Court in Washington, D.C., he beat a retreat.

We are very grateful to the Lord, to the NRB's prayers and encouragement and to you and Dr. Cook for all of your reassurance during the fiery furnace experience.

**S. Rea Crawford**  
General Manager  
WAWZ-FM  
Zarephath, NJ

## Sister Stations Needed

Dear Editor:

We are a small radio station operating in the central area of Colombia, South America and we have a number of religious programs from the States. We are interested in increasing the power of our station, as well as modernizing our broadcasting equipment. In this regard, we are in need of technology, manpower and funds.

Is there a Christian broadcasting ministry in the States that would be interested in "adopting" our station in South America?

**J.E. Cifuentes**  
President, HJKY Radio  
Ondas del Puerto  
Bogota, Colombia

Dear Editor:

I have read the editorial of your magazine, *Religious Broadcasting*, July/August 1987. Dr. Cook's idea of establishing bonds of cooperation be-

tween "sister stations" in the United States and the mission field has seemed a very interesting idea to me.

Our organization owns and successfully operates a broadcasting station of 300W on the AM band in the city of Ocotepeque, Honduras. We have plans for establishing another station on the southern coast of Guatemala.

Our main deficiency is in our technical capacity, specifically in the maintenance of equipment. We also need assistance in specifying and locating good used equipment to increase the potency of our present broadcasting system and for any new projects. We also would like to acquire new skills in programming.

We are a national organization, evangelicals of Wesleyan-Armenian doctrine. If we could contact an organization with experience in radio and television that has the capacity to offer us technical assistance and give us the technology needed to better our ministry, we would certainly thank you in the name of the Lord whom we serve.

**Fausto A. Cebeira**  
President  
Fundacion Emmanuel  
Guatemala City, Guatemala

Dear Editor:

I have found an interesting article signed by Robert A. Cook and that is the reason for my letter.

We have started here in Switzerland CANAL ALPHA +, the first European Christian cable network. As far as I know, this is also the first experience of this kind in the whole French-speaking world.

After one year of negotiations with the Swiss government, we have the license to broadcast local and Christian programs 24 hours per day.

CANAL ALPHA + is a company owned by about 40 Christians from kinds of evangelical churches.

We have no help from the government and we have some money, coming from gifts. We can produce programs and broadcast until February 1988. Then, if God will not make any financial miracle, we will stop this unique broadcasting.

Following the advice of Robert A. Cook, my question is: Would it be possible to find some support to be able to continue this Christian experience?

We have already received hundreds of letters, phone calls and testimonies showing that our programs have a great impact on the local population and that people are really touched by the Gospel of Jesus Christ.

**Alexandre Lukasik**  
President  
CANAL ALPHA +  
Switzerland

## Thanks, KNIS!

Dear Editor:

I can imagine that the last few months have been tough on all of you at NRB. In all the years I've been associated with Christian broadcasting, I cannot remember a time when our work has been held up to so much scrutiny and criticism. Much of it has been valid, but because of your unique position in representing all of us, there's no doubt in my mind that you've had to bear more of the brunt than most of the rest of us.

Be of good courage, though. You're doing a good job, and you're working long hours, and maybe not everyone appreciated it, but many do. There are many good lessons for all of us to learn in this and a thankful heart will help a great deal. Let Paul's words in Colossians 3:23-24 guide you through these difficult and challenging days. The Lord be with you.

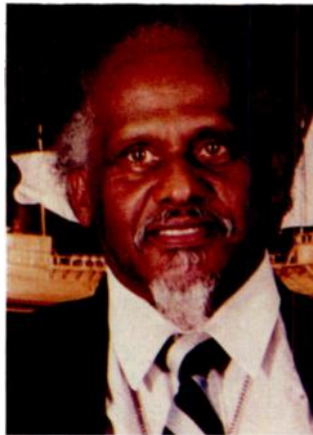
**Tom Hesse**  
General Manager  
KNIS-FM, Carson City, NV



# CENTURY TELEVISION NETWORK



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



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



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

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# MEDIA ===== NATIONAL WORLD

## Main-line Church Groups Forming Cable Network

(Broadcasting)—Several main-line church groups are working out details for the formation of an advertising-supported cable programming network. Participants include the Methodist, Lutheran, Catholic, Episcopal, Presbyterian and Greek Orthodox and Reformed churches and Jewish groups, the Seventh Day Adventists and the Salvation Army. The programming will be selected to put more emphasis on values than on doctrine and will be aimed at audiences of all ages.

Plans are being organized by the National Interfaith Cable Coalition (NICC) to determine such particulars as who will run the service, how programming will be structured, qualifications for participation and cost analysis. The 24-hour network is scheduled to be launched this year.

NICC is checking to see where the new network will fit into the existing complex of cable systems, which already includes the Southern Baptists' ACTS Satellite Network, the Eternal Word Network, run by Mother Angelica, the Alternative View Network and the Gospel Music Network, an NICC associate.

## Anti-Porn Bill Prohibits Cable Distribution

WASHINGTON, D.C. (BP)—President Reagan will be sending Congress a bill proposing measures to oppose child pornography and obscenity in this country, including a point specifically prohibiting distribution of obscene matter via cable television. The proposal, known as the Child Protection and Obscenity Enforcement Act of 1987, plans "to make use of obscene language or distribution of obscene matter by cable television or other subscription television services a criminal offense." The announcement about the bill

was made at the White House on November 10 at the conclusion of a briefing session with anti-pornography activists.

Representatives of the Religious Alliance Against Pornography (RAAP) attended the briefing. RAAP is a coalition of religious leaders from many denominations who fight hardcore and child pornography.

## Allen Challenges Baptists for More Mission Volunteers

FORT WORTH, Texas (SBC)—President of the Southern Baptist Convention Radio and Television Commission and NRB board member Jimmy R. Allen spoke at a 10th anniversary breakfast of the Mission Service Corps (MSC) during the Baptist General Convention of Texas. About 400 current and former volunteers from the MSC attended.

Allen's speech included a commendation for MSC volunteers, who have done the equivalent of about \$1 million in services and support through the American Christian Television Network. He also challenged Baptists to settle their differences and get back to God's business—which will enable them to send more volunteers.

Allen envisions 1,000 volunteers teaching and serving in China in many capacities. The Radio and Television Commission is negotiating with Chinese television officials for the Centurymen choir to do a concert including gospel music. On nationwide television, the program could be seen by 500 million Chinese.

## Howard Departs CBN, Pledges Continuing Support

VIRGINIA BEACH, Va. (CBN)—Susan Howard left her position as a regular co-host on the *700 Club*, on November 20,

1987, but will retain her link to religious broadcasting through continued support of CBN. She came to Virginia Beach in June of 1987 to co-host the show with veteran host Ben Kinchlow and CBN president Tim Robertson, providing commentary on current affairs and interviewing *700 Club* guests.

"My husband Calvin and I both knew that God wanted me here as a co-host for a season," Howard said. "He has made it clear to us now, however, that that season is over. I love this ministry and the work it is doing and I have pledged my continuing support to it. For now, though, I feel I am supposed to move on to other areas that God has prepared for me." She will be pursuing other opportunities in film and television but will continue her association with CBN through involvement in special project programming and periodic guest appearances on the *700 Club*.

Of Howard and her time with CBN, Tim Robertson said, "We love this lady and are glad that she could be with us during this transitional time."

## Washington for Jesus Rally Set for April 29

WASHINGTON, D.C. (NRB)—On April 29 believers from this nation and many nations will assemble on The Mall for the Washington for Jesus '88 prayer meeting. This gathering is not meant to be a political rally; but there will be prayer for those in authority. April 28 will be a "day of preparation," and activities include an International Women's Meeting, the International Pastor's Conference and an all night International Youth Convocation.

Chairmen of the event include some major figures in religious broadcasting, such as John Gimenez, pastor of the Rock Church; Bill Bright, president of Campus Crusade for Christ; James Draper Jr., past president of the Southern Baptist Convention; and E.V. Hill, president of the STEP Foundation.





# Spiritual Shelter

At The Salvation Army, we provide more than just a temporary home for those in need. We bring wonderful words of life to the *spiritually* homeless as well. *Wonderful Words of Life* is a fifteen-minute weekly view into the heart of what the Army is really all about. Air *Wonderful Words of Life* every week. Write us at 1424 Northeast Expressway, Atlanta, Georgia, 30329 or call collect at (404) 728-1300.



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# MEDIA INTERNATIONAL WORLD

## FEBC Asks for Testimonies to Broadcast

LA MIRADA, Ca. (FEBC)—The Far East Broadcasting Company is announcing a nationwide campaign to collect and translate the personal testimonies of thousands of Christians which will be broadcast by radio into the Soviet Union. Anyone can participate in this project. Testimonies should be 100 words or less and can include a favorite Bible verse. Send to the Far East Broadcasting Company, P.O. Box 1, La Mirada, California 90637. Include name, address and age.

"Despite government censorship, we receive many letters each month from the Soviet Union," says FEBC president Dr. Robert H. Bowman. "Most letters are from young people wanting to know what life is like outside the USSR...we believe this new generation is disillusioned with the Marxist ideologies."

To help the message of each testimony have its greatest impact, FEBC asks that writers of testimonies follow a three-part outline. The testimony should include a description of the writer's life **before** he or she accepted Jesus Christ as Savior, the circumstances of **conversion**, and how the writer is doing **now**, as a follower of Christ.

Each Bible verse or testimony showing a positive life change in Jesus will be translated by FEBC's Russian translators and broadcast into the Soviet Union by one of FEBC's radio stations. Participants will receive a printed copy in Russian of their testimonies or Bible verses.

## TWR Celebrates 10 Years of Ministry in Asia

HONG KONG (TWR)—Trans World Radio has just commemorated ten years of radio, correspondence and literature ministry in Asia. In 1977 TWR representatives John and Ann Buerer arrived in Hong

Kong with Bill and Joan Mial to begin the outreach of the East Asia Office, where much of the ministry actually originates.

In honor of the outreach's tenth anniversary, the East Asia Office hosted a banquet for over 350 people. Church leaders, organization executives, staff and friends of missionaries gathered in the ballroom of the Hong Kong Holiday Inn for a celebration of thanksgiving and praise. Dr. Paul Freed, president of TWR International, spoke about the needs of China, and Rev. Kor Cheng, director of the Chinese Christian Mission in California, responded with gratitude for the concern shown his countrymen and support for TWR's efforts in China.

Chinese listeners echoed Cheng's feelings as 827 people from China and Southeast Asia wrote during the month of September to express their appreciation for the ministry.

## Hope for Believers in North Korea

PYONGYANG, North Korea (*Christianity Today*)—Under the Communist rule, North Korea is a secular state, which forbids any sign of religious faith or heritage. Many cities in North Korea were once teeming with Christian activity, but now any attempts to contact the remnant of the Christian community or to take the Gospel into the country undercover are blocked. South Koreans are constantly praying for the country's reunification and for a reawakening of the church in the North. Missionaries are in training for the day they will be able to use their skills in the North.

South Koreans see three major signs of hope. First, the North will be opening its borders this year (for the first time) to host selected events for the 1988 Seoul Olympics. Second, a North Korean law requires every home to have a radio. Though this is being ordered for the spread of propaganda, it also means that every home can be reached by Christian programming from

South Korea. Third, the Christian population in China is growing rapidly. The Chinese are free to cross the border of Manchuria into North Korea, and many Christians have managed to bring Bibles and other Christian literature into the country.

## Korean Station Charged with Breaking Law

SEOUL, South Korea (WACC)—The government of South Korea has condemned the airing of a news program by the Christian Broadcasting System (CBS) in violation of the national Radio Regulation Law.

The CBS has been banned from broadcasting news since November 1980, when the government introduced tighter controls over radio, TV and the press.

In May last year the CBS launched a nationwide signature campaign to press for permission to broadcast news programs again. The airing of the illegal news bulletin on July 15 aimed to boost the campaign and put more pressure on the authorities.

A government spokesman, however, said he thought the broadcast was ill-timed. He regretted that it occurred at a time when the government is considering allowing CBS to air news and advertisements in step with recent measures to promote more freedom for the press.

The Communications Ministry revealed that it can take several steps against CBS, ranging from serving a warning to the cancellation of its broadcasting license.

The news program that has caused this furor ran for six minutes and was called "CBS Comprehensive Evening News Hour." It gave reports on the domestic political scene including negotiations between the government of the party and the opposition, the lifting of martial law in Taiwan, and the CBS campaign to resume news broadcasts.



# **Sometimes another chance comes sooner than expected.**

If you missed the 1987 NRB/Southwest Convention, you may have already regretted not hearing JOSH McDOWELL . . . TONY EVANS . . . CAROLYN SUNDSETH . . . ROBERT COOK . . . JIMMY DRAPER . . . CHRIS CHRISTIAN . . . MARLIN MADDOUX . . . GARY CROSSLAND . . . BIG JOHN HALL . . . JERRY ROSE . . . DAVID BREESE . . . and the dozens of other leading Christian Communicators who helped make it one of the greatest regional gatherings ever. So perhaps you've already made a commitment to attend the 1988 NRB/Southwest Convention.

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(continued from page 12)

work from the exhibit hall during exhibit hours. Also, this year's Expo is presenting "Personality Booths," spots in the exhibit hall where convention attendees can meet noted personalities in Christian media (authors, musicians, broadcasters) and have them autograph copies of their latest works. Meet Chuck Swindoll, Tim LaHaye, Richard "Jaws" Kiel or Lester Sumrall during Expo hours.

Space in the Expo hall is still available, but is limited. Contact Michael Glenn at (201) 428-5400 to reserve one of the remaining booths.

The final early registration deadline is January 8; all registrations received after this time will be at the on-site rate (see application form for schedule of fees). Members receive a substantial discount, and applications for membership received by January 29 will be considered at the January 29 executive committee meeting. Any organization accepted for membership will receive the discount rate. Call Bob Bowen at (201) 428-5400 for more information or applications.



## New NRB President to Be Chosen

WASHINGTON, D.C. (NRB)—Dr. Cook ends his three-year term as president of NRB this month, and during the convention members will vote in a new president. The election will be held during the annual business meeting which will take place during two sessions on Tuesday, February 2 and Wednesday, February 3. Dr. Cook

will retain his positions as Chancellor of The King's College, Briarcliff Manor, New York; as host of *The King's Hour*, and as an NRB Board member.

All offices on the NRB executive committee and board of directors are on a mandatory rotation system with three-year terms of service. Before the convention, every member will be informed about the number of votes he carries (a member may have one or two votes, according to stipulations in the NRB constitution). The outgoing president will make appointments for various positions. For instance, this year Dr. Cook will appoint the commissioners of the EFICOM committee. There will also be appointments made to "EFICOM II," an ad hoc committee to explore the question of servicing for-profit members of NRB.

According to Brandt Gustavson, chairman of the nominating committee, there are two candidates for the office of president who have accepted nominations. They are George Sweeting, chancellor of Moody Bible Institute, and Jerry Rose, president of WCFC-TV, Chicago. NRB members will vote according to their accreditation, and the newly elected president will take office at the close of the convention.

## Panelists Discuss Religious Factor in '88 Election

WASHINGTON, D.C. (NRB)—A workshop entitled "The Religious Factor in '88 Elections" will be offered Tuesday, February 2, during the 2:30-3:30 p.m. time slot. Moderator Tim LaHaye, president of American Coalition for Traditional Values, will lead the discussion of evangelical visibility in current political events and how the influence of evangelical Christians is shaping the platforms of all presidential hopefuls. Other topics include the popular question, who will win in '88 and why, and what effects evangelicals can look forward to as a result of their increasing influence in politics.

