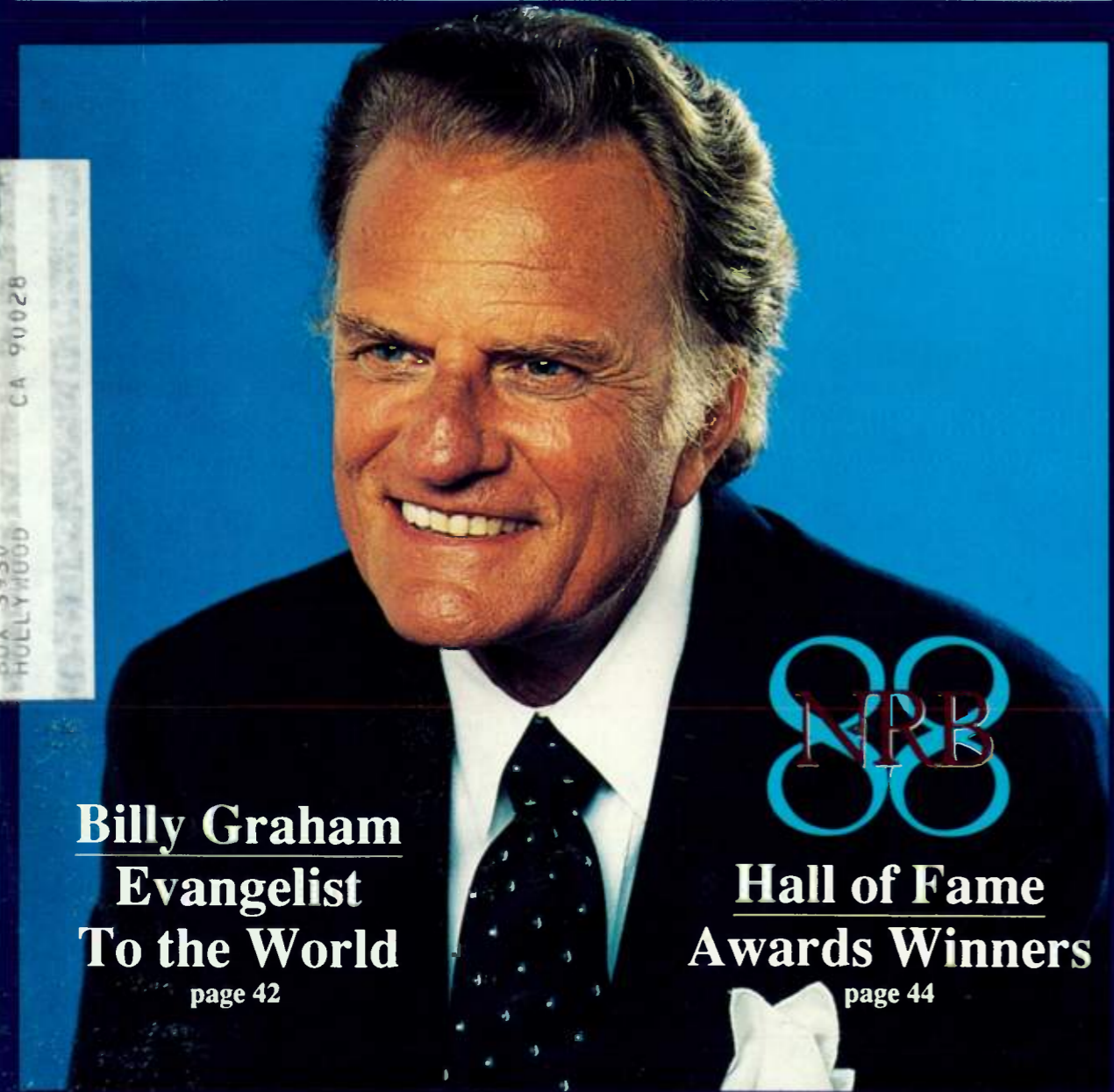


RELIGIOUS BROADCASTING

The Official Publication of National Religious Broadcasters

February 1988

Reagans at NRB 88 page 118

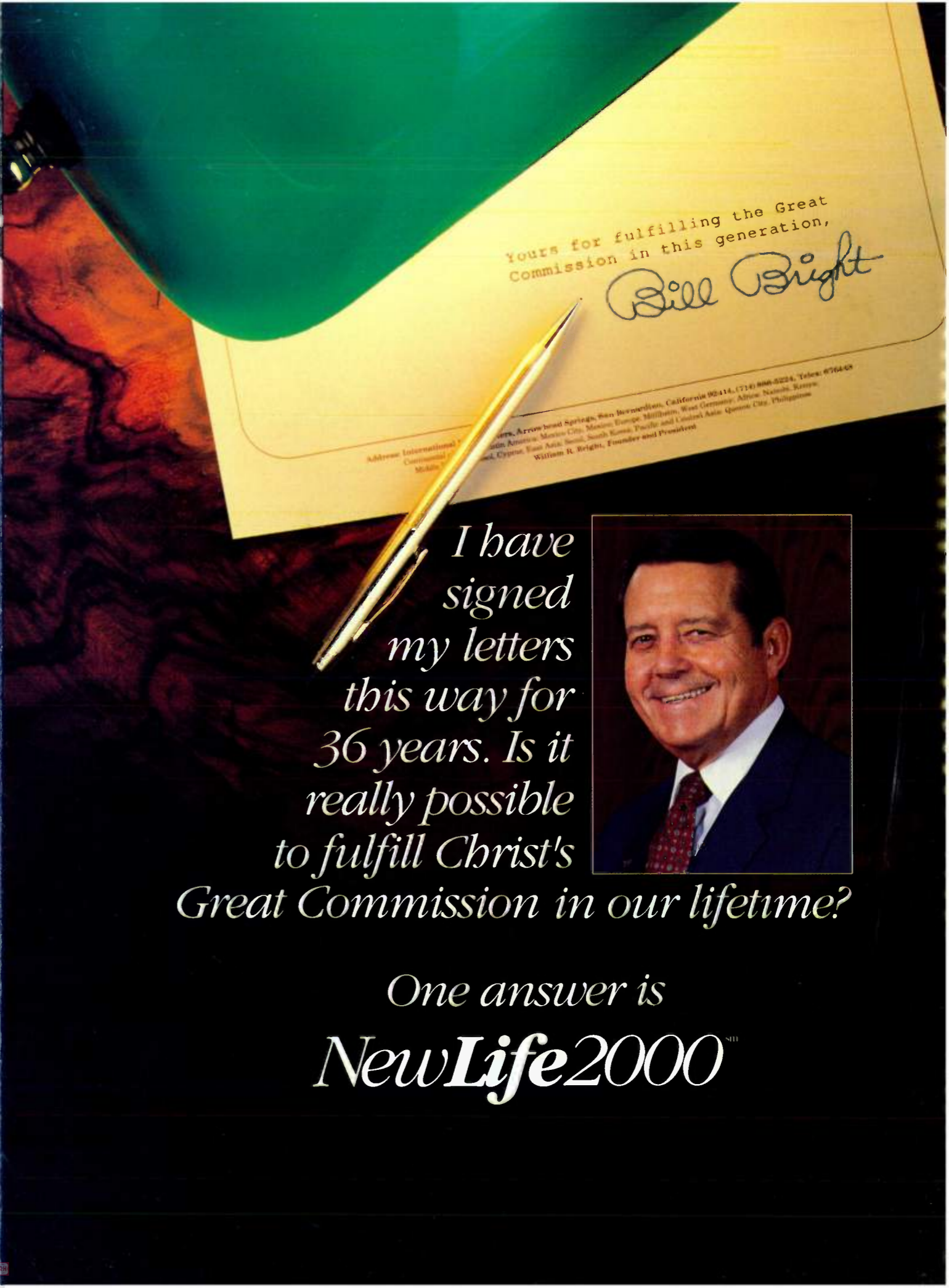


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Billy Graham
Evangelist
To the World
page 42

NRB
Hall of Fame
Awards Winners
page 44

NRB at 45 / Accountability, Credibility & Service / Expo Buyers Guide



I have signed my letters this way for 36 years. Is it really possible to fulfill Christ's Great Commission in our lifetime?



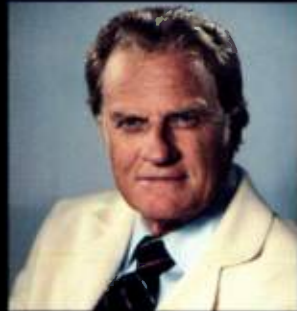
One answer is
NewLife2000SM

New Life 2000 is helping every person on earth have an opportunity to find new life in Jesus Christ by the year 2000.

William R. Bright

Millions of Christian men and women from thousands of churches, mission agencies and media groups are joining together to take the gospel to every person, everywhere, in every country, community and culture by the close of this century. This plan reaches individuals from students and the corporate world of America, to the teeming urban centers and primitive tribes of the Third World.

"I have observed the fruitful ministry of Bill Bright and Campus Crusade for Christ for almost forty years. I urge you to consider making their worldwide effort, NEW LIFE 2000, a priority for your church and for your own life. I can think of no higher priority in our time than to take the gospel of Jesus Christ to every person in the world."



Billy Graham
Evangelist

"I sense God's band on this most important endeavor. God's people are uniting. So many different denominations and mission agencies are answering Christ's call to unite and get the good news out quickly. I can count it a rare privilege to be involved closely with New Life 2000."



Dr. Ted Engstrom
Chairman, New Life 2000
International Reference Committee

Details of this bold worldwide strategy will be announced by **Campus Crusade for Christ International** at the Monday afternoon plenary session of the NRB Convention.

Help tell the story.

NewLife2000SM

A strategy for fulfilling the Great Commission in this generation

For your New Life 2000 media kit visit the New Life 2000 booth at the NRB Exposition Hall or contact Campus Crusade for Christ, Office of Communications, (714) 886-5224, extension 3335.

New Life 2000 is a Service Mark of Campus Crusade for Christ International.

**A human
interest story.**

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CHRISTIAN TELEPHONE FUND RAISING *Specialists*

iiC INFOCISION
MANAGEMENT


Jimmy Swaggart Ministries

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

Dear Mr. Taylor:

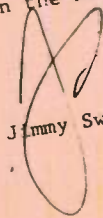
I would like to take this opportunity to express our appreciation to you and your telephone communicators for the excellent performance on our recent lapsed donor test.

We were especially impressed with the outstanding results of this test and believe that much of the credit goes to InfoCision for your professional execution.

The high spiritual integrity of your communicators deserves special note as well as the "ministry" spirit that was evidenced in all of the telephone calls.

We are truly impressed with InfoCision and your telemarketing efforts. We look forward to working with you for some time to come.

In the Master's service, yours,


Jimmy Swaggart

P.O. Box 2550 • Baton Rouge, Louisiana 70821-2550



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

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



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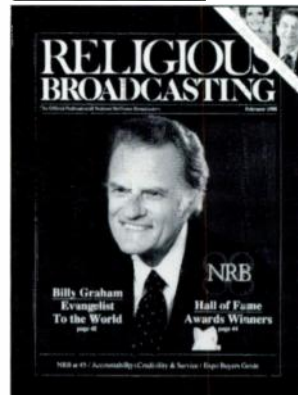
INFORMATION/deCISION Management

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SIGN ON

A Few Parting Thoughts

It has been simply great working with Dr. Ben Armstrong and the headquarters staff, and with all of the members out in the field, here and abroad—one of the great privileges of my life!

Certain impressions persist...

* NRB people are good people, not "operators" with an angle. Granted that some reserve the right to view us with a jaundiced and sometimes cynical eye ("How many of these guys are sincere?" asked a high official as we



sat side by side at a luncheon some time ago), we know who and what we are, and we know what we are trying to accomplish in this old world. We have nothing to promote but Jesus, and the Gospel of salvation by grace through faith, nothing to fight but sin and the devil, and no power to do the job except the power of the indwelling Holy Spirit expressing Himself in love and compassion—an outstretched hand to meet the need of the hurting millions.

* Our original mission remains unchanged: To secure and preserve access for the Gospel on the airways of USA and the world; and to maintain the highest possible standard of excellence in program, people and promotion, with true Christian commitment as the undergirding reality of all our work.

* The latent power of Christians in this country, when they are challenged by great issues and informed by radio and television, is an awesome thing. While NRB is specifically non-political, there is nothing in our charter or constitution that forbids us to be pro-God...we are *for* righteousness (which the Bible says "exalteth a nation") and *for* morality and *for* the family, and *for* freedom to preach and teach the Gospel to our children and children's children. And as long as there is an NRB, let us stand for Bible principles, and against the forces that would prostitute America's historic freedom, and bring down this greatest nation in the world—a nation made great by faith in God.

* Planet earth is now a global village. Whether we like it or not, we are tied to the fortunes of millions half a world away. By the same token, we are responsible to get the Gospel out to them by the means God has placed at our disposal through radio and TV. Let me once again plead for *serious* consideration on the part of state-side programmers and owners/operators in the matter of adopting a station on the mission field. You can give them a hand in start-up expenses, and earn the undying gratitude of heroes of the faith who are laboring on some far-flung battle line. Let's get serious about *world* evangelization.

Nice to have been your president these three years. God bless you! Let's keep on praying for each other.

Robert A. Cook
President
National Religious Broadcasters

RELIGIOUS BROADCASTING

Vol. 20 No.2

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*... You are never alone
never without purpose or value,
never unloved.
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because of the Artist who
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For more than thirty-five years, London born Malcolm Smith has sought to bring insight to Christians who hunger for truth and simplicity. As Malcolm has traveled the world with the message of God's COVENANT LOVE, thousands learned to live in grace that is free of guilt and full of God's love and hope.

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NRB FORUM

Publisher's Permission

Dear Editor:

I would like to address a persistent problem among some broadcasters: neglecting to inform publishers of the books read over the air, and omitting the correct credit/copyright line before or after the reading.

I know from my years in Christian radio that some broadcasters are ignorant (I was!) about the necessity of asking permission of publishers to read their books, or portions of them, over the radio. Publishers are eager to have announcers read books over the air. Asking permission simply alerts the publisher of the station's interest. To request permission, write or call the Permissions Department of the publisher of each book that you wish to read.

Publishers will give the appropriate credit line that should accompany all mentions of the book, but the general guidelines are these: the title and author should always be announced, followed by the publisher's imprint and name, location, and copyright notice (e.g. "A Time For Commitment by Dr. Ted Engstrom, a Daybreak Book published by Zondervan Publishing House, Grand Rapids, Michigan.") Then should come the words, "Copyright 1987, Ted Engstrom. Used with permission."

As I travel and tune in Christian radio, I am astonished at the frequency with which this information is omitted.

Broadcasters read from books they find meaningful and interesting. We hope listeners agree. If they do, they will want to read further in those books. Unless proper credit is given, listeners won't know how to obtain the books. Inclusion on the copyright information is an important step in the full protection of the author's rights.

Please give complete information about each book, not only because it is the right thing to do for publishers, but also because it helps your listeners.

While you are at it, inform your local Christian bookstores of the books you are reading, or to which you are referring over the air. This courtesy helps book dealers prepare for increased interest in those titles by your listeners.

Jonathan Petersen
Zondervan Publishing House
Grand Rapids, MI

Telemarketing Concerns

Dear Editor:

The article on telemarketing (*Religious Broadcasting*, November 1987) was interesting, and being written by one with an obvious stake in the business, it was not surprising that the article had nothing negative to say about telemarketing.

However, the tactic bothers me, because at the core, it operates in what I believe to be an unethical manner. That is, as Mr. Taylor pointed out, the telephone is the most personal form of communication outside of in-person visits. And the fact is that under such intensely personal circumstances, the majority of people find it much more difficult to say "no" to fundraising requests that they would be such media as letters or over-the-air appeals. This amounts to a form of coercion.

InfoCision's "personal" approach bothers me, too. Apparently they get very personal with the persons they solicit, with Mr. Taylor emphasizing praying over the phone. This strikes me as perhaps *preying* on peoples' emotions to "soften them up", and get them to open their wallets. Is this praying and spiritual (pseudo?) concern motivated by Christian love, or by a perception that such tactics simply get the sheep to dole out more money?

Mr. Taylor admits that his organization's chief purpose is to raise large sums of money for his clients. He admits that the prayer leads to greater

amounts of money being mailed in.

To my mind, this is questionable in terms of ethics. Sure, it's done a lot by the business world in non-Christian settings, but those who profess to be followers of Christ, to be really *different*, need to remember that in Christianity, the ends *never* justify the means.

Philip Boersma
Spring Lake, MI

Music Licensing

Dear Editor:

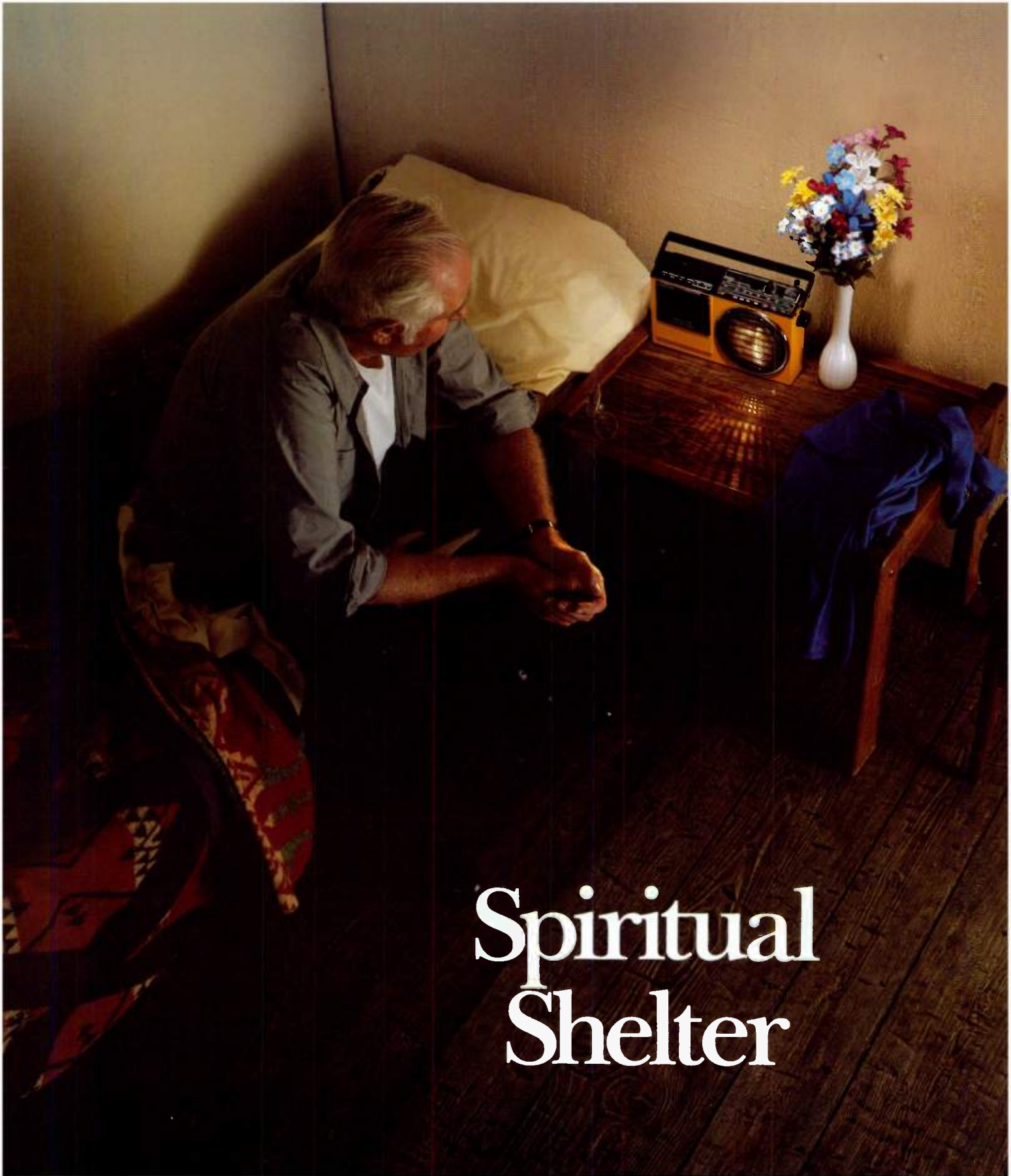
We are at a major crossroad, one that will certainly decide the future of the NRB Music License Committee.

Time is growing short. The fight cannot be waged by a handful of stations carrying the financial burden. Too few have responded to give us any indication that we will be able to sustain what may become an expensive, prolonged legal battle. If we don't fight, nobody else is going to do it for us! Each of us needs to count the cost.

Is it time for us to throw in the towel and merely accept the compromise that was reached between ASCAP and the All-Industry Committee which did not take our particular needs into account? No!

I realize that some NRB members have already given faithfully, and possibly sacrificially. Please do not take this as a reproach that you haven't done enough. It is because of you that we have made very definite progress over the past several years in our negotiations with ASCAP and BMI. The cost is high, but not that high if we all share in it. The cause is right, and success will provide lasting financial relief for all of us!

Ed Atsinger
Chairman
NRB Music License Comm.
Camarillo, CA



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.



(Circle 155 on the Reader Service Card)

WWS

MEDIA ===== NATIONAL WORLD

AIDS Spots Promote Fidelity and Abstinence

STAFFORD, Va. (NRB)—The American Life League (ALL) is producing 30-second AIDS Public Service announcements which are suitable for religious broadcasters, as they promote abstinence and marital fidelity. Copies of the spots (3/4" or VHS) are available through ALL by calling Mrs. Scarlett Clark at (703) 659-4171.

ALL will be sponsoring a workshop at the NRB convention on February 2 at 3:30 p.m. The topic, entitled, "Counseling for Abortion in the Public Schools," is on school-based clinics. Moderator will be Judie Brown, president of ALL.

Hanna-Barbera to Exhibit at NRB '88

WASHINGTON, D.C. (NRB)—Hanna-Barbera Productions will be among the top names in program production exhibiting at the Media Expo. Best known for its animated series (Tom and Jerry, the Jetsons, the Flintstones, Yogi Bear) the company is branching out into new frontiers of animation with its "Greatest Adventure" home video series of animated Bible stories, a recent recipient of three major awards. The series has earned the Distinguished Service Award from NRB, the Gold Angel Award from Religion in Media, and the Award of Excellence from the Film Advisory Board.

The series has also been certified platinum by the International

Tape/Disc Association (ITA). Hanna-Barbera earned the certification by selling more than 50,000 units of each of the six videos released so far (26 are planned for the series). It has been called "the most successful *original* kids' video and the most successful original animated video ever released."

Christian Station Features 24-hour CHR/AOR Format

FORT MYERS, Fla. (NRB)—The nation's first 24-hour Christian AOR station went on the air October 9, 1987. WAYJ, known as WAY-FM, is a 50,000 watt non-commercial station at 88.7. The format is 100 percent music featuring a CHR mix from 6:00 am-7:00 pm with rock integrated after 2:00 pm and moving gradually to a nearly exclusive AOR mix after 7:00 pm.

Jim Channel, former program director at WCFL, Chicago and host of Christian Countdown America, is the program director at WAY-FM and afternoon host from 2-7 pm. The station uses the Jams Jingle package called "Rockin' for America," produced for Chicago's WLS.

Station president and general manager, Bob Augsburg (author of *Religious Broadcasting's* "On the Air" column.) of Programming Plus, is encouraged by response from the audience. "We have had a tremendous response from the teens and young adults, in the 21-40 age bracket. Our first Sharathon was held November 21-24, 1987, and over \$230,000 was pledged. I think it indicates that a non-commercial CHR/AOR can be very successful, if implemented properly."

Gallup Poll Reveals Church- Going Habits

WASHINGTON, D.C. (BP)—According to a recent Gallup survey, slightly more than half of American teen-agers attend church weekly, while 40 percent of adults attend regularly. According to surveys done over the ten-year period from 1977-1987, church attendance patterns in this country have not altered significantly—the average attendance statistic for teenagers has been 50 percent and for adults 41 percent.

In the recent survey, 52 percent of the 1,518 teenagers polled answered "yes" to the question, "Did you happen to attend church or synagogue in the last seven days?" In a separate survey which tested adults, 40 percent said they attended religious services weekly or almost every week.

The survey revealed that married people under age 40 with children are twice as likely to attend religious services as younger couples without children. Of those who listed no religious affiliation, one-third said they attend church at least once or twice a month, and 60 percent said they never attend.

New Marketing Director of CBN Appointed

VIRGINIA BEACH, Va. (NRB)—David Hummel, former general manager of Middle East Television (MET), has been appointed marketing director of the Christian Broadcasting

(continued on page 12)

MINIRTH MEIER CLINIC

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

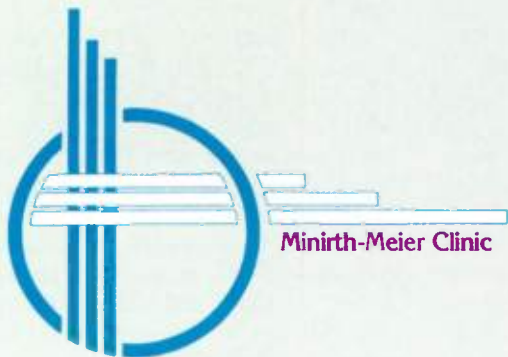
12 Noon - 12:55 P.M. Central Time

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

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

TOPICS DEALT WITH:

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



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



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

OTHER BROADCAST PROGRAMS:

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

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

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

On the MINIRTH-MEIER Staff:



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

(continued from page 10)

Network (CBN), filling the position left by David Clark in October. Hummel will be responsible for the marketing division, which functions as an in-house full service advertising agency providing research, marketing and creative and media service to more than 30 divisions of CBN.



David Hummel

Hummel joined CBN in 1981 as an executive producer. He had the overall responsibility for writing, production, advertising and marketing of the daily daytime drama, *Another Life*. Prior to CBN, Hummel worked with Proctor & Gamble for 15 years as director of development and production of commercial promotion campaigns for 13 of P&G's brands.

Hummel was with Middle East Television from October 1985 to November 1987. MET has been operating since 1982 and provides quality programming throughout the Middle East. Its signal encompasses Southern Lebanon, Southwest Syria, Jordan and Israel. Hummel was responsible for all operations, programming and administrative functions of MET.

Youth for Christ to Reunite Founders, Leaders

CHICAGO, Ill. (NRB)—Celebration of Hope, a conference which will reunite founders and leaders of Youth for Christ, will be held October 20-23

at the Chicago O'Hare Marriott Hotel. Dr. Roy McKeown, president of World Opportunities International and executive director of the conference, said, "We expect alumni of Youth for Christ from the 40s, 50s and 60s to attend, as well as the present day leaders of more than 50 major organizations, and dozens of church leaders." Evangelist Billy Graham, former YFC president Dr. Ted W. Engstrom and YFC founder Dr. Torrey Johnson will head the group of former YFC leaders.

Little is known about the early leadership of YFC. Anyone who served as a staff member, lay leader or musician in a local chapter should write to: 1988 Celebration of Hope, Reunion Office, c/o World Opportunities International, 1415 N. Cahuenega Blvd., Hollywood, CA 90028.

Survey Shows "Christian Market" Not Well Defined

GLENDALE, Calif. (NRB)—The Barna Research Group conducted a national telephone survey of 1306 adults in August 1987. Upon examining the lifestyles of those who profess to be "born again," they found that the Christian population may not truly represent a differentiated segment of society which can be targeted as a specific marketing group. Respondents to the survey were given a list of words and phrases and asked to choose those that described them. Christians more consistently selected terms such as "religious" and "born again." They generally described themselves as "very satisfied" with their current spiritual condition, and placed a high priority on "being a supportive member of a local church" and "having a growing relationship with Jesus Christ." But beyond items in the spiritual category, Christians were hard to distinguish from non-Christians in areas of self-perception and attitude, which the survey focused on. Believers more consistently (than non-believers) considered themselves "conservative," but were just as likely to call themselves "well-educated," "successful," "satisfied with life," and

"workaholics." Christians were just as likely as non-Christians to own items such as VCRs, personal computers, compact disc players, satellite dishes for television reception and car telephones. Outside of religious habits such as attending church, reading the Bible, and sharing their beliefs with others, Christians were virtually indistinguishable from non-Christians in behavior. There was no notable difference in such habits as watching television, listening to the radio, attending movies and attending concerts.

From this data, Barna drew the conclusion that the Christian market has apparently not yet matured to the point where it is easily identified. Barna makes a comparison between their attempt to isolate a "Christian" market with a similar attempt made in the 1970s to identify a "women's" market, which took a decade to gel "as a segment, with definable needs and tastes that were distinct from those of the mass market." The Christian population needs time to learn to recognize itself as a distinctive market.

CBN Presents Top Music Stars in Gospel Special

LOS ANGELES, Calif. (NRB)—CBN Cable Network will be airing a two-hour musical special in the spring which will star personalities such as Thelma Houston, Ben Vereen, Rita Coolidge, Shirley Caesar and Andrae Crouch.

The program, called *Family Reunion—A Gospel Music Celebration*, will be taped in concert at the West Los Angeles Church of God, and is set to coincide with Black History Month. Proceeds from the special will benefit Heads Up—Sing, Spell, Read and Write, a non-profit organization committed to increasing literacy among children and adults through music. Heads Up is based in over 600 cities throughout the country.

Andrae Crouch will be serving as musical director for *Family Reunion*; and Harry Young, CBN program executive, is director of programming development.



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MEDIA INTERNATIONAL WORLD



Damaged transmitter at Radio Lumiere

Haitian Radio Network Attacked, Appeals for Help

PORT-AU-PRINCE, Haiti (NRB)—Ed Walker, U.S. Director of Worldteam, reports that six armed arsonists fire-bombed Radio Lumiere, on Saturday, November 21, 1987. While no group has taken credit for this action, it is widely believed that it was the same group responsible for numerous attacks of violence in Haiti opposing free national elections.

Radio Lumiere, as a Christian broadcasting network covering 94 percent of the population of six million through six stations, has not supported or opposed any political candidate, but strongly supported the new Constitution of Haiti, the Constitutional electoral council and is pro democracy.

The network has also been strongly pro election, teaching civics lessons in the light of Biblical principles. Focus was on topics such as "What does the Bible teach on government?"; "What does the new Constitution of Haiti teach?"; "What is a Christian's role in society and government?"; and "What should people look for in assessing the qualifications of political candidates?"

Commentators in Haiti cite the high credibility of Radio Lumiere as a possible

reason why this station was chosen as the first target among the representatives of the press. Radio Lumiere network is owned and operated by an association of 280 Baptist churches (MEBSH), and is represented in north America by Worldteam in Coral Gables, Florida.

The following Saturday (November 28), the day of the scheduled elections, two more attacks were made on Radio Lumiere stations, one in Artobonite, the other in Teyes. The Teyes studios were machine gunned, but there was no equipment damage and no loss of life.

The transmitter of the Catholic radio station, Radio Soleil, was destroyed, forcing the station to go off the air for several days before it was able to resume broadcasting. Other stations were also attacked.

Back to the Bible gave Radio Lumiere a \$5,000 grant to help restore the main transmitter in Port-au-Prince, which was destroyed in the Nov. 21 attack. Its signal reached 60 percent of the total audience. The network has also received a great deal of support from the public. The night after the attack, 500 people marched around the station all night to protect it from further attack; and an association of Protestant pastors in Haiti voted unanimously to encourage churches to take up special collections to help Radio Lumiere.