Tim Robertson, president of CBN, has been invited to speak along with confirmed panelists Jeffrey Hadden of the University of Virginia and Jerry Falwell.

## TV Specials to Examine Religious

## Broadcasting

NEW YORK, N.Y. (NRB)—On January 26, 1988, PBS' *Frontline* will air a segment on "Religious Broadcasting and Accountability," featuring an interview with NRB executive director Ben Armstrong. The program was taped in Washington, D.C., on November 14. Another program on the same subject aired on WNBC's *The First Estate* on December 6. This broadcast included an interview with Ben Armstrong by moderator Dr. Russell Barbour.

## Falwell to Speak at NRB Luncheon During NAE 88

ORLANDO, Fla. (NRB)—As an affiliate of the National Association of Evangelicals (NAE), NRB will be represented at the NAE national convention to be held March 8-10 at the Sheraton-Twin Towers. NRB will be focus of a luncheon, to feature speaker Jerry Falwell, and three workshops on religious broadcasting.

The first workshop on Wednesday, March 9, 9:15-10:30 a.m., will be "Radio Programming for Pastors—How to Begin and Finance a Broadcast." Dick Florence, general manager of WRMB-FM in Boynton Beach, Florida, and president of NRB's Southeastern chapter, will be presiding. Panelists will be Tom Harvey, president of WTLN, Orlando; Tom Moffitt Jr., general manager of WTLN; Dr. Herb Bowdoin of Methodist Hour International, Orlando; and Jack Turney, president of Christian Duplications, Orlando. The Wednesday afternoon workshop, 3:15-4:30 p.m., will be "Christian Broadcasting Today." Tom Harvey will preside over a panel of broadcasting professionals. Thursday, March 10, the morning workshop will be a seminar on "Accountability in Religious Broadcasting," with Jerry Falwell, speaker on the Old Time Gospel Hour and pastor of the Thomas Road Baptist Church, Lynchburg, Virginia. Panelists will be David Clark, trustee of PTL; Ben Armstrong, executive director of NRB; and Thomas F. Zimmerman, president of the Lausanne Committee for World Evangelization.

The NRB luncheon will be March 10, 12:30-2:15. Speaker Jerry Falwell will deliver a discussion of the topic, "Religious Broadcasting Addresses the Issues of '88." Tickets are \$18 and are available through NAE.



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# His Majesty Speaks

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by Jack Hayford

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**T**here was no reason to doubt the man's testimony. He had proven trustworthy over many years of fellowship and service. But when someone claims to have seen visions, well, it may understandably make any of us cautious. And if he tells you he saw Jesus, I suppose we all would confess to at least a momentary twinge of skepticism.

But that's exactly what the man said: "I saw Jesus."

*He told it this way. . .*

*(continued on page 26)*





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# Partners in Ministry

by Vonette Bright

This year Bill and I are celebrating 39 years of partnership. We have been partners in marriage and partners in ministry...and we're having a wonderful time! Becoming partners is not always easy, but the process is definitely worth it. We've found that forming and maintaining a partnership takes three essential ingredients—commitment, conviction and communication.

I made a decision to be committed to many things when I became engaged to Bill Bright. The first was my commitment to the Lord. Having known each other as children in Coweta, Oklahoma, we had the same background and values. When Bill began to court me from California while I was a student at Texas Women's University, I was thrilled. I had always respected Bill when we were younger and my admiration for him only increased as I saw him become a successful businessman in Hollywood.

I remember the weekend I was to visit Bill for the first time in California. He had arranged for us to attend a conference at Forest Home sponsored by the First Presbyterian Church of Hollywood. I wasn't too excited about the idea. Bill was becoming more and more enthusiastic about the Lord while I was increasingly skeptical. I wasn't reluctant to get involved in the activities of the church but I did want to save Bill from this "fanaticism."

Upon my arrival at Forest Home, I was surprised to meet the nicest group of young people I had ever known, most of whom were very articulate. I remember meeting Colleen Townsend, a very

popular young actress who later married Louis Evans. As she shared with me daily about her answers to prayer and special nuggets of truth from the Bible, I thought she was the most beautiful "kook" that I had ever met!

As the retreat grew to a close, though I was very impressed, I still had not been able to join with the true believers. As a result I decided to break off the engagement. In a very prayerful attempt to help me understand what the Christian life was all about, Bill arranged for me to meet with Henrietta Mears. She explained from the Bible how I could know God personally by using Chemistry analogies since she knew Chemistry was my major in college. For the first time in my life I understood! That night I received Jesus Christ as my Savior and Lord.

## Common Commitment

Since we wanted our lives to really count for His glory, we signed a contract with the Lord early in our marriage in which we surrendered all of our rights to Him. We desired to please God and to bring honor to Him in all that we did. For almost four decades it has been our major goal and desire to be obedient to the Lord; and we continue to carry that same desire in our hearts today. We both are born activists, blessed with good health, boundless energy and a very dedicated, committed and able staff who enable us to accomplish what God has called us to do.

Out of our commitment to the Lord grew our commitment to help with the fulfillment of the Great Commission. Campus Crusade for Christ began with a

vision which God gave to Bill, and his vision became my vision. Since it was "our" vision, it was very natural that I would be as involved from the beginning of the ministry as Bill was. Through the years, we have tried to impart to our staff that it is not what God has called us to do individually, but what God has called us as a staff to do and to accomplish together. Each of us has a certain expertise, a certain individuality and special gifts to contribute to the ministry. First Peter 4:10 says, "God has given each of us some special abilities; be sure to use them to help each other, passing on to others God's many kinds of blessings." Each person's involvement has always been and will remain vital to the fulfillment of the Great Commission.

From the very beginning of our call to help reach the world for Christ, Bill and I believed that there are no spiritual limitations on what a man or woman can do as long as they maintain *Spirit-filled, Christ-controlled* walks with the Lord. When God gave the Great Commission He did not give it to a particular sex. Likewise, when spiritual gifts are listed they are not given only to men. The godly women of the Bible have had all kinds of ministries; all surrendered to the leading of the Holy Spirit to be used for God's greatest glory. Within Campus Crusade for Christ, women have always been given the same training as men. We arrange for child care during staff training conferences to enable mothers to have the same opportunity for training as their husbands.

During the early years of Campus

(continued on page 20)





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(continued from page 18)

Crusade, women did everything. In our first few years at UCLA we sought out Christian young people who were sharp, attractive and articulate in sharing their faith. We had an equal number of men and women involved in training and in doing "team meetings" in the fraternities and sororities. When we were in planning meetings, women were always actively involved in the decision making. If we had an evangelistic breakfast, the men were just as helpful in getting everything together as the women. Everyone was involved in everything because there were so few staff.

It wasn't until we had children that we began to feel somewhat limited. Despite this, there were times when mothers would take their children to appointments on the campus. I would bring our first son, Zac, with me and allow him to ride his tricycle in the park while I continued with my appointments. I later found that getting two children ready, both Brad and Zac, was too demanding. In seeking an alternative for ministry I invited women to meet me at the house. It wasn't until we moved to Arrowhead Springs after 14 years of ministry that I felt I had truly left the campus.

### Common Conviction

The ministry to which God called Bill and me has continued to grow and succeed because of a conviction to share a calling and ministry as a couple and yet to give each other the freedom to minister individually. We have striven to become partners who are unified in spirit, direction, and prayer, and yet equally filled, controlled and empowered by the Holy Spirit. This is not to say I go off and do my own thing—far from it!

It is my conviction that my ministry for and with my husband should be my number one priority. I encourage every wife to prayerfully consider with her husband how she can be of the greatest help to him first, then to her children, and third to others. Bill has always put me first as well. We share the conviction that the husband and wife should both be committed to helping and encouraging one another to discover the ministry

of greatest potential that God has for each one. As a result both will become all that God would have them to be.

There have been times when our direction didn't seem as clear, such as during the expansion of ministry and with our children growing up. I would ask Bill how he felt that I could be of greatest help to him. At one point his answer was, "Just take care of the boys and keep the home running smoothly." Later, the circumstances of our lives made it possible for me to travel without neglecting the children or Bill, and my husband became my most enthusiastic supporter. He has always been willing to do whatever is necessary, even to changing his schedule, to make it possible for me to have a ministry outside our home. I have been careful to see that Bill's opportunities and responsibilities have not been limited as a result.

My personal conviction is that two people cannot achieve their maximum potential at the same time. One needs the help of the other. Bill has often said that he thinks God gave me greater visibility in ministry because I had been faithful to fit into his life and ministry. I was simply doing what I thought needed to be done.

God has blessed me with opportunities I never sought or dreamed would be mine. Several years ago we realized that since the children were away from home, I could be speaking in one part of the world and Bill in another. Bill was willing for this to be our lifestyle. That is not my heart, however; I prefer to be at his side and to accept engagements where we can be together in the same city or locality. Though I am grateful for achievements and recognition my favorite introduction is, "Mrs. Bill Bright, wife and mother."

I also believe that we as committed Christians are to make ourselves available to God to minister—not to seek position. It is God who moves people into position. We've found by being aware of people's needs in an area where no one else is involved, one can have a most effective ministry. The key is being open to the Lord's leading.

### Common Communication

Becoming partners in ministry has

not only taken commitment and conviction; it has taken communication...and lots of it! Communication begins with time alone with God, time for His Word and prayer. Often there is a direct correlation between the amount of peace in our hearts and the amount of time we spend with the Lord.

After the Lord, time with each other is most important. We need time to communicate our love and concern for each other. It is encouraging to both of us that we place each other first.

We have always encouraged communication with the staff as well. Mutual encouragement is important to the development of a team that serves the Lord by complementing each other and sacrificially giving their time and talents. When we see our staff hurt, we hurt with them; when they succeed, we rejoice with them.

Our commitment to the fulfillment of the Great Commission begins with communication to the world. Bill and I define successful witnessing as "taking an initiative to share Christ in the power of the Holy Spirit and leaving the results to God." We strive to take every opportunity to present Christ to others, with full dependence on the Holy Spirit's role in their lives. The ministry of Campus Crusade has been built upon a progression of winning souls to Christ, building them up in their faith, and then sending them out to help reach and teach others.

We have not done everything right in this partnership. At times I have tried to extend more authority than necessary. Other times I have had to remind Bill, "Hey, I'm here." We may have added more stress to our lives by my initiative in ministry, but we have endeavored to obey God individually and as a couple. To God be the Glory!

Our lifestyle, no doubt, would not be right for every couple. God wants to be original with each of us. We, however, are having the time of our lives after 39 years of marriage, convinced that God had led us to be partners in ministry for life.

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Vonette Bright and her husband, Bill Bright, are co-founders of Campus Crusade for Christ International, San Bernadino, California. Dr. Bright is a Board member of NRB and the Chairman of the NRB Employment Registry.



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# How to Deal With the Secular Press

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by Forrest J. Boyd

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At various times, people have come to me for advice on how to deal with the secular media. In some cases they have had queries from reporters and they were not sure how to answer. In other cases they wanted to publicize something and realized the press was a necessary factor.

I'm afraid I have not always given good advice, because dealing with the press is by no means an exact science, and it is not wise to generalize. Nevertheless, I have had the opportunity to observe the media "close up" for a number of years, and in that time I have noted some things everyone should know when dealing with members of the press.

1. All reporters bring some kind of bias or pre-conceived notion to a story. Unfortunately, in many cases the bias of a reporter for a secular news organization is *against* religion with a strong suspicion of religious people and organizations. This is partly because of cases in which certain religious leaders or spokesmen have acted with less than exemplary integrity, and partly because reporters believe the images they have seen or read about. The result is that there is a certain barrier—if not outright hostility—to overcome just because the story is religious in nature.

2. Reporters nearly always have time problems. They have deadlines to meet, and if they do not get their stories finished according to the assignment editor's time frame, their careers are in jeopardy. This usually means that when

the reporter calls, he wants facts and figures or comments *now*. He or she is under pressure to come up with the story almost instantly.

3. Most secular reporters do not think religious news is real news. One radio bureau chief in Washington used the term "legitimate news" when explaining the difference between "real" news and news relating to religion.

worth quoting. Billy Graham addressed Campus Crusaders during KC '83, just after ABC had broadcast *The Day After*, a fictional story of a nuclear bomb attack in the Kansas City area. During his message, Graham stated flatly, "It won't happen." He said the world won't end that way. One might have expected radio and TV newscasts that night and the next morning's

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***There is a general conception among most laymen that secular reporters are running around talking to people, making phone calls and probing in order to get a different kind of story. What most are doing is making sure they don't miss what everybody else is reporting.***

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Therefore, when a reporter is considering doing a story on an event with religious implications—whether it is the NRB convention, the Washington for Jesus rally, or an evangelistic crusade—he is always looking for something besides the "religious" angle. In the case of the Washington for Jesus rally, reporters were looking for a political perspective, violence, something weird, or a scandal. When they couldn't find those elements, they concluded that there was no story.

4. Most secular reporters also believe that religious leaders are not newsmakers, and do not say anything

newspapers to headline Graham's statement, but I could not find one word about it. Most of the radio news reporters had unplugged their recorders and gone back to their stations before Graham even got to that statement. I concluded that the reporters could not conceive of Billy Graham, a religious figure, making a statement worth quoting as "legitimate" or "real" news. Obviously, all the reporters wanted to do was to report that Billy Graham had been in town. That was the Billy Graham story.

In connection with this point, it

*(continued on page 24)*



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*(continued from page 22)*

should be noted that the news organizations have files on spokesmen for all subjects. When a particular subject suddenly appears in the news, the editors immediately go to the file to see who they can get for a comment. If the subject is the universe, or space, they check the file and there is the name: Carl Sagan. He's everybody's universe or space commentator. If the subject is pornography, go to the file. There's the name of the American Civil Liberties Union spokesman. So it is with all subjects. It was not until very recently that the secular media discovered competent evangelical spokesmen like Bob Dugan, Forest Montgomery, Jerry Falwell and Ben Armstrong. They are a few others are now listed in the Rolodexes.

5. Secular reporters do not want to go too far out on a limb. To recognize a religious or evangelical event or statement as newsworthy would be to go out on a limb. There is a general conception among most laymen that secular reporters are running around talking to people, making phone calls and probing in order to get a different kind of story. But that is a misconception. What most are doing is making sure they don't miss what everybody else is reporting. That's why the radio and TV newscasts sound so similar. When the Independent News Network began operations, it guaranteed potential clients it would have the top four or five stories in Washington each day. How could they tell which were the top four or five? By checking to see what everybody else was covering. If a news crew showed up at a press conference and the other networks were not there, they would decide this wasn't one of the "top" stories. What this means is that it is hard to "sell" a religious story to the secular press.

6. Secular reporters and editors are out of step with the general public, and even more out of step with the religious community. The Rothman and Lichter surveys have shown that the personal values of the media elite are far more liberal than those of the average American. This not only means they differ on issues such as abortion and prayer in schools; it also means they have very little contact with this other world of interests and activities. It is no mystery that the secular reporters do not recognize the importance of Bible studies or youth conferences. They just do not know anything about them, and they don't know they are happening. If

they should hear about some event, they conclude it can't be very significant or they would have known about it.