The network is making an appeal to Christian stations in the United States for good used equipment to replace what was

lost: a 5kw transmitter, a 1kw transmitter, an STL receiver, a compressor limited amplifier, an impedance bridge, 500 ft. of coaxial cable, an RF transfer switch, a 5k dummy load and an electrical switching panel. For further information about Radio Lumiere, contact Ed Walker, US Director of Worldteam, Box 143038, Coral Gables, FL 33114, or phone (305) 446-0861.

EO/TV to Present Special on Israel

HILVERSUM, Holland (EO)—The State of Israel's 40th Independence Day celebrations are to include a television special produced at the initiative of Evangelische Omroep (EO/TV), a Christian station licensed by the Dutch government and linked to the Eurovision network. Teaming with Israel's Jerusalem Capital Studios, they will transmit the 90-minute program direct from Jerusalem on April 21.

A Jerusalem indoor sports stadium will be transformed into a giant, three-stage studio for the main production. This includes performances by Britain's international singing star Cliff Richard and Israel's most popular contemporary singer Ofra Haza. North American involvement is in the process of being finalized, and a Dutch choir will travel to Israel at their own expense to participate. The entire musical part of the program will be backed by the orchestra of the Israel Defense Forces.

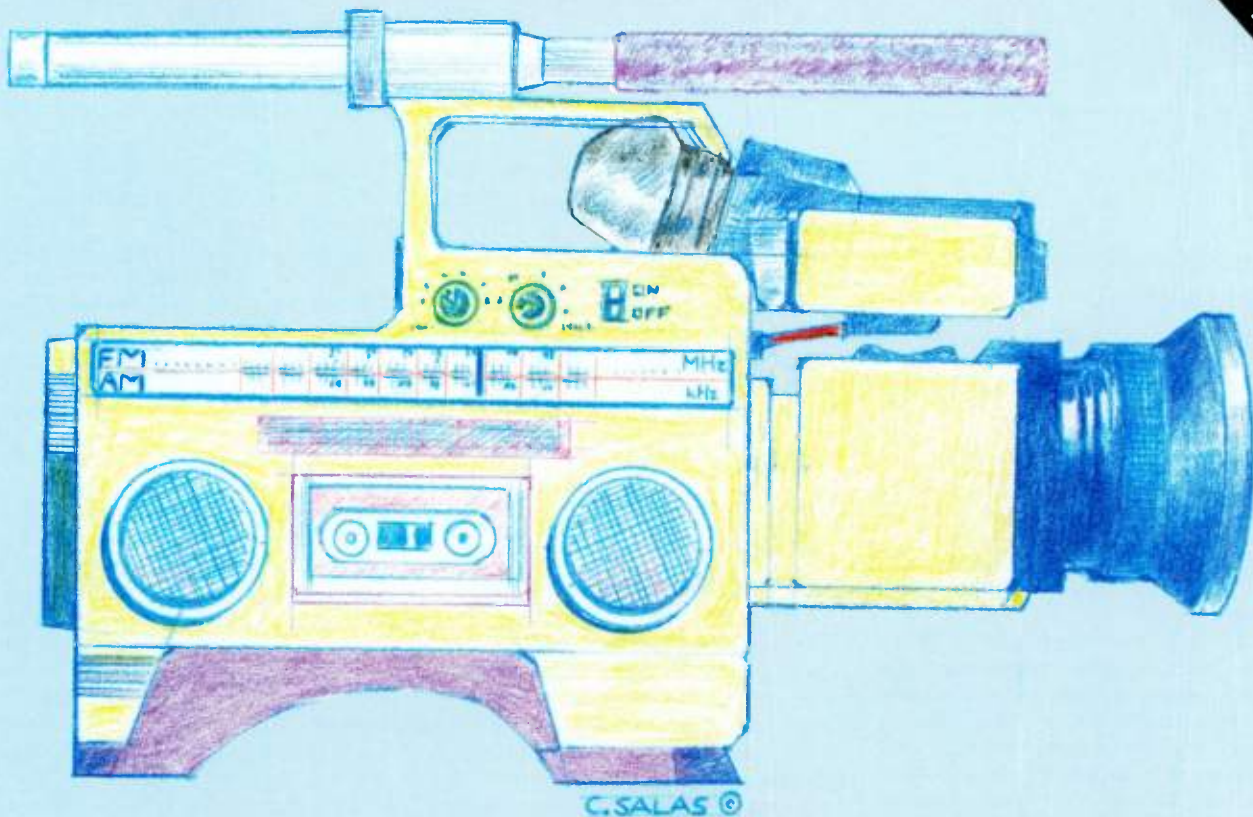
Coverage of celebrations in other parts of the country will be fed in from outside broadcast crews. Pre-recorded greetings from various world leaders, including President Reagan, will be a part of the total presentation. The latter part of the program will include live coverage of a reception for ambassadors from many parts of the world at the residence of Israeli President Chaim Herzog.

"Israel at Forty will be one of the most meaningful programs we have ever made," claims executive producer Ger de Ridder, head of EO/TV's department of music and special events. "Forty is such a

(continued on page 16)

GUIDELINES:

25th
ANNIVERSARY
1963-1988



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Dr. Harold Sala

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(continued from page 14)

significant number in the history of Israel that we want to mark this anniversary in a special way. We want to enable Christians to identify and celebrate with Israel on this great day in the life of the nation." For more information, contact Philip Wallace at 1-800-446-3111 (in California, 1-800-417-3111).

Lausanne Booklet Will Outline Evangelism Efforts

GENEVA, Switzerland (EP)—World evangelization by the year 2000 is the goal of several denominations and para-church ministries. The Lausanne Committee for World Evangelism, with Dr. David Barrett, author of *World Christian Encyclopedia*, is researching all such movements, and will publish a booklet this year based on their findings.

The booklet is designed to streamline efforts by stimulating encouragement for already-existing programs. Denominations and organizations with projects targeting the year 2000 are encouraged to participate in the survey by requesting a questionnaire from the Lausanne Committee. Write to LCWE, c/o Scripture Union, Bible House 04-04, Armenian St., Singapore 0617, Republic of Singapore.

UCB Dodges UK Anti-Religious Broadcast Law

ISLE OF MAN (WACC)—United Christian Broadcasters (UCB) of the UK have started regular broadcasts from the Isle of Man (between England and Ireland) in an attempt to pave the way for the first 24-hour Christian radio station in Britain.

Unable to penetrate the strict British regulations governing independent radio, UCB chose the Isle of Man because it is not subject to British Broadcasting law (which limits religious broadcasts). Material transmitted from the island to the mainland is classified as "foreign."

Nevertheless, UCB believes it has a potential audience of up to eight million people who can receive its programs in eastern Ireland, Wales and western Scotland and England. It hopes eventually to broadcast from mainland Britain.

This initiative has its roots in the New Zealand Christian station Radio Rhema. Not long ago, a small group of Radio

Rhema staff who felt called to Britain to set up a radio station sold their houses in New Zealand, flew over and got to work straight away. They signed a contract with Manx Radio on the Isle of Man for airtime to broadcast non-commercial, Christian programs every night for nine hours, beginning October 5, 1987.

They hope that they will soon gain credibility with the authorities so that they can extend their airtime into peak listening hours.

"Our programs will have a Christian basis, but will not be solely evangelistic in nature," UCB's chief executive Ian Mackie said. "There will be current affairs programs dealing with life issues affecting every human being, not just Christians," he added.

News Ban Lifted from Korean Radio

SEOUL, South Korea (WACC)—The South Korean government has lifted a seven-year ban on the airing of news and current affairs programs by the Christian Broadcasting System (CBS). The repeal followed an intensive campaign by the CBS to press for normal broadcasting conditions. The campaign included the airing of an illegal news bulletin and petitions signed by thousands of supporters.

Since October 19, 1987, CBS has resumed the quality news coverage for which it earned nationwide respect in the 1970s, when the movement for democratization and human rights was gaining momentum.

Its contribution to the new democratic process in South Korea is believed to be equally important at this time, for most of the country's mass media still bear the hallmarks of 27 years of oppressive military rule.

Since 1980, when CBS was deprived both of its news functions and its advertising revenue, churches and Christians throughout the country have rallied to its support. In 1986 they donated \$2.8 million.

Sung-ho Cho, planning director of CBS, estimates that the annual budget will have to be doubled to pay for the return of the news staff who left in 1980. CBS is still not allowed to seek advertising revenue.

Mr. Cho is optimistic, however, that funds will be found to continue the work of providing "balanced news reports and open discussions" on the ongoing situation in Korea. CBS plans to deepen and extend its participatory program approach in both urban and rural areas, for social develop-

ment from a Christian perspective.

"Mrs. G" Has Listeners in 150 Countries

TORONTO, Canada (NRB)—*A Visit with Mrs. G* is more than a Christian radio program for children, it's a ride on a magic carpet back to Biblical times. The program is heard over 400 radio stations, and is classified as educational because of the amount of research that goes into the preparation of each broadcast. Mrs. G presents scripture passages to her listeners with information on geography, animal life, clothing and food, tents and houses, travel, prisons and palaces, to give them a feel for the places they visit with her.

Mrs. G has been to Israel to research on site many times (twice as a guest of the Israeli government) and has researched other places, such as the Sinai desert (for information on Moses) and Athens, Corinth and Rome for information on Paul's journeys and the stories in the book of Acts. Mrs. G's goal is to flesh out the unfolding drama of redemption so that children will understand the experience of life in Biblical times, and better understand the plan of salvation through Jesus Christ. Mrs. G's "Bible Stories Alive" are available on cassettes and in books.

COMIBAM Conference Challenges Delegates to Mission Work

SAO PAULO, Brazil (WEIS)—The first Iberoamerican Missions Congress was held here November 23-28. Three thousand delegates from 25 Iberoamerican nations gathered to hear a challenge to missionary work.

Delegates represented nearly every evangelical denomination and major independent church in 34 countries, and were united in a common goal of worship and celebration of the work of God in their countries. Their challenge was to discover how they and their churches can become more involved in the worldwide network of missionary service.

The congress was initiated and largely sponsored by the Latin church, and was the culmination of two years' work. A committee led by Luis Bush, president of COMIBAM, has been working to inspire missions interest and involvement throughout Latin America, Spain and Portugal.

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NRB NEWS

Nominees for NRB Board Members Announced

MORRISTOWN, N.J. (NRB)—Dr. E. Brandt Gustavson, executive vice president of Trans World Radio, Chatham, N.J., and chairman of the NRB nominating committee, recently announced the slate for new NRB board members for the upcoming year (this will be the "class of 1990"). The nominees are Rev. John Ankerberg of the *John Ankerberg Show*; Mrs. Char Binkley of WBCL-FM; Dr. William Brownson, president of Words of Hope; James A. Gwinn of Crista Ministries; Rev. Ronn Haus of KFCB Radio/TV; Dr. Jack Hayford of Living Way Ministries; Tom Schindler of Back to the Bible; Larry Souder of WPEL; Alfred C. Thyberg, president of Connecticut Radio Fellowship; Benny Triplett of Forward in Faith; Rev. Clinton Utterbach of Redeeming Love Christian Center and Ray Wilson of Wilson Advertising Agency.



Char Binkley

Also on the agenda for the executive committee meeting (January 29), the board of directors meeting (January 30), and the meeting for all NRB members (February 2 and 3) will be decision on the two resolutions of EFICOM, which were sent to the entire membership on December 28.



Pat Buchanan

Live Broadcasts to Be Aired from Expo Hall

WASHINGTON, D.C. (NRB)—Five radio networks will be airing live programs from their booths in the Expo hall. Bob Larson Ministries will be presenting *Talk-Back with Bob Larson* on Monday, February 1 and Tuesday, February 2 from 4 p.m.-6 p.m. both days. USA Radio Network will air the *Jennings Journal* with Alan Jennings, news director for USA, live in the mornings; recorded broadcasts of *People to People* with Bob George; and *Point of View* with Marlin Maddoux live Monday, Tuesday and Wednesday from 2 p.m.-3:30 p.m. Guests on *Point of View* will include Art Borden of ECFA, Bob Skolrood of the National Legal Foundation, James Skillen of the Association for Republican Justice, Nabors Cabiniss of the Department of Health and Human Services, Pat Buchanan and Adelle Nathanson. SkyLight Satellite Network will present a nightly wrap of convention happenings, "NRB Report," which will air from 8:00-9:00 p.m. Sunday, January 31 through Wednesday, February 3. Hosts will be Wayne Pederson, program director for SkyLight, and Don Rupp. A daily program, "Panorama," will feature interviews with resource people, speakers and workshop leaders at the convention. It will be broadcast from 2:00-4:00 p.m., Monday through Wednesday, and will be hosted by Neil Stavem.

Moody Broadcasting and CBN Radio Network will also be presenting live broadcasts during the Expo.

All programs will be aired via satellite and will be received by the networks' regular affiliates. As the broadcasts will be made from booths in the Expo hall, attendees will be able to stop by and observe progress of the programs in session.

Two-thirds of Defense Fund Pledges Received

MORRISTOWN, N.J. (NRB)—As of December 31, 1987, NRB has received about two-thirds of the money pledged during last year's convention for a legal defense fund. An appeal was made by Jerry Falwell for pledges in the event that NRB would need to defend religious broadcasting in the courts, as it has in the past, as in the case of the 1979 copyright legislation which defeated unfair reproduction fees for religious broadcasters; or the defeat of the 1975 Lansman-Milam bill. NRB played a significant role in the decisions protecting the rights of religious broadcasters both times.

A total of \$55,938 had been received by the end of last year, with \$26,720 outstanding. Of contributions received, \$45,000 was from Bertermann Fellow contributions (of \$1,000 or more), \$5,500 was 1987 Sustaining Fellow contributions (\$200 each year for five years), and \$5,438 was from one-time contributions.

Record Mail Received on Petition RM 2493

MORRISTOWN, N.J. (NRB)—According to the latest count, over 20 million letters in defense of religious broadcasting have been sent to the Federal Communications Commission (FCC). The avalanche of mail against petition RM 2493 sets a new record for citizen response to an issue related to religion.

Persistent, false rumors regarding Madalyn Murray O'Hair's involvement in

(continued on page 20)

a·pol·o·gist

(ə-päl-ə-jəst) *n* 1: a person who writes or speaks in defense of a doctrine, *esp*: one who makes a systematic defense of Christianity.

The Case for Jesus Christ

98% of all Americans believe in "God" but not all believe in the God of the Bible. In this series, a trial attorney presents the case many have never considered that proves Jesus' claim to being God. Dr. John Warwick Montgomery tackles the intellectual problems and presents solid evidence which should convince thinking people that Jesus is God.

The New Age: An Emerging World View In Society

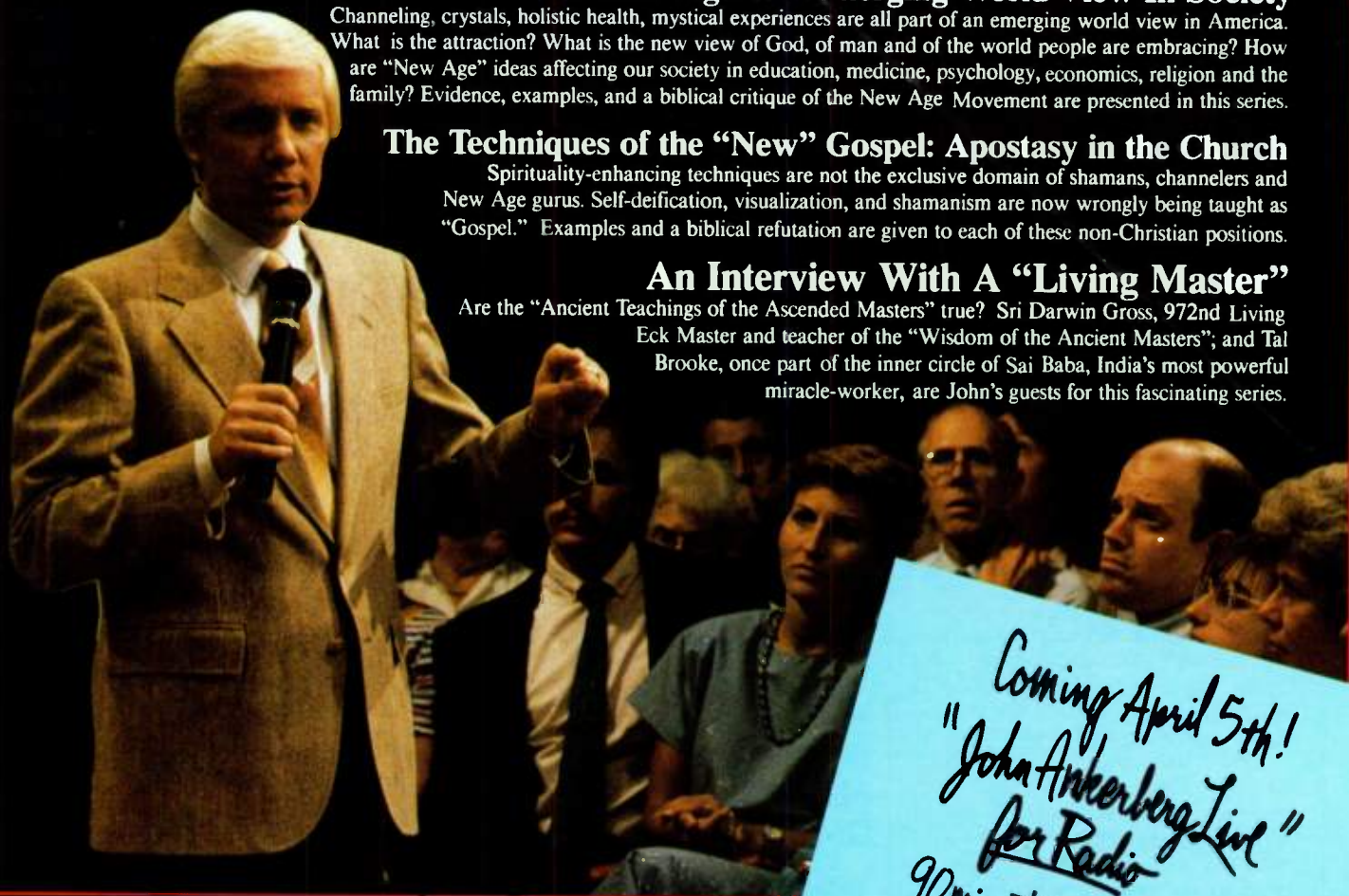
Channeling, crystals, holistic health, mystical experiences are all part of an emerging world view in America. What is the attraction? What is the new view of God, of man and of the world people are embracing? How are "New Age" ideas affecting our society in education, medicine, psychology, economics, religion and the family? Evidence, examples, and a biblical critique of the New Age Movement are presented in this series.

The Techniques of the "New" Gospel: Apostasy in the Church

Spirituality-enhancing techniques are not the exclusive domain of shamans, channelers and New Age gurus. Self-deification, visualization, and shamanism are now wrongly being taught as "Gospel." Examples and a biblical refutation are given to each of these non-Christian positions.

An Interview With A "Living Master"

Are the "Ancient Teachings of the Ascended Masters" true? Sri Darwin Gross, 972nd Living Eck Master and teacher of the "Wisdom of the Ancient Masters"; and Tal Brooke, once part of the inner circle of Sai Baba, India's most powerful miracle-worker, are John's guests for this fascinating series.



The John Ankerberg Show can be viewed weekly on:

CBN Cable: Saturdays, 11 p.m. (Eastern);
LBN Cable: Sundays, 9:30 p.m. (Eastern);
WCFC-TV 38 Chicago: Tuesdays, 9 p.m. & Sundays, 5 p.m.;
WPCB-TV 40 in Pittsburgh: Thursdays, 10:30 a.m. & Sundays, 10:30 p.m.;
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PRESENTING THE EVIDENCES FOR CHRISTIAN FAITH

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(continued from page 18)

provoking this petition have set off a public reaction unparalleled in American history. Though the petition was emphatically rejected by the FCC in August 1975, rumors of its existence still persist today.

Petition RM 2493, filed in December 1974 by Jeremy Lansman and Lorenzo Milam sought to restrict any further religious broadcasting by creating a "freeze" on applications by religious institutions for TV or FM channels reserved for educational stations.

Despite the fact that this issue was resolved nearly 13 years ago, the FCC still receives over one million letters a year protesting this petition. "Form letters and uninformed church bulletin announcements seem to have kept this issue alive long after its death," said Ben Armstrong, executive director of NRB. "While the rejection of RM 2493 was a great victory for the freedom of religious broadcasting," Armstrong added, "it has been settled long ago. NRB has continually supported the FCC in trying to inform the public that this petition is no longer a threat, but the response certainly indicates public concern in favor of religious broadcasting."

1988 Directory Debuts at NRB Convention

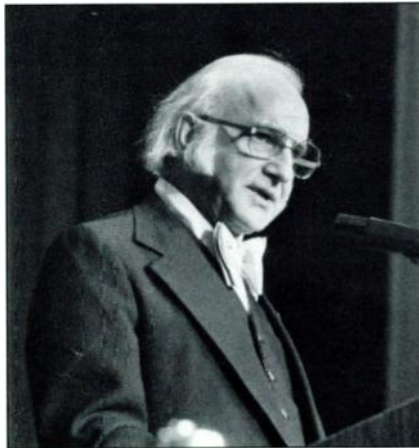
WASHINGTON, D.C. (NRB)—The 1988 edition of the *Directory of Religious Broadcasting* will make its debut at the 45th annual convention. At this time, the *Directory* will still be available at the pre-publication price (\$25), but this introductory offer will end at the close of the convention. Copies of the *Directory* will be available at the Resource Services booth, located in the registration area.

According to Marj Stevens, director of resource services, "This is the last chance for a 50 percent savings. This directory is not new in format, as last year's was, but it has many new features, such as the separate section for part-time radio stations. The *Directory* is becoming a much more well known and authoritative source for information on broadcasters and affiliated businesses, which I think accounts for the increased number of sales, pre-pub and after publication."

Already 500 orders have been taken on the pre-publication offer.

The directory shows a steady increase over last year in several sections. Radio stations have grown in number by 1.5 percent, television stations by 17 percent;

radio program producers by four percent, television program producers and film distributors by 7.5 percent and international program producers by 6.5 percent.



Everett Graffam

Everett Graffam Dies after a Stroke

FORT MYERS, Fla. (NRB)—Dr. Everett Graffam died in his home October 20 following a stroke. Graffam was executive director of the Evangelical Foundation, (now Evangelical Ministries, Inc.) Philadelphia, Pennsylvania, from 1962-1966. He served as director for the *Bible Study Hour*, sponsored by the Evangelical Foundation.

He served 10 years as director of the National Association of Evangelical's World Relief Commission overseeing relief and rehabilitation projects world wide. Graffam is survived by his wife, Lillian; a daughter, Grace; two sons, Don and Alan; two brothers; a sister; eight grandchildren and a great-grandson.

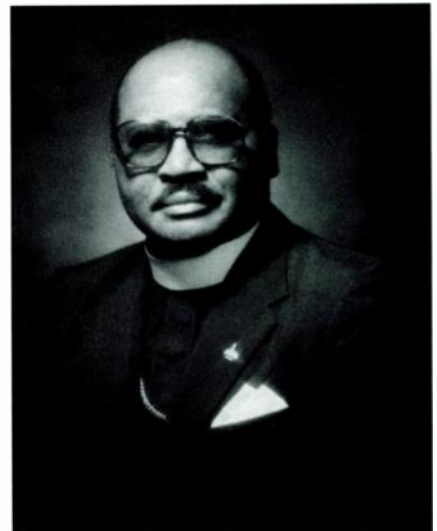
Hispanic and Black Committees Growing

WASHINGTON, D.C. (NRB)—Both Hispanic NRB (HNRB) and the Black Broadcasters Committee of NRB (BNRB) have shown tremendous growth in the past year. This surge is reflected by the increasing size and diversity of programs and workshops both groups are sponsoring at this year's convention.

HNRB workshops are under the direction of convener Dr. Jose Reyes, president of La Voz de Salvacion, Cleveland, Tennessee. Workshop #1 will be "General

Principles of Administration—Phase II," with moderator Hector Tamez. Workshop #2 will be "The Television Ministry," with moderator Oscar Canales and panelists Elias Acostas and Norman Mintle. Workshop #3 will be "Initiating Stations and Opportunities for the Hispanics" with moderator Bob Rodriguez, president of the Caribbean chapter of NRB; and workshop #4 will include "Glorifying God through Our Finances," with moderator Luciano Padillo and "Special Programming—Women and Children" with moderator Olfa M. Reyes. The Hispanic Worship Service will be Saturday, January 30, at 7:00 p.m., the Hispanic Broadcasters Concert will be Sunday, January 31, at 2:30 p.m., and the Hispanic Banquet will be Wednesday, February 3, at 12:30 p.m.

BNRB activities are being coordinated by Bishop Samuel Green of Newport News, Virginia, and convened by Rev. Bill Thompson of *What a Fellowship Hour*. Workshop #1 will be on the "Use of Media in Evangelizing America," with



Bishop Samuel Green

moderator Howard O. Jones of *Hour of Freedom*; workshop #2 will be "Foundations/Untapped Resources" with moderator J. Morgan Hodges of the Ethnic Broadcasting Foundation; and workshop #3 will be "Buying and Selling Broadcast Time" with co-moderators Carletta Harriell and Rev. Dwight L. Green. Tony Evans, president of The Urban Alternative, Dallas, Texas, will speak at a seminar entitled, "Strategy in Media Evangelism." The Black Broadcasters Concert will be held Sunday, January 31, at 2:30 p.m. The black broadcasters banquet, or "Fellowship Luncheon," will be held on Wednesday, February 3, at 12:30 p.m., as announced by Dr. Clay Evans, chairman of BNRB.

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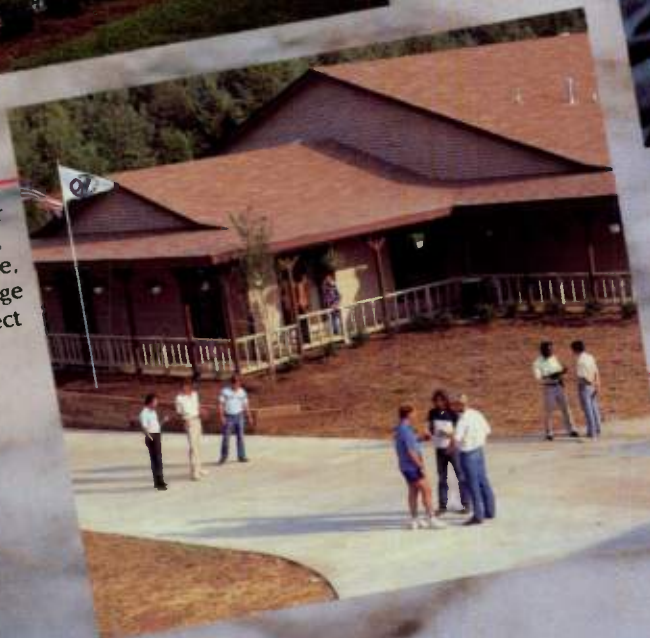


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The Mainline

Is Becoming the Sideline

by Ed Hindson

These days the major Liberal denominations are customarily referred to as "mainline" Protestantism. Fundamentalists, Evangelicals, and Conservatives in general are painted as ecclesiastical "rednecks" who are out of the mainstream of American religion. However, several recent studies reveal that Conservatives are growing and Liberals declining at such a rate that the mainline is in danger of becoming the sideline!

In a new study entitled, *American Mainline Religion* (Rutgers), sociologists Wade Roof and William McKinney employ impressive empirical data explaining, "the liberal Protestant community is mired in a depression, one that is far more serious and deeper than it has suffered at any time in this century." In commenting on their study, Richard John Neuhaus remarked in *National Review*, "Liberal Protestantism is in bad shape. In contrast to more moderate and conservative churches, the liberal church membership is old and getting older; death rates are up and birth rates are down."

During the decade of the 1970s the United Methodists lost nearly a million and the Episcopal church lost nearly a half million. In the last 20 years mainline denominations have experienced a combined membership decline of nearly five million people. Dean Kelly, a

church growth expert with the National Council of Churches, admitted at a recent conference sponsored by the Center on Religion and Society that he could not name a single church attached to the NCC that was experiencing growth of any kind.

“Liberal Protestantism is in bad shape. In contrast to more moderate and conservative churches, the liberal church membership is old and getting older; death rates are up and birth rates are down.”

-Neuhaus

Mainline Denominational Losses 1970-1982:

American Lutheran Church - 190,064

Christian Church (Disciples) - 268,021

Episcopal Church - 491,687

Lutheran Church in America - 181,189

Presbyterian Church in U.S. - 143,264

United Church of Christ - 243,885

United Methodist Church - 1,052,186

United Presbyterian Church in USA-744,772

Statistics adopted from Yearbook of American and Canadian Churches 1984.

Enrollments at Liberal seminaries are down drastically. A recent survey of "What Students Are Shunning," in the September 4, 1985, of *Higher Education* (p.32), reveals that only 0.2 percent of all students choose to study for the ministry in the first place.

While Conservative seminaries have been experiencing record enrollments, the mainline seminaries have seriously declined. That means the percentage of Conservatives entering the ministry is continually increasing. In other words, it is only a matter of time until the Conservative clergy hold the majority of America's pulpits.

In its September 2, 1985 issue, *TIME* magazine heralded the growth of Fundamentalism with a cover feature and two editorials on the impact of Conservative Christianity in America. Noting that Fundamentalists "have not been so well financed, visible, organized, and effective" since the 1920s, the editorials acknowledged

that Fundamentalism is "bursting beyond the church walls into the wider society."

The *TIME* articles pointed to the existence of 1,000 Christian radio stations (one in nine nationwide), 10,000 Christian schools, at least 13 million viewers of religious television, and unparalleled church growth among Conservatives. In an era of theological indifference and ethical relativism, more obviously than ever, Evangelicalism is becoming the predominant voice of religion in this country.

The vanguard of that voice has been religious broadcasting. By taking to the air, conservatives have been able to bring their message directly to the general public and the response has been overwhelming. Commitment to evangelism and discipleship has been the key to growth among conservative churches. To put it simply, we are winning the war of numbers against the liberal clergy and they are not even at-

tempting to compete.

The facts cannot be ignored. Liberalism is in reverse and shows no signs of changing gears. In the meantime Fundamentalism has been in overdrive putting its dynamic force into the political and social arena. Committed to the absolute authority of Scripture and undaunted by criticism and public opinion, the resurgence of Fundamentalism into the mainstream of American life is a major force that cannot be denied.



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

Accountability, Credibility and Service

by Ben Armstrong

Credibility is not something one can manufacture or purchase. It is that quality which inspires public confidence in oneself or one's ministry. Therefore, credibility is something which must be earned over a period of time. It cannot be bestowed by decree or earned by activity. It comes only with faithfulness, consistency, and the endurance of time.

The concept of credibility is conveyed in Scripture by two New Testament words. The word "honorable" (Greek, *endoxos*) comes from the root word for "glory." It means to be held "in honor," thus it may also be translated "precious" or "valuable." Therefore, that which is truly honorable is also valuable because it reflects the nature and character of God's glory. Ministries which desire to maintain credibility must do so in the true spirit of bringing glory to God and His Word.

A second biblical term is "confidence" (Greek, *hupostasis*). This term comes from two Greek words, meaning to "stand" (*stasis*) "under" (*hupo*), or to "endure." The meaning conveyed by this term is twofold. First, that which inspires confidence is that which endures the test of time. Second, that which inspires confidence is that which you can securely and confidently stand under. This term brings to mind those broadcasters like M.R. DeHaan, Theodore Epp, Eugene R. Bertermann, J. Vernon McGee, Thomas Zimmerman and others. Their ministries have stood the test of time. I also think of younger men like Billy Graham, Chuck Swindoll and James Dobson whose ministries inspire confidence and, thus, have credibility with the general public.