7. Secular reporters are skeptical, if not cynical. Just as some religious spokesmen have been "burned" by news reporters, news reporters have been "burned" by spokesmen. Watergate had a lot to do with this. Many of the reporters who were more objective concluded after Watergate that they would never again take official statements at face value. So, when you deal with a reporter, you are dealing with a "show me" mentality.

8. Secular reporters are human. Most try to be responsible and fair, and

***Secular reporters  
and editors are out  
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even more out of step  
with the religious  
community.***

most will respond to the attitude of the person they are dealing with. If you project a suspicious attitude, they will respond with suspicion. If you project a belligerent attitude, they will respond with belligerence. If you refuse to provide requested information, they will conclude you are hiding something and may very well accuse you of a cover up. Not always, but sometimes, if you are friendly, cooperative, and helpful, they will reciprocate. At least they do have some respect for an individual who treats them with respect and civility.

Those are just some of the characteristics of secular reporters. If you choose to fight them, chances are you will lose. My recommendation has always been to do your best to do things right. I believe the following will be helpful in this regard:

\*Be available. I have known some press secretaries or media reps who would not give their home phone numbers. The rule is: if you want fair treatment by reporters, you should be available to them when they want information. You build up some "IOUs" this

way.

\*Be sure you have "legitimate" news when you want coverage. Don't call a press conference to announce some promotional gimmick.

\*Be innovative. If you can't get a straight story through the top editor, try a feature story through the sports editor, the social editor, or someone else.

\*Provide proper facilities. For press conferences, provide a "multibox" distribution amplifier for radio and TV people to plug into. Make sure lights and the platform are adequate for TV. Provide printed material and if there is a formal statement, make sure the spokesman reads it for radio and TV and doesn't just refer to it.

\*Do not have non-journalists in the audience to make it look like a bigger media deal than it is, or to applaud at the proper times. Limit the participants to one if possible—two or three at the most. Have all participants speak at a podium.

\*Consider hiring a professional consultant. When evangelist Larry Jones was in Washington for a crusade a few months ago, he hired a well-known PR firm and received very favorable press treatment, including an unusually long and favorable story in the Washington Post.

These suggestions are only starters, but the main point is that evangelical organizations need to know the secular media better. For too long they have had almost nothing to do with each other.

Having said all of this, one final caution: don't become obsessed with catering to the secular press at the exclusion of the so-called religious or specialized press. One organization brought a big expensive ad in the New York Times and got only a handful of responses. A spokesman for that organization appeared as a guest on a Moody Broadcasting Network program and received several hundred responses...at no cost.

Hardly anyone, secular or religious, bats a thousand with the media, but the secular media are not going to go away, and the probability is that in dealing with them, you are going to win some and lose some. Don't despair when you lose, and rejoice when you win.

---

Forrest Boyd is president of International Media Service, Washington, D.C., which provides broadcast news material with a religious, ethical and moral perspective.



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*"It's the best in-depth radio news reporting that I've heard in over 40 years of broadcasting."*

—Bob McKeehan  
WBLC, Lenoir City, Tennessee



*"The response we've received is terrific. All of us are extremely impressed with the superb quality and professionalism of CBN NEWS TODAY. Our industry has waited a long time for this."*

—Gene Tognacci  
WLVJ, Lake Worth, Florida



*"Our listener response to CBN NEWS TODAY has been overwhelmingly favorable. It's really unlike any other radio news program I can think of."*

—Mike McCutchan  
KERI, Bakersfield, California



*"CBN NEWS TODAY is a valuable asset to our programming. It's presented with the quality that rivals any major network."*

—Wes Howard  
WGTO, Cypress Gardens, Florida

These station managers are telling us there's something unique about CBN NEWS TODAY.

Sure, news is news. But this thirty-minute pm drive-time radio broadcast is more than a capsule summary of the day's events. It goes beyond headlines. And gives your listeners a clear analysis of how events will impact their lives. There's a top-issue-of-the-day feature, a human interest story, live interviews, spirited debates, and a no-nonsense recap.

Plus, for commercial stations, five avals for local advertisers allow you to generate revenue just by picking us up.

If you want to hear more, call CBN Radio at (804) 424-7777.

We'll let you know how easy it is to become a CBN NEWS TODAY affiliate. If you want more proof, we'll even send you a tape of an actual broadcast. But do it now.

After all, good news travels fast.

## CBN NEWS TODAY

See us at the NRB Convention, booth #465 (January 30-February 3)

(Circle 119 on the Reader Service Card)

(continued from page 16)

"As you know, vicious and agonizing persecution of Christians had come to our area, and as a result of my stand for Jesus Christ, I was sent to an island penal colony—this particular gulag not being more than 100 miles from my home.

"I had been there for several weeks, feeling nothing unusual other than the

and nothing beyond me! I have always been and will be when time no longer exists. I am here to remove your fears of the future, for I too have been through the pangs of death and the horrors of hell, and I'm here to tell you—All will be well!"

"I was stunned, and even while He was speaking I began to turn around. What I saw exceeds description, for

reserve judgment on one we heard of until we met the person claiming to have had it.

However, in this particular case, I think you've already passed judgment. I suppose you already believe it, for the report above is actually one you've probably read before in other terms. It was written less than 1,900 years ago, and the more commonly read version reads like this:

"I, John, was in the Spirit on the Lord's Day, and I heard behind me a loud voice as of a trumpet, saying, 'I am the Alpha and the Omega, the First and the Last...Do not be afraid; I am He who lives and was dead, and behold, I am alive forevermore. Amen. And I have the keys of Hell and of Death...Write the things which will take place after this.'"

### A New Vision

I think we need to be reminded that Jesus has been known to appear to people, to stir them afresh with a vision of the Church as it is and the Church as it can be.

I think we all need a 21st century vision of Jesus Christ—at least in terms of hearing His call to a new era of conquest unveiled by a new encounter with Him in worship.

Is that credible to you? Or do our traditions disallow the expectation of our being impacted just as John? Does it disturb you as it does me than I can comfortably read of John's personal encounter and be unshattered by its implications for me? That's why I think we need our own vision.

The object is not sensation seeking, ecstasy or escapism. It's confrontation; a stark, raw, earthquaking, staggering shake-up of our senses and our sensitivities, through a fresh, brutally realistic encounter with the King—His Majesty, Jesus—Lord of the Church.

A literary excursion into rephrased history might for one brief moment help us consider the possibility of such a vision, but the real and lasting way to meet and be met by Him is through a more certain and attainable means than seeking our own private visions.

That way is *worship*.

(continued on page 43)

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# His message to Laodicea is His age-long reminder of the vulnerability of my flesh to enshrine success as though gain were God

---

loneliness, the lurking sense of depressions I suppose any prisoner feels. On this particular day, the guards had allowed us a period of reprieve from our routine of labor, and I had wandered alone to a secluded spot. I sat down on a large stone, facing the sea to the west, the surrounding rocks creating something of a small, chapel-like formation behind me. I was completely without expectation or preparation for what happened, for suddenly I heard a voice. It was so loud I was literally shaken; totally removed from anything approximating a reverie—and that's how I know I wasn't in a trance of some kind. The voice fairly shouted:

'There is nothing that precedes me

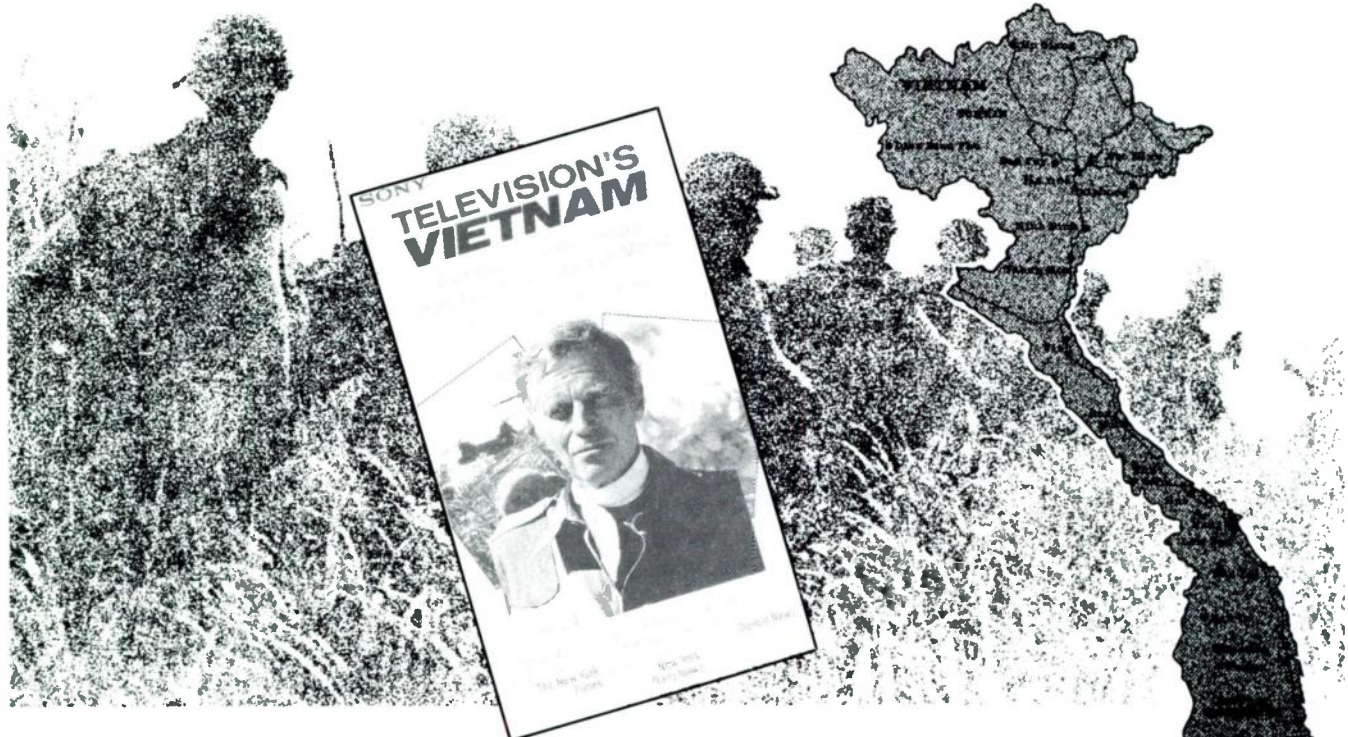
even though I knew it was Jesus, I could not have imagined nor can I adequately describe the marvelously transcendent glory of His appearance. Only one word can begin it: *Majestic!*

From this point, the man continued his account of what Christ said to him but insofar as the elements of his vision were concerned, that's what he said he saw. And now, having relayed his testimony to you, I wonder what your feeling is about it? I mean, can you accept it at all?

It's probably an unfair question. You're probably the same as I am in such a regard. Even if we allow for the possibility of visions as being real and not imagined, we would both probably



# WHO BETRAYED THOSE WHO DIED IN VIETNAM?



James Reston of The New York Times has suggested that it was the reporters and cameramen who forced the withdrawal of American power from Southeast Asia.

Robert Elegant, who covered the Vietnam War for the L.A. Times, says that the fate of Vietnam was determined "on the printed page and the television screen."

Reed Irvine, chairman of Accuracy in Media, says our military victory in the 1968 Tet Offensive, was transformed by our own media into a defeat, with tragic results.

How this was done is graphically shown for the first time in **"Television's Vietnam: The Impact of Media."**

Brilliantly narrated by Charlton Heston, it shows how the billions of dollars we spent to defend South Vietnam from communism were nullified by the irresponsibility of our own media.



**"Television's Vietnam: The Real Story"** exposes the lies some media

are still telling about Vietnam and those who fought there.

Shown on public TV and now available on one 2-hour cassette for only \$29.95 plus \$3.00 for mailing. President Reagan said these are films "all Americans should see." Order now from Accuracy in Media, your media watchdog. Money back if not fully satisfied.

## Was It Our Own Media?

See AIM'S

**"Television's Vietnam: THE REAL STORY and THE IMPACT OF MEDIA"**

Now available on a single SONY cassette.

To: Accuracy in Media  
1275 K. St., N.W. Washington, D.C. 20005  
(202) 371-6710

3072

( ) Send me a videotape of "Television's Vietnam"  
Format: ( ) VHS ( ) Beta \$29.95 plus \$3.00 handling

( ) My check is enclosed.

( ) Charge VISA/Mastercard # \_\_\_\_\_

Expires \_\_\_\_\_

Name \_\_\_\_\_

Address \_\_\_\_\_

City, state, zip \_\_\_\_\_

**DEALER INQUIRIES WELCOMED**

# Radio Home Shopping: A New Opportunity

by Anthony S. Niskanen

Christian format radio stations have discovered and harnessed an exciting form of programming, bringing exceptional results--and revenues—to their operations. Home shopping on radio provides a valuable service to the business community, a radio station and its listeners.

Most frequently broadcast as an "auction on the radio," radio home shopping takes a number of forms which, when properly implemented, can mean outstanding success for the advertisers, listeners and the radio station offering this profitable enterprise. Operating under such titles as "Bidding for Bargains" and "Auction Block," radio auctions can generate \$400 to \$1,000 per program hour in additional revenue.

Such programs sell between 35 and 60 items per hour, on the average, at discounts of 40 to 50 percent off recommended retail prices. All of the cash is usually kept by the station in exchange for advertising credits issued to participating businesses. When done well, the radio auction can bring in over \$50,000 per year in additional revenue, for a few hours a week of program time.

## Three Success Stories

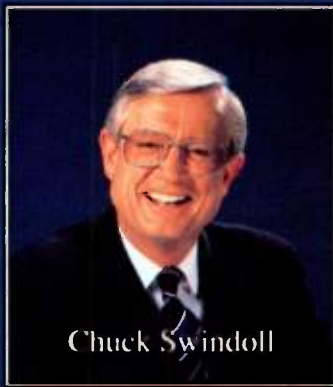
Three Christian-formatted radio stations with strong track records in radio home shopping are WOBS and WXLW in Indiana, and WYDE, Birmingham, Alabama. With a relatively small amount of extra programming time, these stations have realized important new revenue for their operations with radio home shopping.

For nearly five years, WOBS Radio (New Albany, Indiana), and WXLW Radio (Indianapolis, IN) have produced radio auctions--developing their own versions of such a show and teaching other stations how to produce a radio auction. With once-a-week shows, WOBS and WXLW have used Saturday afternoons--with only three to four hours of programming--as a means of creating significant new revenue. According to Mr. Ed Sears, vice president and general manager of the two stations, the radio auctions and several other promotions now contribute approximately 50 percent of the two stations' total annual revenues.

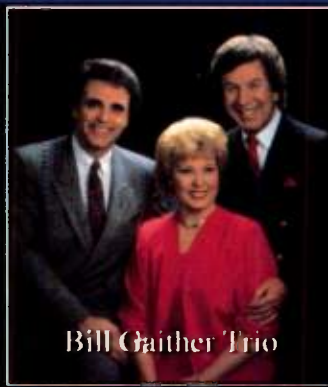
"Radio home shopping represents an important technique for Christian sta-

Radio home shopping takes a number of forms which, when properly implemented, can mean outstanding success for the advertisers, listeners and the radio station...radio auctions can generate \$400 to \$1,000 per program in additional revenue.