The Responsibility

Last year was a different one for many broadcasters because of the public failure of one or two persons. Unfortunately, the secular press has attempted to paint a distorted picture of all religious broadcasters as something less than credible. While this

situation should cause all of us to more carefully conduct our own lives and ministries in a sober and God-fearing manner, it is also a situation which we cannot allow to go unaddressed.

Christian broadcasting is the natural extension of our Lord's command to proclaim the gospel to the entire world. It is not and should not be a means by which to promote or benefit one's self. We must be ever mindful that our major priority is to promote the Lord Jesus Christ and His Kingdom. We who claim the name of Christ have been "put in trust with the gospel." (1 Timothy 1:11). This trust is a sacred responsibility in which we all share.

A Look At the Facts

Recent studies of religious broadcasting have revealed that media stereotypes do not conform to the facts. A study done by Stephen Winzenburg, *How Televangelists Use Their Time* (September 1987) revealed that the average fundraising appeal in religious television took 11 percent of the broadcast hour, compared to 21 percent of commercial time on network television. This study also revealed that the total percentage of income spent on fundraising by televangelists is far below the national average of income spent on advertising by major corporations.

A similar study conducted by *Christianity Today* (October 16, 1987) revealed that the salaries of major televangelists are well within acceptable forms of compensation. In fact, a comparison of the leader's salary with the total income of his ministry reveals that the average televangelist is paid less than .003% of his ministry's total income (see *Religious Broadcasting*, December 1987).

If we compare the salaries of televangelists to secular television personalities there is no equitable comparison at all. In fact, the salaries of televangelists are generally in line with those of pastors of large churches. Compared to doctors,



lawyers, business executives, college administrators and professional athletes, televangelists are the *lowest* paid professionals. What is now clear is that religious broadcasters are not in it for the money.

Leadership

The Bible has much to say about spiritual leaders. They are to set the example of integrity and credibility. Broadcasters are leaders by nature of their public visibility. As such, we need to be above reproach in how we conduct our own lives as well as our ministries. Let me, therefore, suggest a list of spiritual qualities for leadership.

1. *Honesty.* More than anything else, leaders must be honest in order to be honorable. Honesty is a quality of truthfulness which begins in the heart and extends to our conduct and all of our relationships.

2. *Sincerity.* The public wants to know that you sincerely believe what you are saying. If we want others to follow our leadership and believe our message, they must see the sincerity of our own lives and conduct.

3. *Consistency.* Nothing communicates better than consistency. It has often been said that the greatest ability is dependability. When we are faithful and consistent over a long period of time we reinforce our message with our lives.

1988 marks the 45th anniversary of NRB. We are not a new phenomenon. Many of us have been involved in Christian broadcasting for a lifetime. We are dedicated to using the broadcast medium to spread the message of Christ to the ends of the earth. But in so doing, we must not let the method become the message. And we must not let the message become divorced from the messenger. We have a great history and heritage over these 45 years. Let us pledge ourselves anew to an even greater future.

Ben Armstrong is executive director of National Religious Broadcasters.



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NRB At Forty-Five

by Ed Hindson

Torrey Johnson once said, "Church history will record that the decade from 1940 to 1950 gave birth to some of the most significant movements of this century" (*Religious Broadcasting*, Feb. 1983). One of those movements was the formation of the National Religious Broadcasters (NRB) in 1944. Now entering its 45th year, NRB has become an organization of national leadership and prominence with over 1,200 members representing programs, radio stations and television stations all proclaiming the Gospel of Jesus Christ.

When the National Association of Evangelicals (NAE) was formed in 1943, the delegates appointed a com-

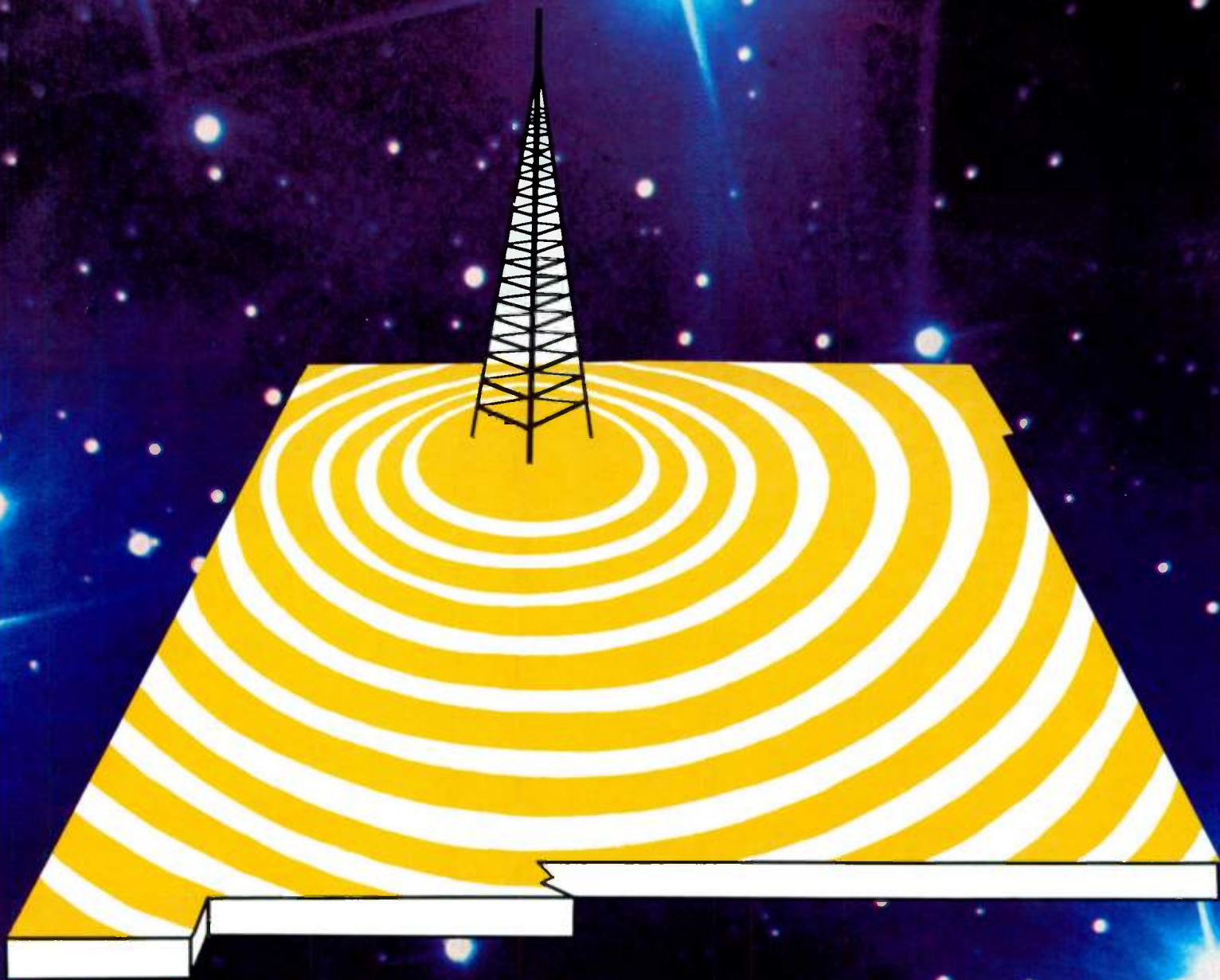
mittee to explore the need for a separate organization dealing exclusively with religious broadcasting. The committee issued invitations to 150 broadcasters to meet for the purpose of discussing their right to present the Gospel on radio. Meeting in Columbus, Ohio, in April, 1944, they adopted a statement of faith and the name, National Religious Broadcasters. A second meeting took place in Chicago at the Moody Church in September, 1944. Dr. William Ward Ayer, pastor of Calvary Baptist Church in New York City was elected the first president of NRB. A constitution and Code of Ethics were drafted by James

DeForest Murch and NRB was on the way.

The foreword to the NRB constitution describes the purpose of NRB as, "a corporation of doctrinally evangelical individuals concerned for the spread of the Gospel of our Lord Jesus Christ ... banded together for the sake of strength which comes from numbers united in a common cause." From its very inception, NRB has represented a wide cross section of Christianity. The first executive committee included such memorable names as Torrey Johnson, founder of Youth for Christ; Thomas Zimmerman of *Revivaltime*

(continued on page 28)

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(continued from page 26)

and general superintendent of the Assemblies of God; Myron Boyd, speaker on the *Light and Life Hour*; Paul Myers of *Haven of Rest*; Bob Jones, Sr., founder of Bob Jones University; and Charles Leaming of the *Faith Gospel Broadcast*. Other founders of NRB were Walter Maier, M. R. DeHaan, Eugene Bertermann and Theodore Epp.

Growth of Religious Broadcasting

From its beginning, NRB has been the champion of freedom in speech in religious broadcasting. It has defended the right to purchase time and broadcast the Gospel within FCC and industry guidelines. NRB has championed the free enterprise approach to religious broadcasting in opposition to the recommended sustained time only approach of the National Council of Churches.

NRB has also encouraged the improvement of quality in religious broadcasting by establishing various awards of merit for outstanding broadcasts. Several outstanding radio broadcasts were added to the ranks of religious broadcasters in the years following NRB's inception. These included: *The Back to God Hour* (1947) of the Christian Reformed Church with speakers Peter Eldersveld and Joel Nederhood and *The Bible Study Hour* (1949) with Donald Grey Barnhouse.

By the 1950s, religious broadcasting moved into the realm of television, with early programs being produced by Rex Humbard, Oral Roberts and Billy Graham. The long-running, *This Is the Life*, produced by the Lutheran Church-Missouri Synod, featured well-known actors and a story format with each episode designed to point viewers to faith in Christ. In time these early pioneers were followed by Jerry Falwell, *Old Time Gospel Hour*; Pat Robertson, *700 Club*; Robert Schuller, *Hour of Power*; Richard DeHaan, *Day of Discovery*; and D. James Kennedy, *Coral Ridge Ministries*.

At least two broadcasters, Jerry Falwell and D. James Kennedy are themselves converts of religious broadcasters. Falwell's mother was an avid listener to Charles Fuller's *Old-Fashioned Revival Hour* broadcast. As an unconverted college student, Falwell came under deep conviction of his

need for Christ while listening to Fuller's radio messages. Falwell says, "I probably would not be a Christian now except for the radio broadcasts of Dr. Fuller." D. James Kennedy was an Arthur Murray dance instructor who was converted to Christ as a result of listening to Donald Grey Barnhouse on the radio. Turning the dial in search of dance music, Kennedy was stunned by Barnhouse's question: "If you were to die tonight, where would you spend eternity?"

Safeguarding Evangelical Broadcasters

Since the formation of NRB, one of its major concerns has been that of protecting the airwaves for religious broadcasters. NRB has moved constructively to safeguard the rights and privileges of its members by establishing a Code of Ethics since its inception in 1944. Last year, the board of directors recommended the development of the Ethics and Financial Integrity Commission (EFICOM) to approve and accredit the financial policies and fundraising methods of member organizations. These guidelines were approved in September 1987 and will be voted on for final approval at this year's national convention in Washington, D.C.

Dr. Robert A. Cook, NRB president, has said that EFICOM will provide "new standards of financial integrity and accountability representing sound guidelines for self-regulation of religious broadcasting." The new standards call for complete financial disclosure on the part of all member organizations. These standards are designed to properly regulate religious broadcasting without unnecessary governmental interference.

The future prospects of religious broadcasting are brighter than ever. The development of new technology is paving the way for cable networks, satellite communications, low-power television, quadraphonic stereo and laser printing. The advance of technology continues to provide the evangelical broadcaster with unparalleled opportunities to proclaim the "good news" to the world in our life time.

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

The future prospects of religious broadcasting are brighter than ever...the advance of technology continues to provide the evangelical broadcaster with unparalleled opportunities to proclaim the "good news" to the world in our life time.

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Chaplain Harry Howard



Chaplain Ray

New Life 2000: Claiming a Billion New Christians By the Year 2000

**A Call for Unity and Cooperation to Help Fulfill the Great
Commission by the Year 2000**

by Bill Bright

We stand at the most unique, most challenging and most exciting crossroad of history! We are on the threshold of seeing the fulfillment of the Great Commission, poised, unlike at any other moment, to help reach the entire world with the good news of our Lord Jesus Christ.

Recently the heads of 19 other mission agencies and interdenominational organizations attended a meeting in Dallas, Texas, called by Keith Parks, president of the Foreign Mission Board of the Southern Baptist Convention.

We prayed together and shared our individual ministry plans to help reach the billions of people around the world who face an eternity separated from God. There was considerable excitement and enthusiasm over cooperating for the glory of God yet not compromising our individual strategies. Plans are already being made for another meeting early in 1988.

We agreed that never before has it been so imperative for the worldwide Body of Christ to pool our resources and realize that we are working toward the same end—namely, to help tell everyone everywhere how, through Christ's death and resurrection, they can be reconciled to God and receive new life through trusting in Him.

Our conclusion was not a new one, but our resolve to implement it was fresh and exhilarating! There was unanimous understanding that everyone will hear the Gospel *only* when Christians around the world lock arms and cooperate in the proclamation of the most joyous news ever announced. Without a spirit of unity and the practical application of that bond, the task will not be accomplished, the lost will not be reached, and we will have laid to waste the ripest, most abundant spiritual harvest in the history of man.

Consider this dramatic moment in which we live. At no other time have there been more people in need of hearing the Gospel! Never in history has humanity faced the cumulative threat of a worldwide epidemic of AIDS, fear and paralysis over nuclear holocaust, over-leveraged world economies and valueless societies giving birth to despair, alcohol and drug abuse and moral decadence. Even so, there have never been more Christians committed to sharing the Good News of Christ! For the first time we possess the technology, financial resources, media ability and know-how for taking the Gospel to everyone, everywhere, even to the uttermost parts of the earth.

Drawing upon 36 years of fruitful ministry in which we have worked with millions of Christians from tens of thousands of churches of all denominations and other Christian organizations in 160 countries and protectorates as both servant and catalyst, Campus Crusade for Christ has developed a comprehensive global strategy to help accelerate the fulfillment of the Great Commission by the end of this century. It is a collaborative effort, and we trust that you will want to be a part of it. It is called NEW LIFE 2000.

NEW LIFE 2000 is a revolutionary movement, an accelerated approach to winning people for Christ, building them in their faith and sending them to win, build and send others.

Dr. Ted Engstrom, president emeritus of World Vision, is the chairman of NEW LIFE 2000's International Reference Committee of one thousand outstanding Christian leaders from around the world. Billy Graham is the committee's honorary chairman. Many well-known Christian leaders have already agreed to serve.

Please pray with us! We invite you to join us on our knees before the throne of grace. We pray and believe

(continued on page 32)

Please say yes...

Dear Larry,
I am 8 years
old. My family
is poor and we
dont have Food.
Can you help?
Please say Yes.
your friend,
Jason

The Children
Box 36
Oklahoma City, OK 73101

My heart was touched when I read this letter from Jason.

I thought about the heavy burden placed on this young boy. Already his childhood has been robbed of promise and joy. I thought about America's surplus grain overflowing in elevators - and about the food sitting in warehouses.

Why should little Jason ever need to worry about hunger? Why should *any* child in this land of plenty ever go to bed without food?

Help us say "yes" to Jason and to thousands like him who feel the pain of poverty.

Your gift of \$11 will purchase and transport 100 pounds of beans, wheat, corn or rice to feeding centers and food pantries. Your gift will be used to feed hungry children.

Larry Jones
Larry Jones

President, Feed The Children

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Financial summary available upon request.



Send to: Feed The Children, P.O. Box 36
Oklahoma City, OK 73101-0036

(continued from page 30)

that the entire generation alive by the year 2000—an estimated 6.5 billion people—will hear the Gospel and that at least a billion will respond to His call and receive Jesus Christ as Saviour and Lord.

The plan of NEW LIFE 2000 requires the miraculous, yet Scripture teaches that it is God's will for His followers to go and preach the Gospel and make disciples of all nations (Matthew 28:18-20), and we have His promise that He will enable us to do what He commands us to do (I John 5:14,15).

NEW LIFE 2000 utilizes the latest technological advancements, combined with basic methods of teaching millions of believers the principles of the Christian life. The emphasis is on training people of a particular language and culture to reach their peers with the Gospel. These individuals already know the language and culture and can be far more effective in communicating the message of new life in Christ than you or I could ever be.

NEW LIFE 2000's strategy is fourfold: evangelistic thrusts throughout the world, follow-up on new converts in millions of New Life groups, training of Christians in 5,000 New Life Training Centers, and establishing ministries on 8,000 college campuses around the world. This, we pray, will all funnel toward the goal of a million new Christian churches of all denominations around the world.

One of the primary evangelistic thrusts is the *JESUS* film, a major motion picture of the life of Christ based entirely on the Gospel of Luke. The film has been dubbed into 110 major languages, making it the most translated film in history. The goal is to translate the film into 271 major languages and 1,000 dialects, and it is already being used by more than 150 missions organizations. It is a centerpiece of the cooperative spirit moving among Christians of all denominations today. More than 285 million people have already viewed the film in live audiences with more than 30 million indicating salvation decisions. We believe that this number is only the "tip of the iceberg" since people who make decisions do not always tell us.

Experts from the U.S. Center for World Missions called the *JESUS* film strategy "the most effective evangelistic tool in the world today." Each night,

dedicated film teams around the world show the *JESUS* film to hundreds of thousands of people with 10 percent on average indicating salvation decisions for Christ. In some locations the response is as high as 70 percent. The New Life strategy calls for a dramatic increase in the number of film teams to 5,000 who will show the film to several million each day and night. New converts are encouraged to become active in NEW LIFE groups, associated wherever possible with local churches. The groups meet in homes, offices, on campuses, or wherever the new Christians live and work.

New Life Training Centers provide concentrated training in evangelism and discipleship. New believers are taught to become spiritual multipliers—disciples who share in their faith in Christ with others and in turn train them to win and disciple still others, multiplying generation after spiritual generation (Matthew 28:20, II Timothy 2:2). These concepts are vintage New Testament Christianity, which through the enabling of the Holy Spirit are as effective in the twentieth century as they were in the first. Indeed, Campus Crusade for Christ has found this to be an effective strategy for more than 36 years on campuses, in dorms and boardrooms, homes and embassies, athletic arenas and third world villages.

An example of this strategy of spiritual multiplication can be seen in the life of a mother of five children in Indonesia, who has a discipleship chain of 1,500 women. Starting with contacts from her former job on a college campus, she developed new contacts in the professional community. Through those contacts, she met other women and, after leading them to Christ, she has involved them in New Life Groups.

The New Life Training Centers are designed to provide the millions of New Life groups with trained leadership. The evangelism and training strategy includes targeting 8,000 major colleges and universities worldwide as future sources of trained leaders able to help reach their countries for Christ. Students from North America are aggressively involved in helping to establish New Life Training Centers and New Life groups on those thousands of campuses. Our motto is, "Win the campus to Christ today—Win the World to Christ tomorrow."

NEW LIFE 2000 is designed to greatly accelerate evangelism and discipleship throughout the world. New converts are already being organized into churches sponsored by various denominations, based here and abroad. Although we are convinced that God has not led Campus Crusade for Christ to become a denomination, we desire to serve as a resource to various denominational groups and organizations which are gifted and called of God to help start at least a million new churches by the year 2000.

Even though NEW LIFE 2000 is being spearheaded by Campus Crusade for Christ, no single group could possibly even begin to fulfill the Great Commission alone. Our desire is to continue to work as we have through the years with millions of Christians, including churches of all denominations and other Christian organizations around the world. As our Lord prayed in John 17, He desires His followers to be of one heart and mind in doing God's will.

I am more excited and enthusiastic about NEW LIFE 2000 than I have ever been about anything in my life. We, as members of the Body of Christ, find ourselves within reach of fulfilling the Great Commission. I am more confident today that we will see a billion people come to the Lord by the year 2000 than I was more than 40 years ago, when I talked with one person about Christ in my first witnessing experience. With fear and trembling, I approached a young businessman, and he joyfully received Him as Lord and Savior. Soon after, he left a prestigious business position, enrolled in seminary, and has ministered for 35 years, touching countless thousands of lives for our Lord.

I have no problem believing that God will raise up an army of millions of godly men and women to lead, finance and carry out NEW LIFE 2000's singular commitment to the Great Commission. I pray and trust that you will be prompted to join with us in seeking God's guidance for completing this awesome task, the greatest challenge ever given to any man by the greatest person who ever lived.

Bill Bright is founder and president of Campus Crusade for Christ Int'l., and is a board member of NRB.

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Online Computerized Broadcast Engineering Information

by Robert E. Kircher

A wide variety of computerized broadcast industry information is available, and much of it is specifically tailored to the needs of the engineering community. This discussion will be an overview of instantly obtained data that assists the engineer in making decisions regarding compliance with the FCC rules and managing a daily awareness of facility changes and proposals in a single market or nationwide. While similar computer services are offered from other sources, this overview is illustrated by information from Dataworld databases and programs.

Computer-based information of this type is perhaps best described as a "research and computation system." The system contains both *dynamic* and *static* databases and a varied range of application software designed to enhance the engineer's use of the data. The intermixing of this three-part system allows programs that identify available FM and TV frequencies, compute nighttime permissible radiation, average terrain along given radials, count population, and even list unused call signs. The number of uses for software and data is too great to mention here; what follows is a brief description of the databases and programs most commonly used by engineers.

Dynamic Databases

Dynamic or broadcast databases are changing daily. When the engineer makes a data request, it is essential that the data be current and accurate. Whether the request is for all FM activity within 200 miles of

the selected facility or for all AM activity on a given frequency with tower parameters for the entire country, database integrity is crucial. In the case of each database (AM, FM, TV, LPTV, ITFS and FM translator), rigorous maintenance procedures must be practiced constantly and full attention must be paid to the FCC record in its various forms. Daily access to FCC files is a necessity, especially when the public record proves to be clumsy or unclear.

Dynamic databases contain all FCC applications for new and modified facilities, construction permits, licenses, rule makings and allocations. The Commission's processing line and public notices are combined daily for modifications to the databases. At a minimum, each record contains channel/frequency, class, hours, zone, site coordinates, city and state of license, and authorization or status. Further identification is provided for call letters, file number, height, power, direction, field strength, polarization and principal contact data (name, address, and phone). The "remark" field on a record is an all important source of information for cut-off or CP grant date, call letter change, docket number in comparative hearing and facility record representing day or night site for AM.

The databases reflect complicated instances of rule making where channel substitutions are proposed for different cities and multiple options are involved. Initial Decisions, Final Decisions and Report or Order notifications also find a place in this

information system.

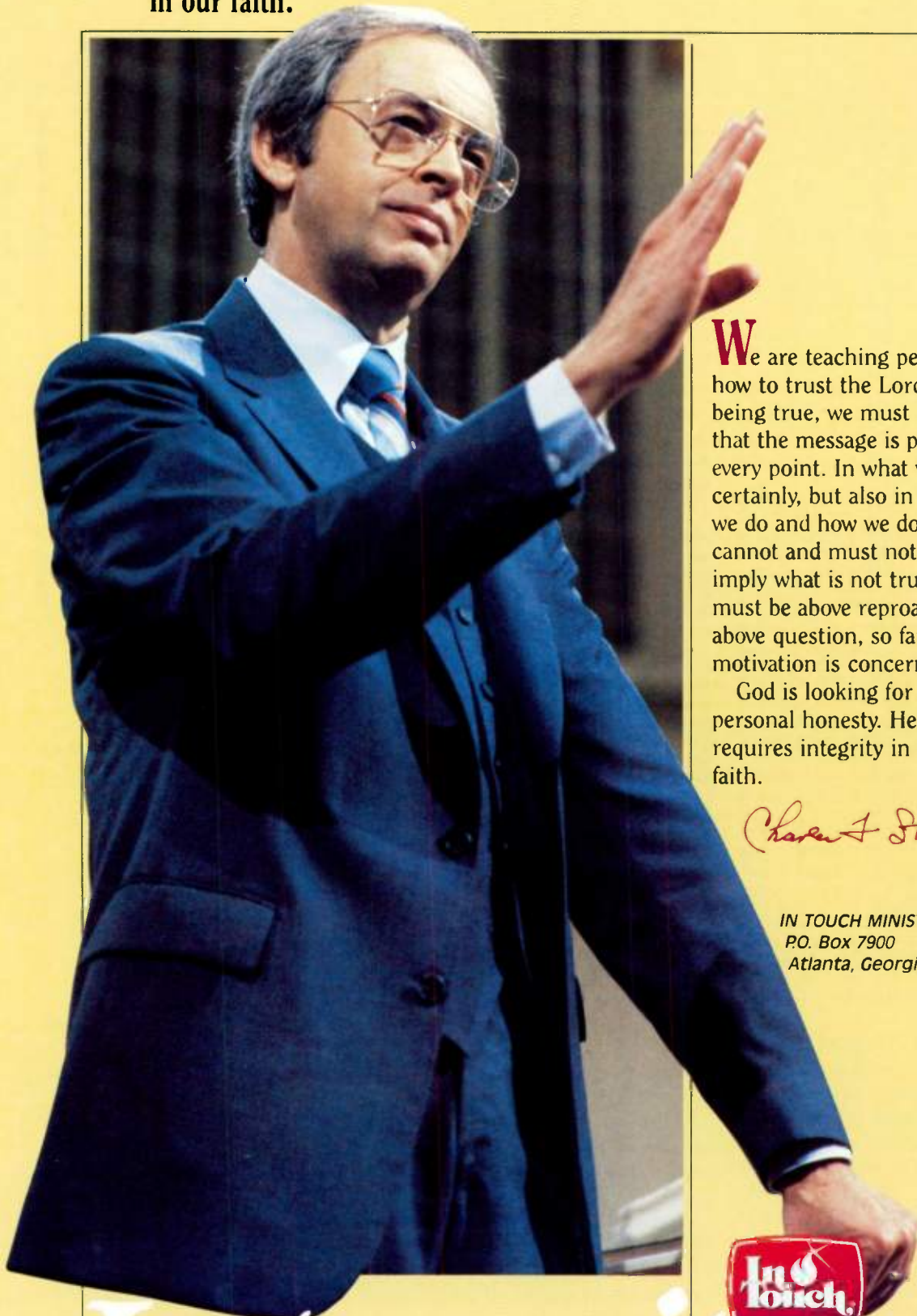
Various retrieval programs allow the engineer access to all or any portion of this data. Simple listing techniques are available to elicit very specific requests. The engineer may seek the allocations in TV or FM that are open for filing as well as filing dates and deadlines. This can be accomplished quickly for a given area--an entire region by state(s)--and be limited to certain frequencies if desired. In another instance, a facility may have an application on file for modification, and the engineer may wish to track any possible competition. Should the engineer have any doubt about a competitor, a record of that filing can easily be obtained indicating tower location and parameters.

A frequently used type of dynamic database program is a daily record of FCC public notice items in terms of impact on a given market or facility. At the engineer's fingertips is a daily report of all public notices that occur within 60 miles of a specified site(s). Beyond this distance, any related full-service channel or frequency activity is checked for potential interference and noted as a co-channel or adjacent channel problem, should any possibility exist. A report of this nature reveals the type of filing or action taken by the FCC for both full-service and auxiliary frequencies (STL, ICR, RPU).

A general familiarity with the public notices indicates a broad range of reported activity: grants and dis-

(continued on page 36)

God requires integrity
in our faith.



We are teaching people how to trust the Lord. That being true, we must be sure that the message is pure at every point. In what we say, certainly, but also in what we do and how we do it. We cannot and must not even imply what is not true. We must be above reproach, above question, so far as motivation is concerned.

God is looking for deep personal honesty. He requires integrity in our faith.

Charles F. Stanley

IN TOUCH MINISTRIES
P.O. Box 7900
Atlanta, Georgia 30357



Integrity

missals, changes in coverage, comment periods on rule makings, sale or purchase of stations, call letter changes, new frequency allotments, etc. All of these items may not be of direct concern to the engineer, but some will bear significance for other members of the staff.

Static Databases

Static or permanent databases, those which change infrequently, have their own value or complement the uses of dynamic data. For example, the engineer will find static databases and related programs available for terrain, population, FCC/FAA tower locations, airports, and atlas reference coordinates for nearly every populated place in the country.

Computer-generated topographic data exists for the entire continental United States (data for Hawaii will be available soon). Thirty-second, digitized data is primarily used for deriving HAAT figures at a given site. Once site coordinates and desired radian bearings are entered into the computer, the two to 10 mile averages are produced instantly for each radial with an overall height-above-average terrain. In special cases, this data can be plotted on a profile graph. Also, a path tabulation can be obtained with terrain data points presented at 0.1 mile increments to a distance specified by the engineer. With the FCC's relaxation of rules for using digitized terrain files in routine matters, the computerized averaging process is a very convenient tool.

Population data (Bureau of Census, 1980) is also easily accessed. The engineer merely supplies site coordinates and pattern or contour information, i.e., radials and distance to contour limits. The program counts heads within the districts encompassed by the contour arc. The data is presented as a total figure by states, should more than one state boundary be involved, or is broken down by minor civil division and even further into ethnic identity, per capita income, and number of dwelling units, total and occupied. In most cases, the computerized counting techniques are conservative and produce a figure within three or four percent of hand-

generated values in about 95 percent less the required time.

Tower and airport locations are available. The towers are identified with site coordinates, height above ground and sea level, registration numbers, descriptive address, city of license and sometimes owner. Airport reference coordinates are also held, identified by city and type, e.g., AP (airport), HP (heliport), SP (stolport), UL (ultra-light base), etc.

Program Applications

Another term for program applications is "problem solving." For instance, what frequency can be made available for this or that community of license? Is there a tower already standing that will accommodate spacing requirements? Or this frequency works, but where is the area to locate?

The clearest and most appropriate examples of computer-aided problem solving come from full-service FM. Over the past two years with the opening of 80-90 windows and upgrade deadlines, engineers have been busy establishing new sites and protecting existing territory. More recently with the latest rules on upgrading Class "A" facilities to an adjacent channel and a pending rulemaking that proposes declassification of reserved "A" commercial channels, the FM band has become a busy place.

Typically these days, an engineer does a spacing study for an FM upgrade—a very simple matter. Rather than search the entire commercial band for an alternate channel at a higher class, this study covers only a seven-channel portion of the band—the co-channel and its six adjacent channels. The desired class, channel span, and site coordinates are entered into the program. Each of the seven channels is studied independently for distance to its related channels, including the I.F. channels (53 and 54 removed). Distance and bearing calculations are made to the protected channels (actual or proposed), revealing if the higher-class facility is short or clear of the required separation. Should one of the adjacent channels show all clear, the matter would appear to be well in hand.

In a case where nothing works perfectly from the present site al-

though one channel shows slight short-spacing, the possibility of a site change exists. Again, the computer can be queried. This time a scaled map overlay can be plotted for that channel's spacing, showing the area to locate or relocate. If such an area exists, it will be seen outside the preclusion arcs and within the approximate city grade circle for the higher-class coverage. If a suitable site can be found, the computer will generate terrain averages, distance to contours, and population data from the new location.