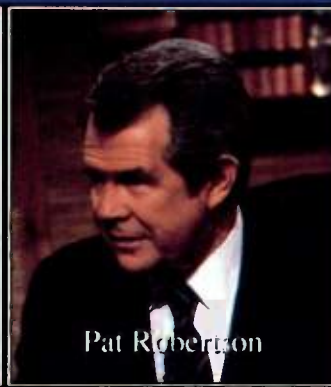




Chuck Swindoll



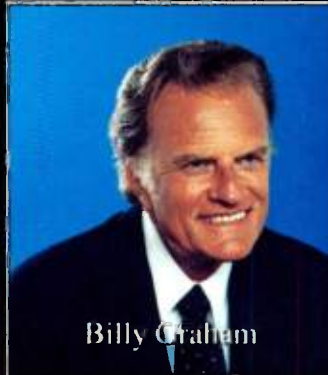
Bill Gaither Trio



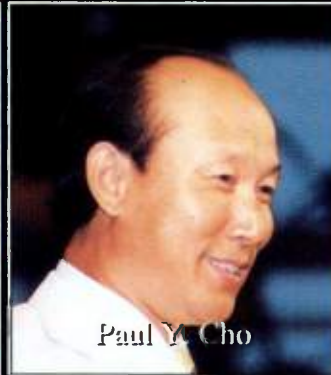
Pat Robertson



George Beverly Shea



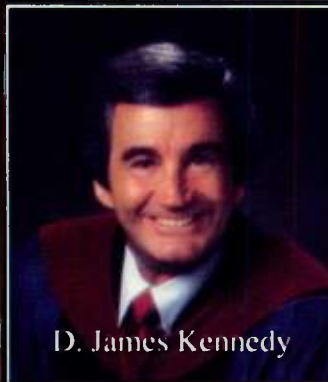
Billy Graham



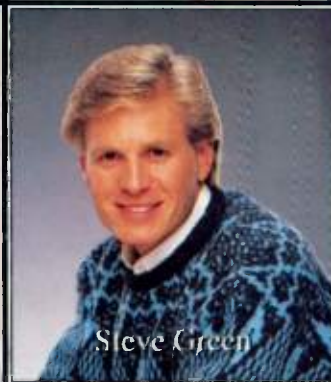
Paul Y. Cho



E.V. Hill



D. James Kennedy

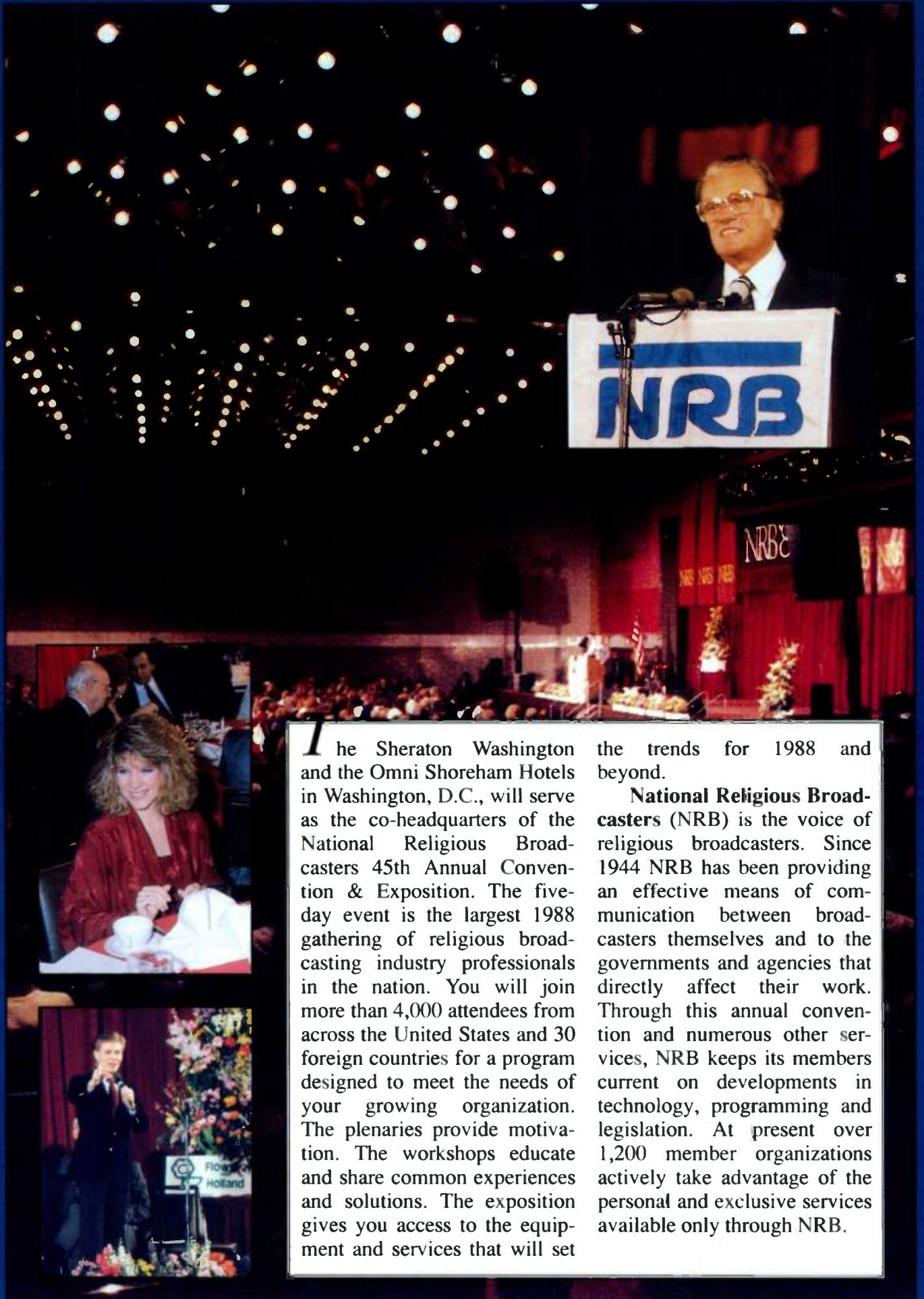


Steve Green



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





**T**he 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.





**W**elcome 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

**G**et 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





**I**nformation 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

Wednesday 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 Hayford, "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 Tiernan, WCBW, St. Louis, MO*

#### Workshop #4

*Of Special Interest To Program Producers*

- Production  
*Moderator: Phil 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, WRMP, 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 Satellites  
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

- Pornography: Society's Hidden Cancer

Moderator: Kay Artina, "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/Shownee 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  
Gleni Pfenner, CTN Magazine
- Capturing a Mass Audience  
Ted Baehr, Good News Communications
- Telephone Counseling and Follow-Up  
Paul Cole, FLC 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

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

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

Travel - Special NRB convention rates are available

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



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

## Instructions:

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

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

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

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

No telephone registrations will be accepted.

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Days Inn	\$58	\$65	\$69	\$73	
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tions," said Mr. Sears. "With these tools, religious format broadcasters can operate their ministries on sound, self-sustaining bases while providing both their listeners and local businesses with good and fair values and unique services."

In Birmingham, Alabama, Mr. James Romine of WYDE Radio reports that his home shopping program, an affiliate of The Radio Retailing Network, has developed a regular stream of added income reaching levels of \$400 per program hour.

"We run our show on Friday afternoon for two hours at lunch time," said Mr. Romine. "And with only a five month track record, we can state assuredly that radio home shopping has added significantly to our roster of advertisers."

The most common form of a radio auction is a two or three hour program hosted by two announcers—of your station's choosing, of course—who act as "auctioneers" for the listeners who call in to bid competitively on a wide variety of goods and services provided by local businesses. The show may run as little as once per year or once per quarter, to five times a week, from fifteen minutes to four hours.

The radio station does not inventory items sold on the auction. Rather, it collects money from listeners who offer the highest prices and gives them a letter or form which the listeners present to participating local businesses for collection of the goods and services.

Religious broadcasters occasionally face the challenge of presenting the benefits of a Christian format station to businesses not owned or managed by Christians. As a broadcaster whose radio station programs a religious format, you may find certain advertising prospects are reluctant to commit to a spot schedule. At the core of their concerns may be the problem—and this is not always voiced by the prospects—of how their "secular" spot will sound in the station's religious-oriented program content.

A radio home shopping show such as an auction presents an environment which can reduce the resistance of prospective advertisers who are concerned about this issue. This environ-

## THE SEVEN DEADLY SINS (That kill radio auction shows)

### 1. Improper pricing strategy of show credits.

The policy of most auction shows is to give credits toward the purchase of spots equal to 100% of the suggested retail price of the Item(s) sold on the show. On average, auction-type shows realize in cash revenues only about 50% of those retail "list" prices. The most frequent mistake made by managers of failed shows was to ignore that reality.

### 2. Lack of management support for the show.

When one or more of the key station managers looks at the show as a "second class citizen" that produces advertising revenues, new advertisers or new listeners that are "less desirable" than "regular cash business" or programming, the quality and amount of support by the station's staff members for the show will erode steadily.

### 3. Failure to maintain an exciting mix of items.

The most frequent cause of this is letting the show become a dumping ground for advertisers for mark downs or slow selling inventory.

### 4. Failure to keep price realizations above 50%.

Poor realizations are usually a sign of poor pre-show promotion which delivers an audience too thin to competitively bid up the prices or of weak on-air show management techniques which fall into a pattern of closing out items too early at too low a price.

### 5. Failure to keep accurate show records.

Though basic show bookkeeping is not very complex it must be maintained accurately and completely.

### 6. Violating community auction statutes.

Shows can be shut down quickly when they run afoul of community auction statutes.

### 7. Violating federal, state or local tax laws.

Although not overly complex, the accounting must be complete and accurate for the handling of state and local sales taxes and the receipt of show income by the station.

ment—specifically, an auction or similar home shopping show on radio—is not religious *per se*. It does, however, fit totally and consistently into your station's programming. You establish the tone of the show. Local announcers conduct the show. Local businesses are featured on the program. Local residents participate, including your established listener base *and new listeners* will be intrigued by the auction and its opportunities for incredible savings on quality merchandise.

In conducting the research which ultimately led to the Radio Retailing Network, we discovered a number of basic "failure factors" which contributed to the demise of a radio auction program—usually within less than a year. (See "The Seven Deadly Sins") Our bottom line conclusion is that a program's failure is usually not the format or its basic mechanisms, rather it is a combination of from one to seven easily correctable mistakes made in management, selling, pricing or production.

Radio home shopping—more particularly, the radio auction—has been around for well over 40 years, yet for all its successes, it is not all that well known. When there is awareness of the radio auction on a purely superficial level, it can carry unfortunate, negative stigmas. "Only stations in trouble use it." "It ruins a station's cash business because it involves a lot of trade." "It is just a way to disguise price cutting."

While there may be some truth in these statements, radio home shopping and the radio auction offer Christian broadcasters and their secular counterparts far more advantages than pitfalls. The keys to success, as with any operation, are a sound program concept and its effective implementation.

Anthony Niskanen is president of Radio Retailing Network, a New York-based radio home shopping service.

# I ntegrity, ntegrity, ntegrity

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by George M. Wilson

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One of the most brilliant authors in the Old Testament was King Solomon. In Proverbs 24: 3,4 he addressed the need for integrity in business, particularly in running an organization successfully: "Any enterprise is built by wise planning, becomes strong through common sense, and profits wonderfully by keeping abreast of the facts" (TLB). Organizations or corporations that follow these guidelines, whether non-profit or secular, will prosper.

In 1986 over \$87 billion was given to charity—a nine percent increase over the previous year. Seventy-two billion of this (about 83 percent) went to 350,000 non-profit organizations. Of the total, 82 percent was donated by individuals.

Religious organizations received nearly half (\$40.9 billion) of all contributions sent to charitable organizations. In contrast, health and education, the next highest recipients of charitable gifts, each received about 12 percent of the total.

Fifty percent is a sizable sum. With nearly half of all charitable giving going to religious organizations, the burden of integrity rests heavily on the religious sector. A religious—especially an evangelical—organization has a tremendous responsibility to its donor public to operate, first, as effectively as possible, and second, to observe certain standards. The Evangelical Council for Financial Accountability (ECFA) and the Ethics and Financial Integrity Com-

mission (EFICOM) of NRB outline standards of conduct for religious organizations which depend on contributions from donors.

## Self Regulation

It has been said before, but I believe it holds true, that if we do not regulate ourselves by means of these existing organizations, we will feel the hand of the government upon us. Use common sense, keep abreast of the facts. It is our responsibility to make use of the facilities available in maintaining integrity.

In his epistles the Apostle Paul set up some very good standards for fundraising. A number of times he addressed his appeal to the churches at Corinth, Ephesus, Galatia, Macedonia and other locations. He said that on the first day of the week funds should be taken up for the special projects. "Don't wait until I get there and then try to collect it all at once. When I come I will send your loving gift with a letter to Jerusalem, to be taken there by trustworthy messengers you yourselves will choose" (I Corinthians 16 TLB). That is good fundraising policy. Paul covers himself and shows integrity by saying, "Pick two men who will go with me and explain the gift and ... come back and tell you how these funds were used." Raise the money, count it, issue a report so everyone will know how much was given. Choose two men you trust to



deliver it and then give a report on how the funds were used. This is integrity, checking yourself every step of the way, making sure there are no "miscellaneous" files or loopholes where funds get "lost." This, in fact, is a mandate. We must report to individuals on an annual basis and tell them how their gifts were used. Choose a trustworthy "two men"

any report to your donors you should have your facts and figures checked by a CPA.

Billy Graham follows this guideline, which he has set for himself. He has said, "Every evangelist should be deeply sensitive to the need for complete integrity in finances and should find some method of accountability so

they meet each year. A majority of the board members should not be either members of the same family or employees of the organization. Financial statements should be made available to anyone who requests them. Also, fundraising and administrative costs need to be disclosed. This includes pertinent costs for special projects and a record of how funds were spent (again, Paul's "two men"). In following these guidelines, the evangelical organization shows integrity.

***Billy Graham...has said, "Every evangelist should be deeply sensitive to the need for complete integrity in finances and should find some method of accountability so there can be no ground for criticism."***

or "watchdog" and make sure your standards are strongly enforced. ECFA has tightened its regulations by asking additional questions and having its standards committee spend more time studying each separate organization.

### Practical Integrity

Returning to Solomon's guidelines, evangelical organizations should do the following:

1) "Wise planning" is needed in the fundraising methods, expenditure and original cost in fundraising technique. Estimate how much you need, follow strict ethical standards in raising those funds, figure how much your fundraising will cost initially, and plan carefully how the funds will be spent. Prepare your fundraising appeal based not only upon your need but also upon the purposes for which your organization was founded.

2) Show "common sense" by keeping in touch with the IRS' latest tax code. If you set up a new project, you must be sure you have a broad enough base to raise the funds without running into debt. If you are going to fund a \$500,000 building program, you should try to raise half of that amount from a handful of people, perhaps ten. If you can't either your base is not broad enough or your budget is too large. Also, show your donors you respect them by being honest with them.

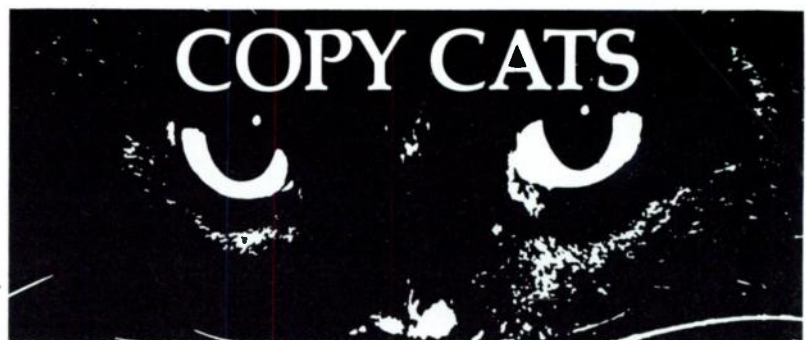
3) "Keep abreast of the facts" and make sure they are up-to-date. Many organizations have failed because their decisions were based on old facts. In

there can be no grounds for criticism." Plan wisely, use common sense, keep abreast of the facts and maintain high standards. No one can criticize you if you do.

To be accountable requires disclosure. This includes disclosing the names of those who are on your Board of Directors and indicating how often



George M. Wilson is president of World Wide Publications and consultant to the Billy Graham Evangelistic Association.



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# What's At Stake in '88?

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by Ed Hindson

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**W**hen George Orwell wrote his epic *1984*, he had no way of foreseeing the conservative resurgence which would characterize American life in the 1980s. From Orwell's vantage point, 50 years earlier, the heyday of religious and political liberalism was just reaching its crescendo. Little could he have foreseen the great conservative backlash that would come against a liberal agenda which had left America nearly morally bankrupt.

It is also highly unlikely that Orwell, or anyone else, could have

foreseen the surge of religious broadcasting which has emerged as the vanguard of the conservative movement in America. It is now more clear than ever before that religious broadcasting has significant potential to influence the American public either positively or negatively. In 1988 the choice is up to us as to which it shall be.

We have had eight years of conservative government in the United States during the current administration. The belligerent anti-religious bias of the 1970s has been replaced by an atmosphere of tolerance and perhaps even acceptance. We have often been acknowledged as legitimate par-

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*“We will either reinforce the conservative dream for America by electing another slate of conservative leaders or we will step backward because of an apathy that success often creates.”*

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ticipants in the effort to build a better society. Our recent difficulties, however, have revealed that we may be our own worst enemy. Have we more to fear from ourselves than from our critics? If we are to provide leadership for the future we must do so with integrity, respect and credibility.

## The End of an Era

As the Reagan era draws to a close, we must face the fact that 1988 may well be the most crucial year in our nation's history before the end of this century. In this year we will either reinforce the dream for America by electing a slate of high moral leaders or we will step backward because of an apathy that success often creates.

I believe that we are standing on the precipice of a great moment in our nation's history. We must recommit



ourselves to do all we can to make the dream of a better world a reality. This is not the time to fall back and rest on the laurels of the past. No one ever said this task would be easy. Many have found the rough and tumble arena of American politics a difficult place to do battle for the cause of justice. But has it always been that way?

I am concerned that we may well have taken for granted our initial victories and been spoiled by our own

*We are now  
only three  
presidential  
elections away  
from the  
end of the  
20th century.*

success. We cannot assume that things will just continue as they have. Surely they will not unless we again pledge ourselves to do all we can to insist upon 1) a friendly, objective FCC and 2) a religiously tolerant and high moral government in the years ahead.

## The 1988 Election

Incredibly, before 1988 is over, Americans will have chosen a new president and a whole new slate of congressional leaders. Can we merely assume that they will be the kind of leaders we have had in the past eight years?

Let's be candid. Despite the successes of these years, we still do not have a reversal on the issue of abortion. Abortion continues rampant. Where is the amendment allowing prayer in our public schools? The matter of equal air time related to the fairness doctrine in broadcasting is still being hotly debated. Unfortunately, it has been attached to a current bill on the budget to keep it from being defeated.

Admittedly, as an organization, NRB does not endorse specific candidates. Rather, it is our purpose to provide a forum so that public policy on a variety of subjects, especially broadcast issues, will be more clear to us. At NRB 88, we are planning a plenary seminar on "The Religious and the Religious Broadcast Factor in the Election." Therefore, I believe that this year's convention is crucial for everyone associated with religious broadcasting. It will give us the opportunity to hear from a variety of experts on the subject of broadcasting, religion and public policy. We have invited Tim LaHaye, Jerry Falwell, Bob Dugan, Elizabeth Dole, Tim Robertson and others to participate in this informative seminar.

God has used our national convention in a dramatic way in recent years to help the Christian community focus its attention on a variety of issues which are vital to us all. This year's convention will provide another of those dramatic moments that you will not want to miss. Undoubtedly, our greatest challenges and opportunities are yet ahead of us

## The Next Century

We are only three presidential elections away from the end of the 20th century. History will declare one of two things in regard to the conservative religious movement of this century. It will either declare that Christian broadcasting faded as a national movement or it will observe that we continued to remain a vital force in shaping the thinking of our times. To do so, we must continue to remain vitally involved in the religious, moral, social and public policy issues which confront our society at the end of this 20th century.

Many of the issues which confronted us eight years ago still remain unresolved. While great progress has been made for the cause of Biblical and religious values, we are far from our original goals. Now is the time for all concerned to recommit themselves to the challenge that lies ahead of us in this crucial year in our nation's history.

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

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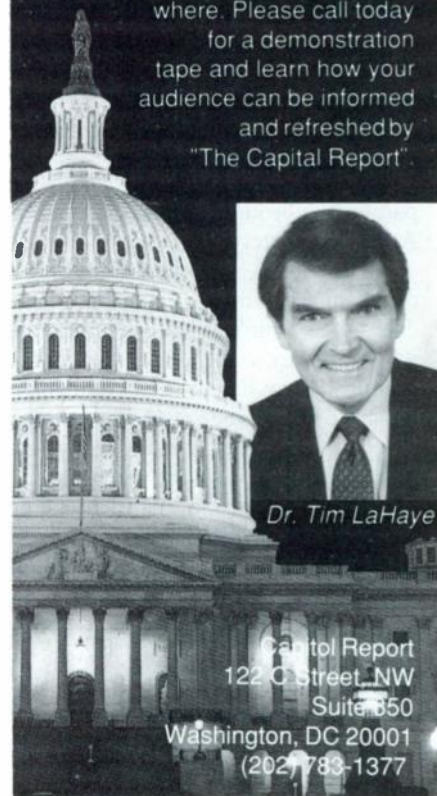
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# Religion and Politics: Do They Mix?

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by Ed Hindson

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**T**he recent resurgence of conservative Christian involvement in the social and political life of America is indeed the religious phenomenon of our time. It has become the most heatedly discussed religious issue of the 1980s. With the founding of the Moral Majority in 1979, fundamentalists/evangelicals ventured into the political process in force. They were not welcomed with open arms by the political or religious establishments. Rather, they kicked down the door and marched in with such force that they sent panic and paranoia through most sectors of American society.

The media was shocked! Where did all these fundamentalists/evangelicals come from? Who were they and what did they want? Since the general public has assumed that fundamentalists disappeared after the Scopes Trial in 1925, they were amiss to explain their sudden public resurgence. A kind of "Fundomania" set in and some began to assert that hordes of bigoted Bible-bangers had formed a conspiracy to take over America and set up a theocratic dictatorship. Since then, responsible analysis has shown "Fundomania" to be a myth provoked mainly by media exaggeration.

Today most of the rhetoric has

subsided, but there is still an underlying uneasiness about fundamentalist involvement in the political process. With Pat Robertson's bid for the Presidency, the issue of religion and politics will not go away. The candidacy of a Preacher-for-President brings Christian political involvement to a precarious moment in history. If the balance between religion and politics can be further advanced, then such candidacy will prove beneficial to the American democratic process. However, if the issue polarizes American society, the course of religious involvement in politics may well be lost.

This leads to the need to establish a clearly defined philosophy of Christian political involvement which would include several key factors.

## 1) Theological and Philosophical Basis

If we are going to seriously affect American political and social life, we must understand what it is we are trying to accomplish. We are not merely advocating the election of certain officials as an end in itself. Francis Schaeffer clearly understood this when he argued that Christ must be Lord in all of life. He wrote, "He is our Lord

not just in religious things and not just in cultural things...but in our intellectual lives, and in business, and in our relation to society, and in our attitude toward the moral breakdown of our culture." (*The Great Evangelical Disaster*, p. 39) Acknowledging His Lordship involves placing ourselves under the authority of Scripture and thinking and acting as citizens of His Kingdom as well as citizens of earth.

It is in this regard that the Christian understands that the wrongs of society are not merely social ills but spiritual ills. As such, they require spiritual help, not merely political readjustment. Ultimately, there are no permanent political solutions to the problems of society. But that does not mean that we should all retreat to a monastery and advocate social anarchy for the rest of the world.

Because the Christian is a citizen of two kingdoms, one earthly, the other heavenly, he has an obligation to both. He cannot divorce himself from either or both. He is under divine mandate to both. Nevertheless, he realizes that the one is temporal and the other eternal. But that in no way prohibits his involvement in the temporal; in fact, it enhances it. The Christian cannot merely sit by and passively watch society self-destruct. Something within him, name-



ly the Spirit of God, cries out for truth and justice. Wherever that cry has been articulated into action, truth and justice have prevailed.

## 2) Long-Range Strategy

There are no instant solutions to complex problems. The New Right has often been criticized for offering simple answers to complex questions. However, this need not be the case. We do have valuable answers to the really important issues of the day and those answers need to be articulated clearly and thoughtfully. This is not the time for arrogance or overstatement of our case. Neither is this the time for capitulation. No one ever said this

**“Conditions have improved in which religious conservatives have been able to make their voices heard in a way that was not possible prior to 1980”**

process would be easy. Those who naively thought Ronald Reagan would solve all the ills of American society by himself have been gravely disappointed. On the other hand, conditions have improved in which religious conservatives have been able to make their voices heard in a way that was not possible prior to 1980.

One of our greatest needs today is for a long-range strategy to enact our goals and objectives. We cannot rest on the laurels of the past or the future

will catch us totally off guard. Serious questions need to be addressed now. Where do we go after Reagan? What if the next president is more hostile to our agenda? Do we give up or do we dig in deeper?

## 3) Power and Influence

People expect politicians to talk about politics, but when preachers start talking about politics they begin using the power of their position to legitimize political issues. Preachers are perceived as spiritual leaders and religious authorities by the general public. When they defend political or social issues they are perceived as somehow speaking for God; and it is very difficult for the average layman to distinguish between the two, whether he is listening to a Catholic bishop or a Pentecostal evangelist.

The particular power of televangelists is that they are the only preachers some people listen to since they rarely attend a local church. Many of these people lack the spiritual discernment to properly evaluate what they are hearing. Therefore, we must be very cautious in the statements we make regarding religion and politics.

At times the greater issues of human justice transcend political boundaries. The real issue today is not whether one is a Democrat or a Republican but whether he is committed to justice for people. This means that we must defend the rights of those with whom we disagree. Suppressing their freedoms in the name of religion is just as wrong as their suppressing ours. We are only asking for the opportunity to be heard in the debate on public policy. Now that we have everyone's attention, we need to think carefully about what we are going to say.



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

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

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

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

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

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

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

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

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

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

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

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

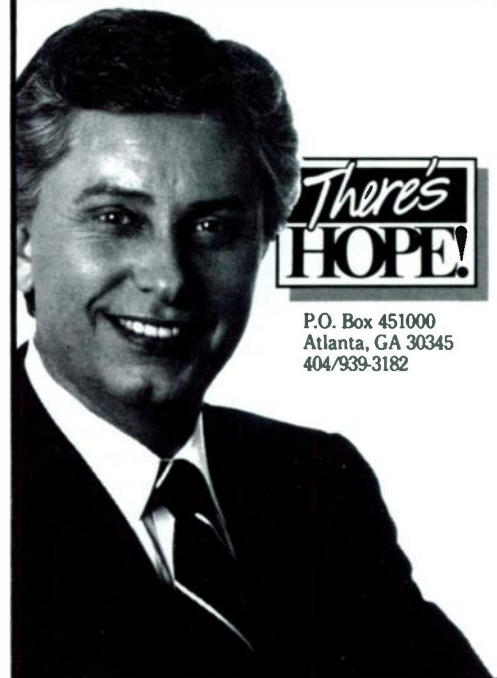
OHIO — WTJC TV-26, Dayton, Sundays 8:30 A.M.; WTLW TV-44, Lima, Fridays 7:30 P.M., Sundays 11:00 P.M.

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

SOUTH CAROLINA — WGGS 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.

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# BOOK REVIEWS

## Strength for the Journey

by Jerry Falwell

Jerry Falwell opens his heart and bares his soul in this fascinating and easy to read autobiography. In these 450 pages he reveals little-known facts about his family history and inside information on the development of his massive ministry in Lynchburg, Virginia. It is the compelling story of an American family touched by the grace of God.

In a popular and well-written style, Falwell tells his story of a country boy turned national symbol. He details his boyhood experiences in one of Virginia's most controversial families. His grandfather was a shrewd, tight-fisted man who carved the Falwell family homestead

out of the Blue Ridge mountains just after the Civil War. His father, Carey, was a flamboyant businessman who dabbled in bootleg moonshine and made a fortune in various business enterprises. He was also an avowed agnostic who hated preachers and churches. To the reader's surprise, the Falwells are found to be a family of strong, proud and, at times, violent men.

A drastic turn came in the Falwell family when Jerry's father shot and killed his own brother, Garland (Jerry's uncle) out of self-defense in a restaurant in Lynchburg in 1931, two years before Jerry was born. The sensational trial and publicity that followed was part of the family legacy that Jerry had to live with while growing up in Lynchburg. Though his father was later converted on his death bed, Jerry did not commit his life to Christ until he was a sophomore in college at age 19. In a deeply moving section, Jerry recounts his conversion to Christ and the influence of Char-

les Fuller's radio broadcast *Old Fashioned Revival Hour* on his life.

At this point, the story jumps to his early struggles to live the Christian life. Here the reader will find a real person for whom the new world of Christianity did not come easy. Jerry transparently reveals his misunderstandings and personal failures. Yet through it all he displays a simple child-like faith in God which would later become the hallmark of his life and ministry.

At midpoint, the story turns to his founding the Thomas Road Baptist Church with 35 charter members in 1956. He was 25 years old and single when he launched the initial phase of what would become his lifelong ministry. From this point, the story becomes a compelling drama of the various influences that came into Falwell's life during those formative years of ministry. In a manner rare to most preachers, he acknowledges his search for truth and meaning in life.

One of the touching sections of the book is that part which deals with Jerry's confrontation with racism in the 1950s and 60s. The story of Lewis, the shoe shiner, and his influence on Falwell's thinking is especially moving. Again, with an openness that is rare today, Falwell acknowledges the setbacks and loss of members he faced over integrating his church in 1968.

The latter sections of the story deal with the pastor's rise to national prominence through his television broadcast ministry, *The Old-Time Gospel Hour*, begun in 1956, and the founding of the Moral Majority in 1979. As one of the pioneers of religious broadcasting, Falwell rose to national influence through the medium of television. In addition to his abilities as a preacher and broadcaster, he has been very effective in secular television and radio interviews, talk shows and news broadcasts.

This intriguing story ends with an inside look into Falwell's foray into the PTL crisis and his attempts to save a sister broadcast ministry. His personal account provides many insightful details never before revealed about this story. All in all, *Strength for the Journey* is a powerful and dramatic tale of a modern day pilgrim in search of God's Kingdom.