Another common scenario involving easily obtained data is the upgrade for increased coverage on the present channel and class. The engineer is aware of an existing tower south of the present site and south of town that will include a nearby community not presently or sufficiently covered. After picking coordinates for the alternate tower, a spacing study at that site is run. Provided clearances are met and the licensed city-grade coverage is intact, the population count under the new $1mV/m$ contour may show the substantial coverage improvement the engineer expected.

Many times problems are not easily solved, and the computer tells a story nobody wants to hear: one called biting the bullet. What the computer and its programs and databases can do is assist the engineer and save time in performing thousands of calculations on data that otherwise may take days or weeks to organize.

Conclusion

This discussion has offered a glimpse of what is now available to broadcast engineers. Other programs exist for FM interference, TV6 studies and a variety of AM programs.

It has been mentioned that an information system is only as useful as the need it fills. The coin does have another side: all the information available is no substitute for engineering experience and knowledge. The computer may fill blind spots and speed up tedious tasks, but it does not replace the judgment and experience of the engineer.

Robert Kircher is manager of product support for Dialcom Group, Rockville, MD.

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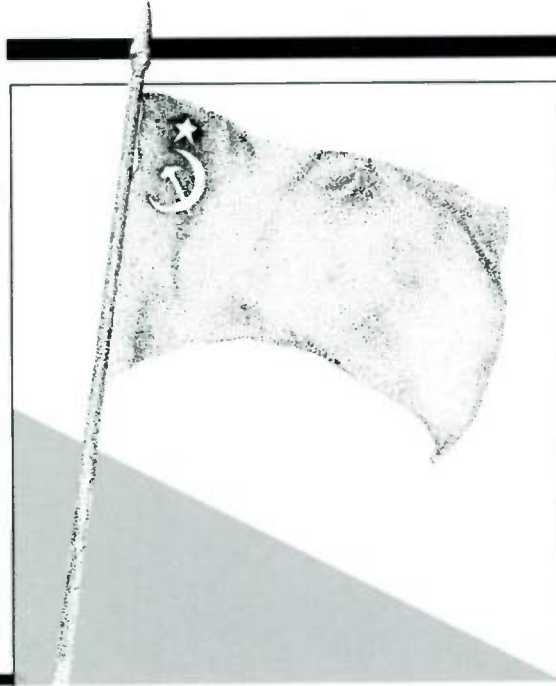
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Many Voices, One Message:



To Russia With Love

by Barbara Hague

Suppose you had the chance to sit in front of a radio microphone, and could be heard by 260 million people in the Soviet Union. What would you say?

Would you tell them what Jesus means to you?

The Far East Broadcasting Company of La Mirada, California, has launched a drive to collect, translate and broadcast personal testimonies to the citizens of the Soviet Union. FEBC hopes to place thousands of Christian testimonies on-the-air to Russia.

The "Testimonies To Russia" project is bringing a new twist to mass communications. Where before, emphasis has usually been placed on in-

creasing the number of people receiving the message, this project concentrates on increasing the number of people *sending* the message.

"Never before, to our knowledge, has there been an attempt to encourage thousands of American Christians to communicate faith to millions of Soviets by giving their personal testimonies over the radio," stated Dr. Robert H. Bowman, president and co-founder of FEBC.

"We are excited about this powerful person-to-person ministry from the United States to the USSR," Dr. Bowman added. "The Russian people are searching for answers."

Soviets Want to Know

Sharing personal feelings and experiences is one way of letting Soviet listeners know that Americans also face struggles and problems, and how solutions can be found in Jesus Christ.

"Russians, especially young people, are extremely interested in Western life-styles. They want to know what and how people in the West think. What better message can we share with them than the personal story of our salvation?" Dr. Bowman explained.

Jack Koziol, director of FEBC's Russian programming department, said, "We believe that sharing one's

(continued on page 40)

Where there is hatred... “Let Me Sow Love.”

— From Prayer of St. Francis of Assisi



A Catholic Radio Ministry

Francis of Assisi, a man alive with the Spirit and Word of God, took up the prophetic commission to “Rebuild the Church” of his day and led thousands to faith in Jesus Christ. Inspired by his commission and committed to that same task in this generation, Franciscan University of Steubenville presents “Let Me Sow Love”, a dynamic, biblical, Catholic radio ministry that proclaims the Gospel of Jesus Christ.

Renowned evangelist Fr. John Bertolucci has invited Fr. Michael Scanlan, President of Franciscan University of Steubenville, and Dr. Keith Fournier, Dean of Evangelism to co-host this program. It combines clear biblical



teaching and interviews with top Christian leaders in order to sow the seed of God’s Word on good soil where it can be heard, understood and lived out.

For more information, call: 614/283-6317, or 800/262-6280 (Toll-free in Ohio) or 800/282-8283 (Toll-free in contiguous U.S.) or

write: “Let Me Sow Love” P.O. Box 8000, Steubenville, OH 43952



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INTERNATIONAL

(continued from page 38)

personal testimony over the radio with Russian listeners is an excellent way to encourage believers and share the Good News with those who are not."

FEBC's Russian department has even developed a special radio program using the personal testimonies. Often the testimony is introduced with music or a short statement about the writer's city or state.

For example, a testimony for someone in Kansas could be introduced by telling the Soviet listeners that Kansas is a great farming state. This helps the Soviet listeners better relate to the person they are hearing about.

Americans Want to Communicate

FEBC has found that American Christians wish they could have a way to personally share Christ with the Russians and would like to do something to improve relations between the two countries.

But American Christians have been frustrated when it comes to personal ministry to Russians, because of the severing of communications by the strict Russian system. Americans have felt there has been absolutely nothing they could do as individuals on a personal level.

Through the "Testimonies To Russia" project, FEBC has opened up a way for individual Christians in the United States to personally communicate to thousands of Russian listeners the most intimate and touching event of their lives—their personal story of how Jesus became their Lord.

Broadcasting thousands of personal testimonies has all the elements of a grass-roots level initiative that can cross cultural, linguistic and philosophical barriers to affect individuals in all levels of Soviet society.

"A person does not have to be a celebrity to participate in this project," said Ken Click, FEBC's Director of Outreach and promoter of the idea. "The whole body of Christ needs to participate in the communication of the Gospel and FEBC is attempting to make the medium of international radio broadcasters available to the Christian public."

"Each person has a unique and beautiful story of how he came to know the Lord, and that story needs to

be heard in the Soviet Union." Click added.

Now any North American Christian can communicate with listeners in Russia by participating in this program.

Radio is Effective

Outside of North America and western Europe, it's radio—not television—that is the main source of non-printed mass communication.

According to a report by the United States State Department, there is at least one radio for every seven

Russians, especially young people, are extremely interested in Western life-styles. They want to know what and how people in the West think. What better message can we share with them than the personal story of our salvation?

persons in the Soviet Union. Because the USSR spans 11 time zones, radio—and specifically, shortwave—is the most important tool of communication to the Soviet people.

Although Soviet citizens grow up in a world of atheism and paranoia, FEBC knows that many, many Soviets, especially the youth, listen to foreign Christian radio stations.

Letters received from the Soviet Union weave a common thread. Many request Bibles and answers to questions concerning life and Christianity.

One Soviet listener recently wrote: "I am 22 years of age, but only four years old in the Lord. Of these I served two years in the required military service. It was there that sometimes I had the opportunity to hear the radio broadcasts. I was drenched with tears of joy and my heart was filled to overflowing as I listened to your broadcasts."

The letter continued, "As I was sailing through the stormy sea of life, I was able to receive a great inflow of spiritual and physical strength. I dedicated my strength to the Lord Jesus

Christ. Oh, how many times through your radio broadcasts God quieted my soul.

"He has brought joy, salvation and satisfaction into my life. I am expressing this gratitude not only for me, but also for many churches in the Far East," his letter added.

Guidelines

In order for this program to be more effective, each testimony must be clear and concise. Therefore, testimonies must be limited to 100 words or less.

Each personal testimony could contain a brief explanation of 1) the person's character and feelings *before* accepting Christ; 2) the *events* of conversion; and 3) the person's feelings and condition *now*, following Jesus as Lord and Savior.

A Hidden Blessing

"When a person takes the time to write out his testimony in 100 words or less, it will help him be prepared to witness more effectively in any day-to-day situation right here at home or around the globe," Click observes.

Perhaps one reason people may fail to witness is that they are not prepared. Important opportunities to witness may not be lost if Christians are prepared to share their story of conversion quickly and clearly, in a way others can understand and remember.

A favorite passage of Scripture may be substituted in place of a personal testimony, if a person desires.

To participate, anyone can send a testimony of 100 words or less, or a favorite Bible verse to: Far East Broadcasting Company, Box 1, La Mirada, CA 90637. Please include name and address when writing.

FEBC is a world-wide network of 32 powerful AM, FM and shortwave stations dedicated to "Proclaiming Christ to the World By Radio," which has been the ministry's motto since its beginning in 1945.

More than 9,000 hours of programs are produced and broadcast in over 100 languages each month from FEBC stations in five countries. Broadcasts can be heard by two-thirds of the world.

Barbara Hague is head of constituency relations and writes publications and press releases at FEBC.

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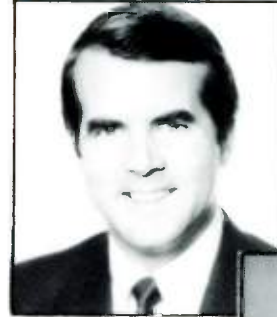
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At **BBC** we believe our Christian programs should be of exemplary **ethical** reputation. Further, we believe our greatest service, as a **Christian** broadcasting company is to feature programs that point men and women to Christ.



At **BBC** we believe a Christian staff should be dedicated to the Lord and consecrated to His purpose; but we also believe it takes people who have the training and possess the talent to be really **good** at what they do. It takes people who regard excellence as an **absolute must** and will not settle for less.



At **BBC** we believe that "show business" is **not** our business and entertainment is **not** our purpose. With this in mind, our programming is centered on the serious study of **God's Word** to help our listeners grow in the Lord and in their knowledge of His Word. Also, our **news and information** features keep our listeners informed about important issues from a **Christian perspective**. People today need real answers to real problems, and **that** is the service to which we are committed.



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Billy Graham



Evangelist to the World

by Ed Hindson

Today, at age 69, Dr. Graham is at the height of his ministry. He has preached in every major country in the world, including the Soviet Union.

Billy Graham, this year's speaker at the Congressional Breakfast, is the most prominent evangelist of the twentieth century. In a worldwide ministry of more than 40 years, he has preached the Gospel in person to more people than anyone else in history. His ministry has taken him into every state and more than 64 foreign nations. Hundreds of millions more around the world have heard Dr. Graham's messages through television, radio, books and film. He received the Religious Broadcasting "Hall of Fame" award in 1981 and the NRB "Award of Merit" in 1986.

Billy has often said, "My one purpose in life is to help people find a personal relationship with God, which, I believe, comes through knowing Christ." Taking Christ at His word, Billy has literally gone into all the world preaching the Gospel. Ever since his famed Los Angeles tent crusade in 1949 vaulted him to national prominence, Dr. Graham has led millions of people to make personal decisions to commit their lives to Christ.

Today, at age 69, Dr. Graham is at the height of his ministry. He has preached in every major country in the world, including the Soviet Union. His weekly radio program, *The Hour of Decision*, is heard on more than 500 radio stations worldwide. His television specials appear in prime time in almost every market in the United States and Canada. *Decision* magazine is printed in seven editions in five languages making it one of the largest religious periodicals with a circulation of two million. World Wide Pictures, the film division of the Billy Graham Evangelistic Association, is the foremost producer and distributor of religious films in the world.

Billy Graham is also known as an author. Many of his books have been best sellers, led by *Peace With God* (1953) which sold over two million

copies in 38 languages. Several other titles have been on the *New York Times* best seller list, including *World Aflame* (1965), *Angels* (1975) and *Approaching Hoofbeats: the Four Horsemen of the Apocalypse* (1983). His *How to be Born Again* (1977) had the largest first printing (800,000 copies) of any book ever. Dr. Graham's newest book is *Facing Death and the Life After* (Word, 1987).

Born November 7, 1918, four days before the Armistice ended World War I, Billy Graham was reared on a dairy farm in Charlotte, N.C. At age sixteen, in the summer of 1935, he accepted Christ as his Savior at a revival crusade conducted by evangelist Mordecai Ham. After graduating from Wheaton

College (Illinois) in 1943, Billy entered the field of evangelism where he has been conducting major city-wide crusades reaching millions of people for over 40 years. In fact, Billy's public ministry parallels the 45 years of NRB which was founded in 1944.

In all the years of his evangelistic ministry, Billy Graham has been known for his straight-forward preaching on the issues of life and death. He has perhaps done more to point men and women to new life in Christ and prepare them to face death than any other man in history.

Ed Hindson is associate editor to *Religious Broadcasting Magazine*.



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Discrimination in Music Licensing: How Religious Broadcasting Was Sold Out

by Edward G. Atsinger and Russell R. Hauth

To those who have been close to broadcasting, either radio or television, any mention of the present situation in music licensing will almost certainly elicit an emotional reaction ranging from a shrug of irritated resignation to an angry tirade. Whatever the reaction, the parties will seldom disagree that the system of music licensing in the broadcast industry is a thorny issue, a system which at best is grossly out of tune with our country's basic economic and trade principles. If one were to take a further step and focus on the plight of specialty radio broadcasting, particularly radio stations which offer a religious format, one would see that there is more to it than simply bad economics. This sinister system can be shown to be discriminatory and flagrantly so.

In previous articles of this publication, (April, 1986 and July/August, 1986), an assessment of the problem began with a look at the negotiating activities of the NRB Music License Committee with BMI. From there we worked up a model which highlighted the gross inequity built into the per program license, the so-called "reasonable" alternative license available to broadcasters, most of whom have all-music formats. This inequity was illustrated by the situation existing at KFAX-AM, a station offering essentially talk-oriented religious programming using three percent of the music used on the typical all-music formatted stations but required to pay 60 to 70 percent of the fees those same stations are paying for music licensing! Herein lies just the tip of the discrimination iceberg: Religious broadcasters with primarily teaching/preaching programming are being forced to devote a disproportionately large amount of their revenues to pay for a product they use little of, and which is for the most part incidental to the major thrust of their programming.

The articles asserted that, when one takes the time to analyze and compare, it becomes evident that the system is discriminatory. The part that yet remains to be told is how this situation arose. How did this system, with its obvious flaws and inequities, become so woven into the very fabric of such an influential and visible industry as radio broadcasting?

Early Abuses

History of the Consent Decree: ASCAP, (the American Society of Composers, Authors and Publishers), is an unincorporated membership association formed in 1914 as a means of licensing, tracking and distributing performance revenues for its membership, largely music composers and publishers in the entertainment industry. One might say that this was certainly a reasonable objective to see to it that these individuals were fairly compensated for the performances of their copyrighted music. From the beginning, however, it appears that ASCAP activities raised questions under our nation's antitrust statutes, treading dangerously close to certain anti-competitive activities.