Ed Hindson

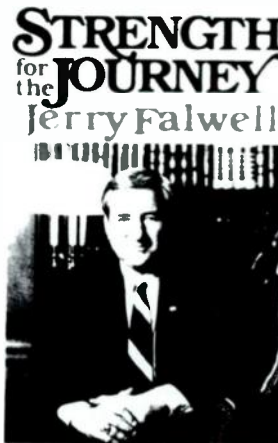
### Excerpt from *Strength for the Journey*

Dr. Sutenfield waited until the long line of cars had parked and the mourners had assembled on the hill. I remember that he smiled at my mother; opened his Bible, and began to read from the book of John, Chapter 11.

I listened to the story from John 11, but I don't remember being moved by it then. I was more interested in the crowd of people stretching out in all directions from my father's casket. They had come to honor him. He had been a leading businessman in the city. He had owned the oil company, the bus lines, various stores, restaurants, and filling stations. During Prohibition he had kept a steady flow of illegal whiskey moving to his friends and customers in Lynchburg and across Campbell County. During the Depression he had loaned money to many of them, given them food, provided a job or a place to live.

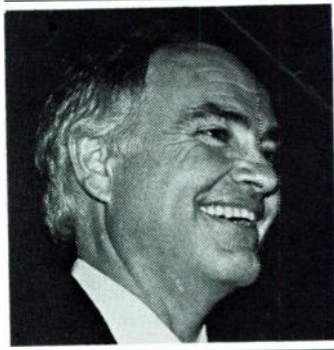
Dr. Sutenfield finished his address with a stirring reminder that God's forgiveness made an incredible difference in my father's life, but it still had not made a difference in mine. I was just 15. I hadn't committed any grievous sins that I could remember. I certainly had not killed my brother. I didn't really need to be forgiven, or so I thought.

Dad never supported Mom's attempts to discipline us any more than he supported her attempts to get us to go to church. Still, she tried. After seeing their prayers for my father answered, Mom and Virginia McKenna, her collaborator in the spiritual underground, went to work on me. Mom never preached or lectured me, but every Sunday morning she turned on the Mutual Broadcasting radio network to Charles Fuller's *Old Fashioned Revival Hour* program. I awakened in the morning to the cheery Gospel music of Rudy Atwood and the Revival Hour Choir. While I bathed, I could hear Mrs. Fuller ("Honey") read the letters. And during breakfast while I ate my hoecakes, eggs, and ham, Charles Fuller preached and I was forced to listen.





BY MARK LLOYD  
FOREWORD BY BEN ARMSTRONG



Dr. Lloyd is a seasoned television producer, with over 3,000 productions to his credit. Currently, he is Professor of Broadcasting at CBN University, a graduate school in Virginia Beach, Virginia.

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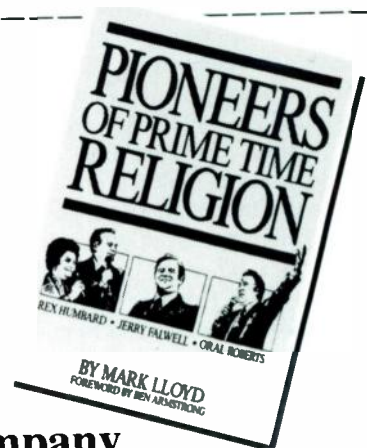
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# PROFILE

## Be An Encourager

*Sixth in a series of articles on religious broadcasting personalities*



*Herb Bowdoin*

by Virgil Megill

Encouraging the nonbeliever to accept Christ and the believer to witness and grow in Christ has been the hallmark of Herb Bowdoin's 40 years in religious media ministry. During his college and seminary days he preached on radio. As an early enthusiast of religious television, he helped institute the first religious series on color TV. As evangelist for the *Methodist Hour* broadcast, Bowdoin presents music, worship, testimonies and preaching in each single program. As coordinator of his expanding University of the Air video programs, he provides Bible teaching by evangelical scholars for the nurture and follow-up of new believers.

### Early Encouragements

Early in his life Bowdoin learned to share his faith in Christ. Born in 1928, the youngest of eight children, he lived in Enterprise, Alabama until his family moved to Dover, Florida when he was seven. He preached his first sermon at the age of 15. In 1946 at age 17 he accepted an appointment as a Methodist pastor at Anono Church in Indian Rocks Beach, Florida, and each year since has had an appointment as pastor or evangelist.

In 1948 he began his radio ministry over WLEX, Lexington, KY, while attending Asbury College. For 40 years Bowdoin has grappled with the role of media in Christian outreach and evangelism. He pastored churches in Plant City, Florida, where he graduated from high school, in Kentucky during his days at Asbury College and Seminary, in Illinois while attending Eden Seminary in St. Louis, and in Georgia while attending Candler School of Theology at Emory University. He

shared his faith by radio at every opportunity.

As a freshman at Asbury, Bowdoin asked a fellow freshman, Ford Philpot, "Are you a preacher?" Philpot replied,

*As an early enthusiast of religious television, (Bowdoin) helped institute the first religious series on color TV.*

"Sure." Bowdoin continued, "Good. Come with me and help out at my church this Sunday." Bowdoin was unaware that Philpot had been persuaded to attend a student prayer meeting held the night before. There Philpot, an alcoholic, found Christ as Savior. Bowdoin said he would preach in the evening, and asked Philpot to preach in the morning. Bowdoin remembers that Sunday, November 9, 1947. Philpot "simply told in a most moving way how God had so recently reached down and redeemed his soul through the saving power of Jesus Christ." He spoke with ease and eloquence, and gave an altar call. A woman came forward and was saved, and years later was happy in the Lord.<sup>1</sup> Sensitive and encouraging, Bowdoin helped Philpot launch his preaching ministry from that Sunday on. In 1959 when Bowdoin needed an evangelist for his television outreach, *The Story*, he chose Philpot.

Bowdoin assumed twin burdens in the 1950s—the imperative of evangelism and the use of the electronic media. In a four year pastorate at Bartow, Florida (1959-59), he organized a new congregation, which grew to 205

members in the first year. During this pastorate he led the Florida annual conference in growth. Then he asked to be full time evangelist. Since 1959 he has been an approved evangelist in the Florida Conference of the United Methodist Church, and has been free to develop evangelistic outreaches with radio and television.

### Encouraging TV Ministry

Color television was new when Bowdoin proposed a religious TV series. He organized the program *The Story*, which was America's first religious television series filmed in color. Bowdoin served as president of *The Story, Inc.* from 1959 until 1970. He secured the cooperation of Irvin S. "Shorty" Yeaworth of Chester Springs, Pennsylvania, as program producer, and Ford Philpot as host. Over 300 individual episodes of *The Story* were made. The program received several Emmy awards. "Shorty" Yeaworth was a pioneer in religious film and television production—he had produced in the early 1950s *Banderilla* and *The Burning Answer* for Paul Freed before Trans World Radio was launched. During the early 1970s "Shorty" directed the only NRB television workshop at the NRB national conventions.

In addition to supporting *The Story* in 1962, Bowdoin accepted a pastorate at Wesley United Methodist Church in Jacksonville, Florida. In 1965 he joined the Ford Philpot Evangelistic Association as associate evangelist. He became editor of *The Storyteller*, and was director of major crusades in Jacksonville, Florida and Jerusalem, Israel. Bowdoin took part in the three-week Congo Crusade in



1968 at which 28,000 persons made decisions for Christ.

### Encouraging Evangelicals

Increasingly, Bowdoin felt a burden for enlisting congregations in revival, beginning with his own denomination. In 1970 Bowdoin proposed *Methodist Hour* in order to strengthen evangelical Christianity within the United Methodist Church and the church worldwide. He and his associates organized *Methodist Hour* in Orlando, Florida on October 4, 1970 to initiate radio broadcasts and Herb Bowdoin Crusades.

In *Methodist Hour*, Bowdoin gives meditations from *The Upper Room* to encourage the listener to be aware and ready. To challenge and inspire listeners Bowdoin shares testimonies of athletes, musicians, business persons, innovators, church leaders, new converts, and those who have been healed and transformed by the Spirit.

*Methodist Hour* has been on more than 1,000 stations. Spanish broadcasts began in 1973 and are heard in North America and Latin America. Whitney Dough, an evangelist in the Florida United Methodist Conference, is also producer of *Methodist Hour*. For 19 years he was conductor of the Ministers' Chorus and pastor at annual Florida Conference sessions. He is currently president of the National Association of United Methodist Evangelists. With a degree in music from the University of Delaware and a degree in theology from Conwell School of Theology at Temple University, Dough is both a soloist and trombonist, and is in charge of music at the Bowdoin crusades. Included in each Bowdoin crusade is *Hymn Drama*, produced by Dough, portraying the life and music of persons like Charles Wesley, John Newton, Fanny Crosby, George Beverly Shea, and others. Dough was preacher for five years on *The Protestant Worship Hour* of channel 10 in Miami. He is author of *Our Unknown Friends—Hymn Writer/Writers*.

### Encouraging Nurture

Sensitive to using radio and TV to tell the Gospel, Bowdoin also became

aware of the necessity of follow-up for new believers. Aware of the growth of video, he organized the University of the Air in January, 1986, to nurture believers in Christian doctrine. Bowdoin secured outstanding evangelical scholars to offer training from an academic perspective to private, home or church study groups. Bowdoin's University of the Air programming is available for broadcasting or VTR use. It should not be confused with the University of the Air established as an experiment in Puerto Rico by Donald E. Luttrell, which was designed for broadcast in Spanish, Portuguese and English.

Bowdoin's University of the Air for Christian education is in its beginning stage. For over a decade, secular academic courses have been taught by television recordings. Neighboring colleges have taught by live TV with microwave transmission. Such has been the practice since the early 1970s among eight colleges in the Dallas-Fort Worth area, when the instructor originates each day from a different

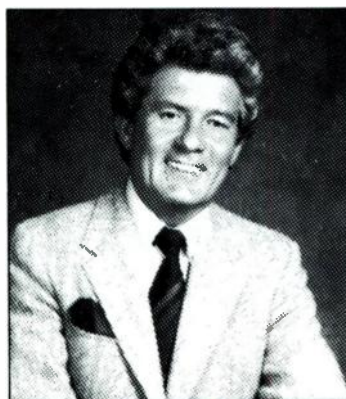
campus. All participating classrooms are also equipped with multiple telephone hook-ups so the students will be able to relate to the instructor and other class members in the consortium. More than 5,000 students were enrolled in the University of the Air program by the fall of 1987.

Bowdoin is an encourager who sees the work of God in others. He is cooperative, often taking a servant role to assist someone else's growth in Christ. He is in his eighth year on the executive committee of the Council of Evangelism of the United Methodist Church, and has served as president of the National Association of United Methodist Evangelists, and the International Prayer Fellowship. He is supportive of evangelical associates within his denomination, and of all evangelicals.

Virgil Megill lives in Toccoa Falls, Georgia.

1. Herbert L. Bowdoin, *It Took a Miracle*, Fleming H. Revell Company, OLD TAPPAN, NJ 1964, p.44.

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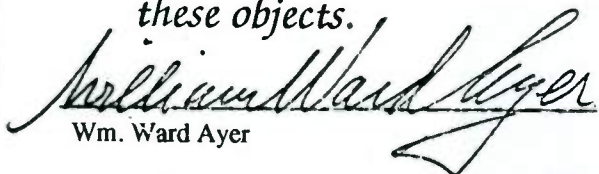
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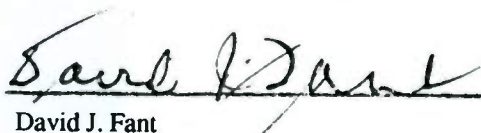
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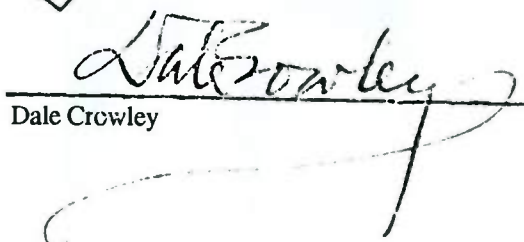
From the  
Certificate of Incorporation  
of National Religious Broadcasters, Inc.  
December 18, 1944

\*\*\*\*\*

*The objects of this Association shall be to foster and encourage the broadcasting of religious programs; to establish and maintain high standards with respect to content, method of presentation, speakers' qualifications and ethical practices to the end that such programs may be constantly developed and improved and that their public interest and usefulness may be enhanced; to secure for its members, and for other persons and organizations engaged in broadcasting such programs, adequate, fair and regular access to the radio listening public through the use of existing and future broadcast stations and networks, both aural and visual; to protect its members and such other persons and organizations from being barred from such access, and from being unjustly or unreasonably subjected to injury, obstacle, restriction or discrimination in obtaining and continuing to have such access; and, in every lawful and proper manner, to promote or oppose governmental laws and regulations and business customs and practices according to whether or not they further or hinder the accomplishment of these objects.*

  
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*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 per calendar year.

### **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 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 which includes examinations, x-rays, extractions and oral surgery. 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. The Plan Benefits are fully insured by the Hartford Life Insurance Co.

### **Does this plan 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 \$82.00 and family coverage is \$166.00. 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 of 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 St. Suite 4, Gloucester, MA 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.



(continued from page 26)

Worship that is rid of its tameness, its predictability, its numbing formality and its prison-like presuppositions of propriety. Such a total and complete upheaval as I need in my own soul will probably never allow for this encounter to take place in public; not because I fear being humbled before others, but because Jesus has a way of dealing with each of us so uniquely that a private setting becomes necessary.

I am convinced the Holy Spirit is waiting for hearts that hunger and thirst for an unprecedented visitation of God to our generation—displaying His glorious power and might to every culture and in every church. And I am equally convinced that the one pathway to that taking place is a reformation in the worship- life of the Church, just as dramatic and dynamic as the reformation in the theology of the Church was five centuries ago.

### Seeing Jesus

John saw Jesus as He is, the majestic, exalted, enthroned King. Each trait of His personality seems to be emblazoned in the very flesh and sinew of His glorified body which radiated of regality and dominion.

John also heard Jesus speak from His position as Lord of the Church, and I bow in His presence to hear those same words again.

\*His message to Ephesus is His call to me: "Come away from the deceptive supposition that doctrinal purity or diligent labor will ever substitute for passionate devotion." The timeless call to us all is "Repent! Return to your first love!"<sup>1</sup>

\*His message to Smyrna is His reminder that my wealth is neither now or ever in my accumulation of material things, but in that pure gold of character which glows out of the refining fires of struggle and tribulation; trial through which He guarantees to bring me if I will keep tuned to the Spirit's voice.<sup>2</sup>

\*His message to Pergamos and Thyatira is His insistence that I give no place to the sensuous and the seductive, which in every age will seek an avenue of justifying carnal indulgence and rationalizing sexual excesses.<sup>3</sup>

\*His message to Sardis is His commentary on the shallow human supposi-

tion that an established reputation among mankind is in any way impressive to God. The qualifications for recognition on His terms are always the same; a continuously shapeable, teachable, hearing heart which walks in repentant response to the present word the Spirit is speaking to the Church, and a simple walk in faith which overcomes the spirit of the world.<sup>4</sup>

\*His message to Philadelphia is His constant encouragement to me, for He never forgets or overlooks my deep desire to please Him, and He promises to open doorways unto my next realm of victory—doors which once He opens, no power can resist!<sup>5</sup>

\*His message to Laodicea is His age-long reminder of the vulnerability of my flesh to enshrine success as

redeemed. Worshipers were made recipients of Kingdom authority at Pentecost that they might be equipped to fulfill His Majesty's call to extend the dominion of His Throne to every person possible until His return.

And, thus, we are called.

Whatever remains of the present age until He comes again, this much is clear: His Spirit is working a newness today wherever open hearts are pliable. Today, He no more requires our instant mastery of lingering doubt than He did those early apostles. He only calls us to worship; to offer up all glory, honor and praise...

...For it is there, as we exalt and lift up on high the Name of His majesty, that doubts will be scattered like shadows;

---

## John's vision included one more thing: He saw the consummate power of Christ through to the end of all things.

---

though gain were God. He calls me from the chilling affect of such blindness and promises to anoint my eyes, clothe my nakedness, re-fire my soul, and He promises to enter the open door of my welcome to Him—"Come in and dine with me, Jesus."<sup>6</sup>

Reformed worship is re-fired worship! It will bring us into Christ's presence to witness His Majesty, and it will bring us to His feet to acknowledge His Lordship.

### The Consummate Power

John's vision included one more thing: He saw the consummate power of Christ through to the end of all things. The whole Book of Revelation unfolds the message that always and ever, consummately and ultimately, Jesus Christ is Lord and King! He is God triumphant!

The realm of rule once lost by man was made potential again to the

...For it is there that His power will be outpoured like new wine; and that Kingdom authority will flow toward us;

...For it is there that Jesus who dies, now glorified, will be revealed among us.

So magnify, come glorify Jesus—  
Worship His Majesty.

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This article is excerpted from Jack Hayford's book *Worship His Majesty* and is reprinted with permission from Word, Inc. Jack Hayford is senior pastor of the Church on the Way, Van Nuys, California. He will speak at the NRB convention on January 31 at the Sunday Worship Service.

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1. Rev. 2:1-7
2. Rev. 2:8-11
3. Rev. 2:12-29
4. Rev. 3:1-6
5. Rev. 3:7-13
6. Rev. 3:14-22

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# ON THE AIR

## Creative On-Air Ministry

by Bob Augsburg

**I**n my travels and consulting, I have listened to many Christian radio stations, and I have found few announcers who have mastered the art of creatively sharing or ministering on the air. I refer to this as an art because of the extremes that exist on both sides. Some announcers only open the mic to give the time and temperature. The other extreme is the guy who thinks he's a famous religious broadcaster and ends up giving a five minute Greek word exposition on love after playing Amy Grant's *Find a Way*.

Sometimes a lack of creative on-air sharing is not the fault of the announcer, but rather a station management policy that forbids any such comments that relate to spiritual things. I understand the philosophy of "let the music minister" and I believe the music should be the primary agent of ministry. However, a well thought out, brief comment designed to encourage or challenge the listener can enhance a station's ministry and credibility greatly.

Obviously, guidelines need to be established in this area and continual evaluation will need to be done by the station's P.D. or chief announcer. One way to keep a close watch on D.J. chatter is to install a "Big Brother" unit to your control room board. A simple connection made to the mic switch that will trigger a reel to reel deck is one of the common methods.

Some suggested guidelines for on-air ministry include:

\*D.J.s should keep comments brief (usually under 30 seconds)

\*Ministry oriented sharing should be thought out and prepared but presented in a warm, "real" manner

\*Avoid rambling...get to the point quickly

\*Work in scripture verses that tie in with the song you are playing

\*Try to do most of your sharing over music intros

\*Avoid sounding "preachy"

\*Avoid the common overused Christian cliches such as "Praise the Lord," "Amen" and "Hallelujah."

Close monitoring is imperative because as soon as you give the liberty for D.J.s to share and express themselves on spiritual matters, you are always going to have one or two who will abuse that liberty and end up starting another "Radio Bible Class" between every record.

One of America's top sounding Christian stations today is KSBJ/Humble (Houston market). Manager Buddy Holiday does morning drive on this 100,000 watt contemporary non-commercial station. He and program director, Mark Ryder, encourage the air staff to share or minister three or four times per hour. Comments are generally limited to 15 or 20 seconds and are often an "ad-lib" about the previous song lyrics or a scripture verse that relates to the music. Some of the best spiritual comments on KSBJ can come from an "off the cuff" funny incident that happened on the way to church, something their three-year old said in his evening prayers or some other real life experience. The key is to open up and be yourself...but be brief.

KSBJ announcers are never to make comments that would label them in a certain denomination or theological persuasion. The emphasis is on unity centered on Jesus Christ. In addition to the spiritual sharing, Buddy

comes to the station one hour before his shift to scan the newspaper and prepare humorous bits on cart, similar to his earlier radio days on secular personality radio stations. KSBJ, like many other stations, also has a brief, regularly scheduled prayer time when listeners' prayer requests are aired.

Jim Channell, former program director of WCFL/Chicago and host of Christian Countdown America, is current program director of the new CHR/AOR station WAYJ in the Fort Myers/Naples, Florida market. Jim's afternoon shift contains music, contests, sports trivia and tight intros with a high priority on ministry.

"I believe it is essential for announcers to spend time not only in preparation but in prayer before each air shift," says Channell. He adds, "Jocks need to pray for a sensitivity to the Holy Spirit for the upcoming air shift. You never know who is tuning in to the station at any given moment. God may lead us to say something or share a verse that could change their lifestyle or their relationships at home. We will all have to give an account of what we have done with the precious air time He has given us each day. So let's be faithful in our ministry as announcers and when God tells us to share a verse or give a testimony, we had better do it."

It goes without saying that all announcers need preparation time and should be well informed of the day's news, both locally and nationally. Sharing spiritual things should only be a part of the overall shift. Other ad-libs on news items, sports, traffic, weather, feature stories, contests, telephone and humor bits need to be creatively in-

(continued on page 50)

# NEW PRODUCTS

## Digital Reverb Software

AKG Acoustics, Inc.—A revised version of the standard software used in the ADR 68K Digital Reverb and Effects System is available. The new software, V3.07, supersedes V3.00, and features improvements to the sound quality of the Hall and Room reverb programs. In all other respects, V3.07 and V3.00 are identical. Interested owners of ADR 68K's should contact the Digital Products Division of AKG directly at (617) 924-7697.

AKG also began shipping a hardware/software upgrade for the ADR 68K, V4.0, in December. V4.0 incorporates the improvements of V3.07 described above and expands the audio memory by four times, permitting 32 seconds of sampling.

For further information, contact AKG Acoustics, Inc., 77 Sella St., Stamford, CT 06902. Telephone (800) 243-7885.

## Solid-State Video Recorder

NEC America, Inc.—NEC's VSR<sup>TM</sup> is the first fully solid-state digital video recording system incorporating DRAM



devices for data storage, for dependable, high-speed video signal processing. Expandable and flexible in its architecture, the versatile VSR 10 Solid State Video Recorder is a digital production tool with frame-by-frame random access and real-time slow-motion record and playback, with single or multiple input/output capabilities. The system permits continuous variable speed record and playback (from zero to 16X normal playback), without the inconvenience and waste of film, magnetic tape, or other sequential media. Digital video recording assures no picture degradation in the output video signal.

The VSR 10 is designed to accommodate a wide range of video processing applications in video digital effects,

graphics, and animation teleproduction, as well as in the real-time live broadcast environment. Two control panels are available for the VSR 10, one for sports and other live events, and one for post-production applications. Unlike hard disk-based digital recorders, the VSR 10 can be readily transported.

For more information, contact NEC America, Inc., Broadcast Equipment Division, 1255 Michael Drive, Wood Dale, IL 60191. Telephone (312) 860-7600 or toll-free, (800) 323-6656.

## Graphics Generator

3M, Inc.—The 3M Model D-6000 "Panther" Graphics Generator combines the features of an advanced character generator with those of a paint system.

The Model D-6000 is designed as a sophisticated graphics tool the advanced operator will not outgrow.

Two major features are logo animation and camera grab. Animation can be done in the traditional way, cell by cell, or generated automatically by using zoom, spin and flip or any combination. The machine features 35 n/second resolution and accepts b/w input from copy cameras for loading stats and logos. It allows coloring of logos via a stylus and digitizing pad, and provides the capability of doing basic painting functions and free-hand drawing including chalk board.

This single channel graphics generator defaults to a basic character generator mode on power up, permitting full software-controlled editing from the generator keyboard. Any number of fonts can be downloaded from the disk library, providing instant access during composition. Fifteen font faces in multiple sizes and italics are standard.

For more information, contact 3M Broadcasting & Related Products Department, Dept. BR87-5, PO Box 33600, St. Paul, MN 55133. Telephone (612) 733-2874.

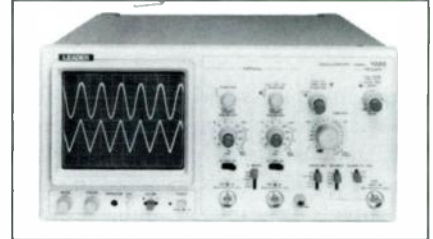
## Oscilloscope

Leader Instruments Corp.—A newly developed 20-MHz Oscilloscope, Model 1020, is ideally suited to applications in educational facilities and on production lines.

The ergonomic front panel makes operation simple and straightforward while offering comprehensive triggering

controls which include alternate channel triggering, variable trigger hold-off, TV sync separators, and line triggering.

With 0.5-mV sensitivity, very low level signals can be observed on the unit's large 8x10-cm rectangular CRT. An inter-



nal graticule, auto-focus and scale illumination are also standard features.

For more information contact Marc Reiner, Product Marketing Manager, Leader Instruments Corp., 380 Oser Ave., Hauppauge, NY 11788. Telephone (516) 231-6900.

## Multichannel FM Receiver

Electronic Designers, Inc.—The Model SR-101 Multichannel FM Receiver has been introduced for use with coaxial cable networks.

This unit is useful for broadcast newsrooms, major sports events, multi-lingual events and conventions. It provides up to 60 channels of audio monitoring per 6 MHz of bandwidth in a single receiver



when used in conjunction with an FM headend system, e.g. Catel's FHS-3000. This unique design provides for virtually unlimited expansion for both inputs (add modulators) and receive destinations (add receivers). The multi-channel distribution concept eliminates the restrictions in growth caused by the use of multipair, hardwired switched systems or audio crossbars.

The unit comes with a full two year warranty. For more information, contact EDI at 180 Rodeo Drive, Brentwood, NY 11717. Telephone (516) 242-6400.





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# BROADCASTERS



**Mel Johnson**

**James Sanders** has been appointed director of satellite services for Ambassador Advertising, and will head up the Ambassador inspirational radio division. Sanders has worked as senior producer at Ambassador since 1979. **Den- nis Baxter**, formerly production manager for recording services at Focus on the Family, will assist Sanders as manager of satellite operations.

**Mel Johnson**, chairman of the board of Northwestern College, has been nominated for the 1988 Distinguished Service Award, presented annually by the Association of Governing Boards of Universities and Colleges in Washington, D.C. Johnson is speaker on the daily radio program *Young World Radio*, heard over 62 stations nationwide.

**Robert W. Garmatz** was named interim executive director of the International Lutheran Laymen's League. Garmatz replaces John A. Daniels, who resigned on September 18 to accept the position of director of development and public relations for Concordia Lutheran Seminary, Edmonton, Alberta, Canada. Since 1986, Garmatz has served as marketing manager of the audiovisual unit at Con-



**Rev. Del Shields**

cordia Publishing House, St. Louis, Missouri.

**Grant Saip** was appointed to oversee the art and advertising departments of Word Records and its sister label, Image 7. Word also promoted **Wayne Zeitner** to the position of national sales manager for Word Records Limited in Canada. **Doug Stark** was appointed director of operations for Word Records Limited. Stark has been with the company for 18 years.

**Abe C. Van Der Puy**, president of World Radio Network, announced that station KVMV-FM/McAllen (Texas) recently acquired a new tall tower and antenna, increasing the station's power to 100,000 watts. The station is an out-reach of HCJB World Radio.

**Rev. Del Shields**, morning host on WWRL-AM/Woodside (New York), recently led a worship service at the New York City house of detention on Rikers' Island. The eight-hour visit was broadcast live on the station, and was WWRL's second such ministry to the island.

**Michael E. McGraw** was named production director of *Wonderful Words of Life*, an international radio ministry of



**George Otis**

The Salvation Army, heard on over 150 stations. The position was added to accommodate the program's continued annual growth of 34 percent.

**WLFJ-FM/Greenville**, (South Carolina) recently held its fifth annual share-a-thon, resulting in \$110,000 one-time gifts and \$37,000 in monthly pledges. Two share-a-thon concerts featured Twila Paris and Carman and drew over five thousand in attendance.

**High Adventure Ministries** of Los Angeles was recently granted a license to broadcast from studios inside Israel. The ministry has operated the Voice of Hope radio stations in South Lebanon since 1979. President **George Otis** said the studio equipment has been purchased and should be installed shortly.

**Dick Marsh**, executive vice president of Universal Broadcasting Corporation, will purchase six stations from Universal subject to reaching formal contracts and FCC approval. The stations are KUXL-AM/Minneapolis-St. Paul; WYLO-AM/Milwaukee; KCNW-AM/Kansas City; WDCT-AM/Washington, D.C.; KTEK-AM/Houston; and KWJS-AM/Dallas-Fort Worth.



**Paul Finkenbinder**

**Rob Stauter** of KJLY-FM/Blue Earth (Minnesota) was promoted to the position of music director. He replaces John Riley, who accepted a position with Family Life Radio in Michigan.

**Paul Finkenbinder**, known as "Hermano Pablo," recently celebrated 32 years of radio ministry to the Spanish-speaking world. Rev. Finkenbinder's program, *A Message to the Conscience*, is heard daily on more than 600 radio stations and 182 television stations in Latin America.

**John Heyman**, Chairman of The Genesis Project and World Film Services, announced that **Ronald Peterson** was appointed Manager of The Genesis Project. Peterson will oversee marketing of the film series titled, *The New Media Bible*. Peterson was formerly director of telemarketing for a securities firm.

*Do you have a news item that concerns your role in religious broadcasting? Send press releases, letter and items of interest concerning your broadcast ministry or related outreach to: Broadcasters Page, National Religious Broadcasters, CN 1926, Morristown, NJ 07960.*



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(continued from page 45)

tegrated as well. Occasionally a news item and spiritual commentary can work well together. An example would be to ask listeners to pray for the families of a national or local tragedy, to remember Congress or the Supreme Court in prayer when a particular issue is being decided on that day.

Every station needs to establish their own policy and guidelines for their air staff. Obviously, there will be differences in these guidelines from station to station. One Christian station, because of market demographics and a target audience of 35 to 60, would have somewhat different personality guidelines than a station where 18 to 35 was the target. Humor bits are more acceptable in certain geographical areas than in others. Traffic comments are not too pertinent in Evergreen, Alabama, but are vital in Atlanta, Georgia. Sharing/ministering on the air also necessitates individual station evaluation and policy setting.

One of the primary reasons D.J.s need to develop the art of a quality on-air ministry is so it becomes apparent to the listener that the person on the air is not just spinning Christian music but is a brother or sister in the Lord—one who struggles, laughs, cries and occasionally even blows it in their Christian walk. Over a period of time, a spiritual kinship is then established between listener and announcer and the overall impact of the station is greatly enhanced.

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

## Chart Check

WLFJ/Greenville, S.C.

FORMAT: Inspirational/MOR

1. Stronger Than All Of These - Terry Talbot
2. Just Because You Are - Phillip Sandifer
3. Tell Me - Bill Gaither Trio
4. Calvary's Love - Steve Green
5. Love Is All That Matters - Connie Scott
6. Whatever You Ask - Steve Camp
7. God Still Loves The World - Gordon Jenson
8. Pass It On - Prism
9. All That Is In Me - Harvest

10. The Father Hath Provided - Larnelle Harris

KLYN/Lynden, Wash.

FORMAT: A/C

1. For The Love Of You - Margaret Becker
2. Love Said Not So - BeBe & CeCe Winans



Margaret Becker

3. Hiding Place - Steven Curtis Chapman
4. Pass It On - Prism
5. Count The Cost - Dallas Holm
6. Touch Act To Follow - Crumbacher
7. Questions - Glad
8. Heartdoor - Laury Boone Browning
9. Be Ye Glad - Debbie Boone
10. You Never Know - Jim Murray

WAYJ/Ft. Myers/Naples, Fla.

FORMAT: CHR

1. The Turning - Leslie Phillips
2. Rock Me - David Martin
3. The Right Thing - Paul Smith
4. Broken Down - Scott James
5. Tell Me - Steven Curtis Chapman
6. Closer Than A Heartbeat - Mylon LeFevre
7. Make It Right - Kenny Marks
8. Heaven Must Have Sent You - Rick Riso
9. That's How You Touched My Heart - Kim Boyce
10. Waiting For A Miracle - Bruce Cockburn

Interstate Network

FORMAT: A/C

1. Candle In The Rain - David Meece
2. Whatever You Ask - Steve Camp
3. Pictures In The Sky - Rich Mullins
4. Ain't No Need To Worry - Winans
5. All My Life - Bryan Duncan
6. Celebrate The Child - Michael Card

7. Don't Let Your Heart Be Hardened - Petra

8. Emily - Michael W. Smith
9. The Father Hath Provided - Larnelle Harris
10. Holy Is The Lord - Twila Paris

WXIR/Indianapolis

FORMAT: A/C

1. Whatever You Ask - Steve Camp
2. For The Love Of You - Margaret Becker
3. All That Is In Me - Harvest
4. All My Life - Bryan Duncan
5. Emily - Michael W. Smith
6. Pictures In The Sky - Rich Mullins
7. Ain't No Need To Worry - Winans
8. Touch Act To Follow - Crumbacher
9. Candle In The Rain - David Meece
10. Questions - Glad

WJIS/Bradenton/Sarasota

FORMAT: Inspirational/MOR

1. God Still Loves The World - Gordon Jenson



Gordon Jenson

2. Emily - Michael W. Smith
3. You Never Know - Jim Murray
4. Just Because You Are - Phillip Sandifer
5. All My Life - Bryan Duncan
6. Hiding Place - Steven Curtis Chapman
7. Whatever You Ask - Steve Camp
8. Pictures In The Sky - Rich Mullins
9. The Father Hath Provided - Larnelle Harris
10. Material Magic - Wayne Watson

WLIX/Long Island, N.Y.

FORMAT: A/C

1. Don't Let Your Heart Be Hardened - Petra
2. Whatever You Ask - Steve Camp

(continued on page 54)



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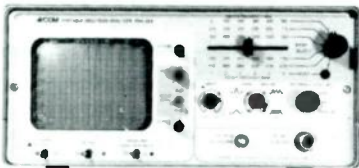
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The AVCOM STA-70D Test Analyzer displays SCPC and FM signals and their frequency from 50 MHz to 110 MHz and allows the user to monitor wide and narrow band carriers. A built in audio demodulator allows the STA-70D to operate as a fixed tuned receiver at zero span. This feature allows SCPC and other FM signals to be listened to as well as viewed on the CRT. The ability to identify carriers and verify total system operation has never been simpler, easier or more enjoyable. Rack mount adapter available. Price \$1960

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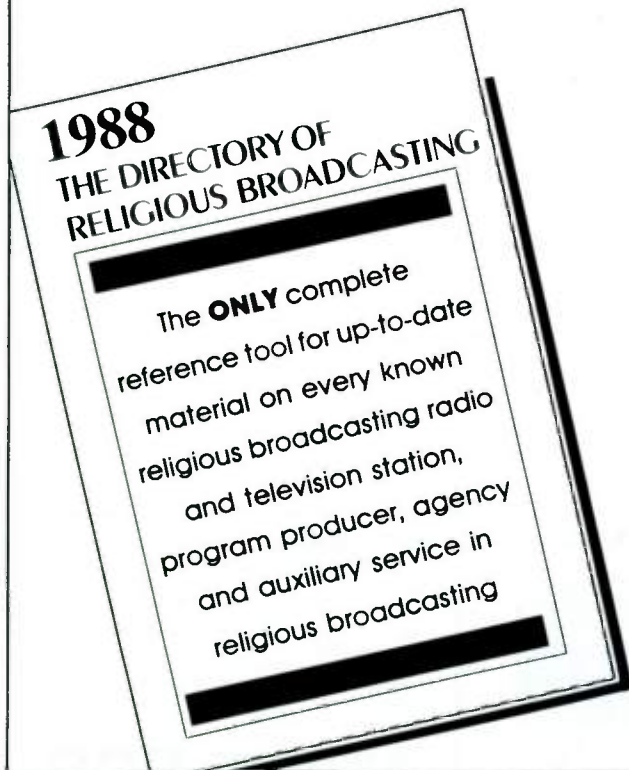
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Accuracy In Media.....	27	NRB 88 Directory.....	52
AVCOM of Virginia, Inc.....	51	NRB Benefits.....	42
Campus Crusade for Christ, Int'l.....	15	NRB Mailing Labels.....	51
CBN News Today.....	25	NRB Employment Registry.....	44
Century Television Network, Ltd.....	7	NRB Membership.....	40&41
Christian Duplications Int., Inc.....	21	Sifford Video Services, Inc.....	31
Discount Video Warehouse.....	11	Skylight Satellite Network.....	ibc
IAN Communications Group, Inc.....	23	Malcolm Smith Ministries.....	ifc
InfoCision Management.....	2	Sounds of the Spirit Radio Network...17	
Kendall/Hunt Publishing Company.....	37	There's Hope.....	35
KMJC.....	1	The Salvation Army.....	9
Tim LaHaye Ministry.....	33	United Video.....	5
Mission Service Supply Co.....	47	Universal Broadcasting.....	49
National Prayer Breakfast.....	13	USA Radio Network.....	bc
National Right to Life.....	53	Video Program Network.....	19
NRB 87 Directory Closeout.....	55	Video Tape Productions.....	39

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## ON THE AIR

### Chart Check

(continued from page 50)

3. Material Magic - Wayne Watson
4. Ain't No Need To Worry - Winans
5. Isn't It Crazy - Leon Patillo
6. All My Life - Bryan Duncan
7. Emily - Michael W. Smith
8. Make Us One - Phil Driscoll
9. For The Love Of You - Margaret Becker
10. Holy Is The Lord - Twila Paris

### WCRM/Dundee, Ill.

FORMAT: CHR

1. The Right Thing - Paul Smith
2. Candle In The Rain - David Meece
3. Whatever You Ask - Steve Camp
4. Questions - Glad
5. Say A Prayer For Me - Kenny Marks
6. Born Again - Recess
7. Wonderful Invention Of Love - Benny Hester
8. Humble Yourself - 2nd Chapter of Acts
9. Love Said Not So - BeBe & CeCe Winans
10. Deepest Love - Renee Garcia

### KCCS/Salem, Oreg.

FORMAT: Inspirational/MOR

1. Hiding Place - Steve Curtis Chapman
2. Holy Is The Lord - Twila Paris
3. God Still Loves The World - Gordon Jensen
4. He Is Able - Wintley Phipps
5. The Father Hath Provided - Larnelle Harris
6. Whatever You Ask - Steve Camp
7. You'll Still Be Lord Of All - Truth
8. Make Me New - Nancy Honeytree
9. Cowboy Stories - Marvin & Gentry
10. All My Life - Bryan Duncan

### WEMI/Menasha, Wis.

FORMAT: Inspirational/MOR

1. Cowboy Stories - Marvin & Gentry
2. Blind Bartimaeus - The Bishops
3. Arise My Love - Newsong
4. More Than A Friend - Acappella
5. Break The Yoke - Ray Boltz
6. Come Home - Power Alley
7. Friend Of A Wounded Heart - Wayne Watson
8. Didn't He - Geoff Moore
9. Holy Is The Lord - Twila Paris
10. All That Is In Me - Harvest

### WRTP/Raleigh/Durham

FORMAT: A/C

1. Whatever You Ask - Steve Camp
2. All My Life - Bryan Duncan
3. Pictures In The Sky - Rich Mullins
4. For The Love Of You - Margaret Becker
5. Hiding Place - Steven Curtis Chapman
6. Candle In The Rain - David Meece
7. Holy Is The Lord - Twila Paris
8. Pass It On - Prism
9. Love Said Not So - BeBe & CeCe Winans
10. Ain't No Need To Worry - The Winans

### WJTL/Lancaster, Pa.

FORMAT: CHR

1. The Right Thing - Paul Smith
2. Broken - Altar Boys
3. Humble Yourself - 2nd Chapter of Acts
4. Help Is On The Way - Bryan Duncan
5. Beating Heart - Leslie Phillips
6. You Can't Hide - The Awakening
7. From The Heart - Idle Cure
8. All That Is In Me - Harvest
9. Touch Act To Follow - Crumbacher
10. The Dying Breed - Randy Stonehill

Send chart information to:  
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Mail to: NRB, CN 1926, Morristown, NJ 07960. Telephone: 201-428-5400.  
Telex: 25 5106004292

# LATE NEWS

## NOMINEES FOR NRB OFFICES ANNOUNCED

Dr. E. Brandt Gustavson, executive vice president of Trans World Radio, Chatham, N.J., and chairman of the NRB nominating committee, announced the slate for new NRB officers for the upcoming year. Nominees are: president: Jerry Rose, George Sweeting; first vice president: David Breese, B. Sam Hart; second vice president: Bob Ball (incumbent), Alex Leonovich; secretary: Kay Arthur, Heather Shuemaker; treasurer: Carl Richardson, Robert Straton.

## BROADCASTER PASTOR OF FASTEST GROWING CHURCH

Radio and television broadcaster, Dr. Ed Young, pastor of second Baptist Church in Houston, has been recognized by the Church Growth Institute as pastoring the fastest growing church in the USA. Attendance grew by 2,842 in 1986, increasing from 4,146 to 6,988 per week. Young is speaker on the *Fellowship of Excitement* radio and TV program.

## HAITIAN NETWORK APPEALS FOR EQUIPMENT

As reported by Ed Walker, six armed arsonists fire-bombed *Radio Lumiere*, a Christian radio network in Haiti serving the capital city of Port-au-Prince. Initial estimate set damage at \$80,000. The network is appealing to Christian stations in the U.S. for good used equipment to replace what was lost, including 5kw and 1kw transmitters, a compressor limited amplifier, 500 ft. of co-axial cable and an RF transfer switch. Contact Rob Weir at (717) 633-7914. U.S. address is *Radio Lumiere*, c/o Worldteam, Box 143038, Coral Gables, FL 33114.

## SANDI PATTI DELIVERS IN STEREO

Recording artist Sandi Patti gave birth to twins November 30th. "Jonathan" (John Leonard III), weighing eight pounds with strawberry blond hair, was born first at 8:15 am. His sister, Jennifer Lyn, six pounds 11 ounces with brown hair, was born at 8:16 am. Patti is completing her latest album, to be released in March by Word Records and A&M Records.

## GOOD NEWS FOR PTL MINISTRY

On December 16, Judge Rufus Jennings ruled against the IRS in the PTL bankruptcy case. He did not revoke the 501C3 tax-exempt status of the organization and allowed negotiations to take place between PTL and the IRS, delaying action until May 1, 1988.





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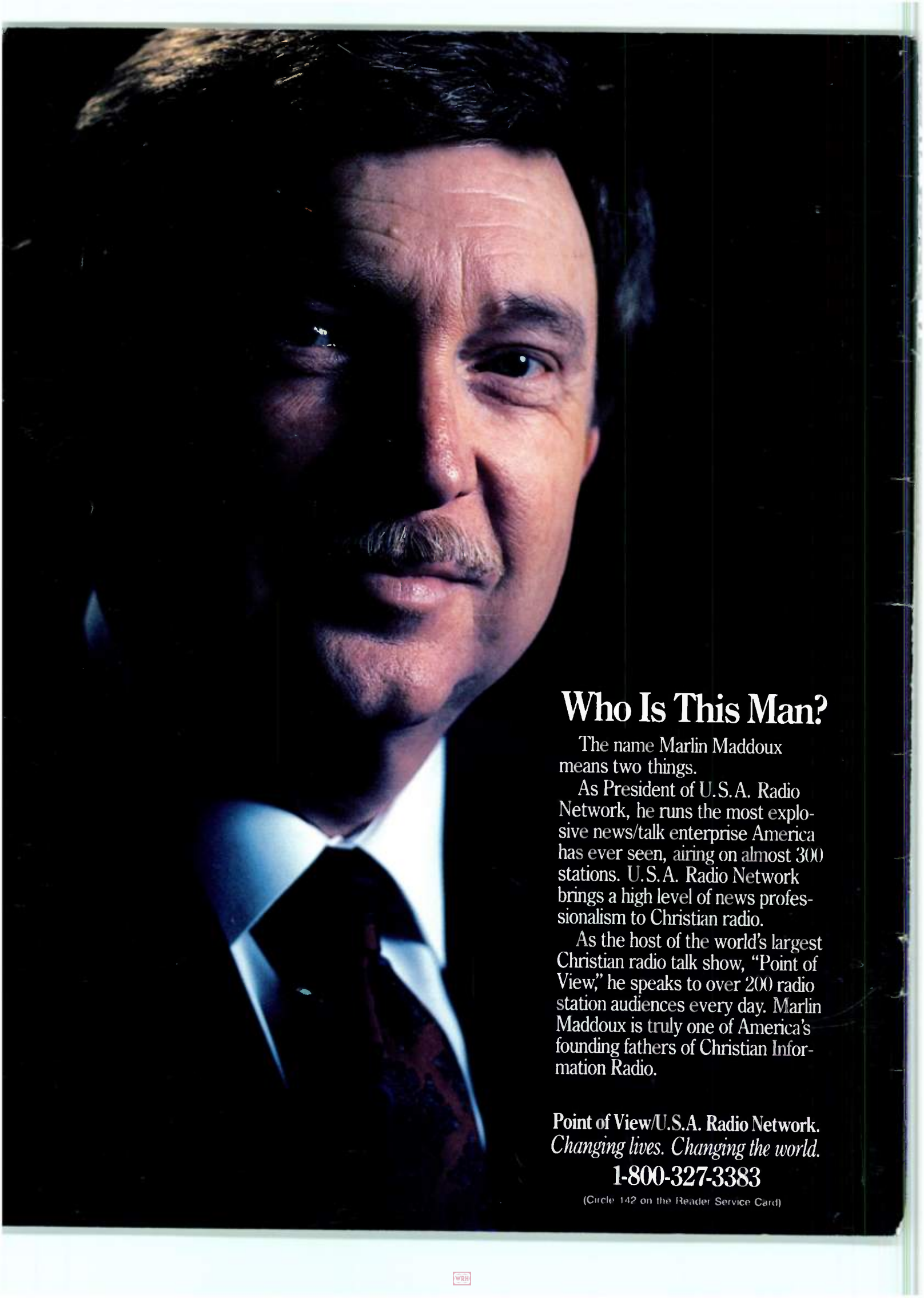
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