Soon, ASCAP practices caught the attention of the Justice Department, and in 1941 an antitrust suit brought by the United States against ASCAP and BMI was settled by entry of consent decrees, imposing some limitations on the operations of ASCAP and BMI. (BMI, or Broadcast Music, Inc., had been organized in 1939 by broadcasters, ironically, to counteract the abuses of ASCAP.) The restraining nature of the license system prompted the Government to reopen the 1941 Consent Decree, which led to the "Amended Final Judgment" in 1950. This significant amendment requires ASCAP to grant a blanket license to anyone requesting it, and it also re-

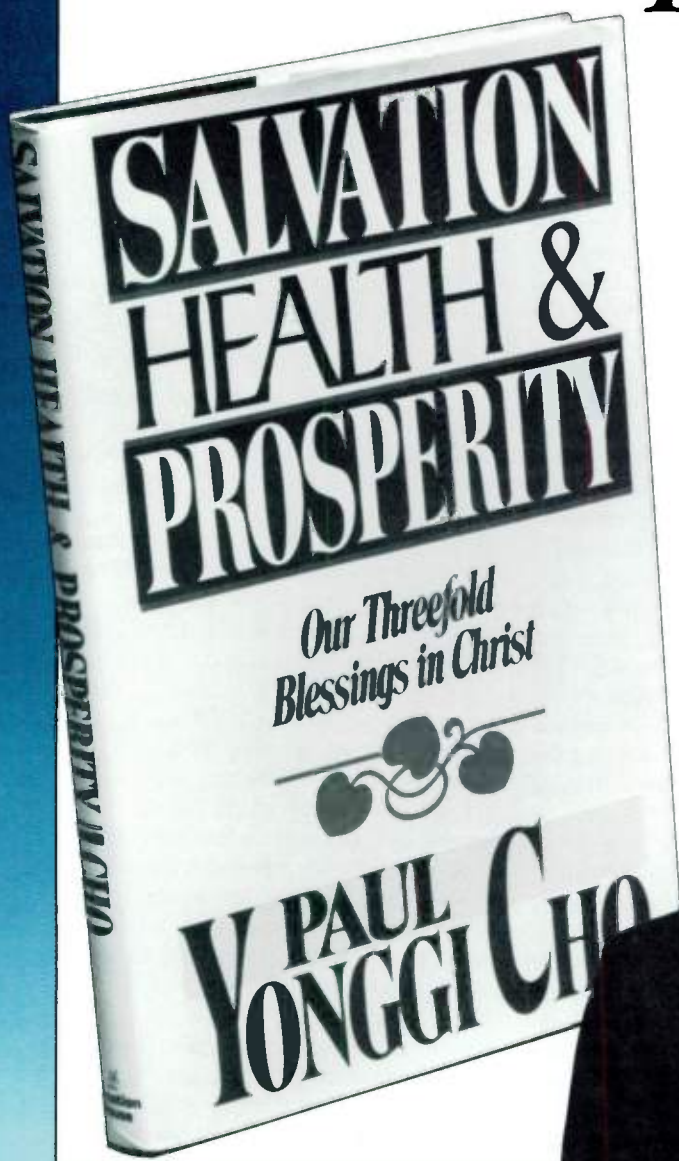
quires ASCAP to offer any radio or television broadcaster a program license. The Amendment also required ASCAP "to use its best efforts to avoid any discrimination among the respective fees fixed for the various types of licenses which would deprive the licensees or prospective licensees of a genuine choice from among such various types of licenses." Finally, and perhaps most important to our thrust here, this same decree permits any applicant for a blanket or per program license which believes they are being offered an unreasonably high license fee to apply to the District Court for the determination of a "reasonable" fee. In such a proceeding, "the burden of proof shall be on ASCAP to establish the reasonableness of the fee requested by it."

It is important for us to understand the impact that these decrees should have had upon the music licensing system. First of all, a per program license was now being offered as an alternative license which would have economic viability for certain stations. Second, the U.S. District Court (Southern District of New York) was established as the Consent Court, or "Rate Court" which was to serve as a permanent watch-dog over ASCAP to prevent potential abuses which are almost intrinsic to its quasi-monopolistic structure.

Since 1950, every license agreement has had to be approved by the Court as reasonable and non-discriminatory. This is why, when you receive a license application from ASCAP, a cover document is included from the United States District Court which references a Civil Action in that court and approves the agreement as being "reasonable and non-discriminatory" and in conformance with the Amended Final Judgment.

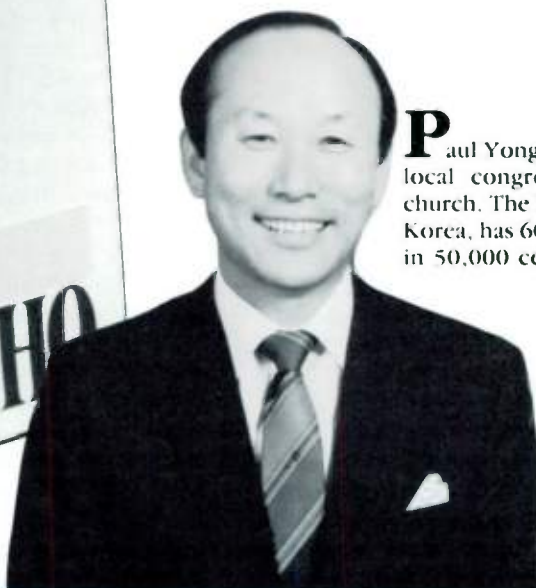
Has the Consent Decree, as
(continued on page 48)

Bringing Balance to the Prosperity Message



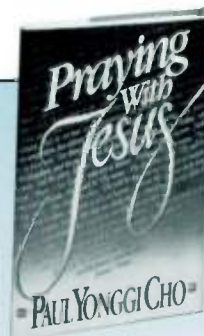
Paul Yonggi Cho corrects the flaws in what he describes as “the sugar-coated prosperity gospel.”

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- *Prosperity is not an automatic result of becoming a Christian.*
- *No repentance, no obedience equals no prosperity.*



Paul Yonggi Cho is the pastor of the largest local congregation in the history of the church. The Yoido Full Gospel Church, Seoul, Korea, has 600,000 members who participate in 50,000 cell groups.

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MUSIC

(continued from page 46)

amended in 1950, worked? Did it bring music licensing justice to our industry? It is doubtful that you could find more than a handful of broadcasters, religious or not, who would answer affirmatively to those questions.

To understand this, we need to focus on a few facts:

History of the All-Industry Radio Music License Committee: In the 1930s, as a reaction to the excessive price demands by ASCAP on the radio industry, radio broadcasters organized a defense committee which became known as the "All-Industry Radio Music License Committee." The radio broadcasting industry was at that time significantly different than it is today, in that it was largely AM and specialty broadcasting was a rarity. The Committee came to be dominated by the large mainstream broadcasters who had close ties with the NAB.

The primary negotiating party for radio broadcasting has been the All-Industry Committee, at least until the late 1970s. It is our opinion, as evidenced by the types of agreements that have been achieved with ASCAP, that All-Industry Committee was primarily concerned with meeting the needs of its major constituency, the large, powerful broadcast groups whose formats rely heavily on music. For them, the blanket license was quite agreeable in concept, and the only real argument was the structuring and size of the fee, based on a percentage of gross revenues.

We hasten to point out here that we do not believe there was a conscious, conspiratorial sell-out of specialty broadcasters taking place in these negotiations. But that in fact was the result. In an attempt to achieve the best licenses for the most revenue in question, specialty broadcasters naturally were required to take a back seat.

All-Industry, through separate committees in both radio and television, began to trade off the per program rate in favor of more reasonable blanket fees. No place is this fact more obvious than in the Shenandoah proceeding, *United States v. ASCAP (Application of Shenandoah Valley Broadcasting, Inc.)* Civ. No. 13-95 (S.D.N.Y. July 28, 1969), in which a group of independent television stations finally settled on a per program

rate nearly seven times as high as the blanket rate!

Moreover, in the present All-Industry Radio License, the per program rate is more than three times as high as the blanket rate.

Since the Amended Final Judgment of 1950, numerous licenses have been agreed upon between the broadcasters and ASCAP. Each license needed to be approved by the Consent Court; *most extraordinarily, as far as radio is concerned, no rates have ever been fixed by the Court through a process of trial.* This means that since 1950, at least six or seven agreements of a five-year duration have been negotiated in the radio industry alone, yet those agreements have always resulted in a settlement between the parties which the Court has later summarily approved.

Through all of this, while the radio industry generally has been tolerating the results, the per program license, with its onerous reporting requirements and its rate several times as high as the blanket license, remained largely unusable to all except the strictly all-talk stations. Somewhere along the line, it became clear to religious broadcasters that the All-Industry Committee, in its efforts to achieve the most expedient agreement, began to make unreasonable concessions to ASCAP on the per program license, thereby rendering it virtually unusable and unworkable except in a few, isolated cases.

From the early days of its negotiations with ASCAP, several provisions in the music license were obtained by the All-Industry Radio Committee which benefit its principle supporters, the major market entertainment-oriented stations. Perhaps no better example could be cited to illustrate this point than the "Paragraph 2H(1)" talent fee exemption contained in the ASCAP's radio blanket license. Stations who employ a "celebrity" disc jockey or talk show host (often at six and seven-figure salaries) are able to deduct the majority of that compensation under this exemption clause. This then brings the gross revenue subject to ASCAP blanket fees down to a considerably lower level. Obviously, religious broadcasters, even in large markets, would have no benefit from such a deduction, inasmuch as their audiences are attracted by the preaching and teaching content of the

programs they air rather than station personalities. (One interesting aside to this: when one understands that ASCAP's fee is tied to gross revenues, and yet they allow this kind of a deduction, are they not saying that it is the celebrity who attracts the listener to a station rather than ASCAP's music? We have argued that the religious broadcaster's programs attract its listeners and not the incidental music which may be contained in a program.) Here is yet another example of the inability of All-Industry, by its very nature dominated and controlled in negotiations and agenda by the large entertainment group interests, to really speak on behalf of specialty broadcasters. Our voice was seldom heard and our interests have been ignored.

Is There Any Reason For Hope?

Why have the specialty broadcasters, particularly those belonging to the NRB, not gone to the Rate Court before now? An excellent question, and there is no simple answer.

All-Industry did mount a Rate Court proceeding in 1983. Unfortunately, the result was the same as before. A settlement was reached and, as before, the Court did not speak on its own. Perhaps All-Industry's case was too broad, and, ASCAP being the masters they are in using the legal system, succeeded in dragging things out via an intense discovery battle, followed by postponements and other legal maneuverings. Faced with an extensive and prolonged battle, and having already exhausted its financial reserves, the Committee capitulated and worked out a settlement.

It is an enormous task to get a group of broadcasters together in one unified, organized legal campaign. The expense factor alone is prohibitive. All-Industry went deeply in the red for its efforts, and ASCAP enjoys a new license which is approximately 7.5 percent higher than the previous All-Industry Radio License. So why do we then feel that our chances would be any better than the seemingly powerful All-Industry Committee?

To begin with, we realize that such an effort is fraught with peril. It is difficult to estimate the financial implications, but we know that they can be immense. Nevertheless, we can learn

(continued on page 92)

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.

Your next chance is just six months away.

This year's NRB/Southwest Convention has been moved to a new mid-year date: JULY 20, 21, and 22 (Wednesday through Friday). The site will again be the fabulous HARVEY HOTEL near the Dallas/Fort Worth Airport. Our lineup of Workshops and Speakers will be bigger and better than ever, in the dynamic new tradition of the NRB/Southwest. In addition to such annual events as our now-famous TEXAS BARBEQUE BASH, this year's convention will feature several new attractions including all ALL-AMERICAN BREAKFAST . . . A package of FAMILY VACATION SEASON ACTIVITIES . . . And (for spouses not attending workshop sessions) a DALLAS SHOPPING, SIGHTSEEING AND CELEBRITY TEA EXPEDITION . . . So don't miss this once-a-year chance for fellowship (and fun) with the NRB/SW.

**Call NRB/Southwest Chapter Registrar
JOE WILLIS at 817/335-2400 to reserve your
place at the 1988 NRB/Southwest Convention.**

EQUIPPING THE SAINTS FOR BETTER SERVICE IN THE GREAT SOUTHWEST.



(Circle 151 on the Reader Service Card)

Expo 88: A Buyer's Guide

The NRB 88 Exposition hall features over 250 organizations, including radio and TV program producers, manufacturers and distributors of audio and video equipment, publishers, computer and data processing equipment, various Christian ministries and other broadcast-related services.

AEG BAYLY, INC. - 501

Solid state FM transmitters - 10 watts to 3000 watts

AP BROADCAST SERVICES - 521

AP Network news, AP NewsPower and APTV wires, TV Direct, Music Country Radio Network

ACCURACY IN MEDIA - 463

A media watchdog that publishes the AIM Report newsletter and Media Monitor radio commentary

ALTRONIC RESEARCH INC. - 502

Electronic mfg. of high power RF coaxial load resistors (dummy loads)

AMERICAN CHURCH LISTS - 238

Mailing lists of churches and Christian schools in America and churches in Canada

AMERICAN THERMOPLASTIC CO. - 705

Custom binders and related loose-leaf products; audio and video cassette albums, tab index sets

AMERICANS UNITED FOR LIFE - 747

Pro-life legal defense fund education organization, expertise pro-life litigation and legislation, publications, speakers bureau

ASHWORTH ASSOCIATES - 428

Recognition awards for donors, volunteers and employees

B.A.C. & ASSOCIATES - 706

Lapel pins, calendars, books, Bible Personal Promises, mugs, lic. plate frames, bumper stickers, Bible cassettes, Bible tabs

B.B. KIRKBRIDE BIBLE CO., INC. - 222

Thompson Chain-Reference Bible, King James Version and NIV.

BARBIZON CAPITOL/TEATRONICS, INC. - 243

Lighting equipment and accessories for tele-video production by MOLE, ROSCO, TEATRONICS, G.E./Sylvania

BARBOUR & CO., INC. - 380

Books for fund raising - Christian classics, Christian comics, 1000's of Christian reminders

BASIC EDUCATION - 220

Theistic curriculum - K-12 & 2-yr. college; private and home schools

BERG CHRISTIAN ENTERPRISES - 107

Gold imprinted items: certificates, Bible markers, billfold calendars and specialties

BETHANY HOUSE PUBLISHERS - 204

Bestselling books for premiums, author interviews; books for review and reading programs

BIBLE TIMES - 100

Bible Times - the new 100-page Jerusalem quarterly brings the Bible to life with well-researched articles and lavish color photos of the Land

BIBLES FOR THE WORLD - 426

Mailing New Testaments, free, to all telephone addresses in the world

BIBLICAL SCOREBOARD - 496

BILLY GRAHAM EVANGELISTIC ASSOC. - 320

Church and city-wide evangelistic crusades with Billy Graham Associate Evangelists

BLACKBOURN, INC. - 443

BLANK PLASTICS - 261

Custom printed plastics, i.e. credit and membership cards, rulers, bookmarks, donor cards and over 300 other items

BOGNER BROADCAST EQUIPMENT CORP. - 408

Low, medium and high power television and MDS/ITFS transmit antennas

BROADCAST ELECTRONICS, INC. - 642

FM transmitters, NAB cartridge machines, audio mixing console, AM stereo exciters, TV stereo generators

BROADCAST INVESTMENT ANAL. - 226

Publishes broadcast industry research publications and provides financial consulting services

BROTHERHOOD FOREST - 720

Planting trees in Israel

CACFA - 274

Display of recent joint Christian activities in Taiwan, Republic of China

CBN RADIO NETWORK - 452

CBN Radio Network: 700 Club - On The Line,

CBN News Today, Contemporary Christian Music

CBN UNIVERSITY - 400

CBN University - graduate institution

CBSI/CUSTOM BUSINESS SYSTEMS - 451

Radio traffic, billing, mailing list, GL, payroll, music library, WP, contributor software

CBT, INC. - 322

The Computer Bible tm is a unique computer age tool for Bible translators and Bible students

CSI MARKETING - 624

AM & FM broadcast transmitters, parts and peripherals

CABLEWAVE SYSTEMS, DIV. OF

CELWAVE - 702

Antenna and transmission line systems products

CAMBRIDGE UNIVERSITY PRESS - 749

Cambridge Bibles

CAMPUS CRUSADE FOR CHRIST - 146

CAPITOL SYSTEMS DESIGN GROUP - 724

Providing Pro-Audio equipment & design for sanctuaries and broadcast facilities

CAROLINA CHRISTIAN BROADCASTING - 420

CHRISTIAN DUPLICATIONS, INC. - 345

Cassette Bibles in English and 10 foreign languages; audio and video equipment and supplies

CHRISTIAN HERALD - 369

Christian Herald Magazine

CHRISTIAN IMAGES - 149

Publishers of inspirational fine art for fundraising, gifts and custom designed art programs

CHRISTIAN TELEVISION NETWORK - 300

Christian television network reaching North America for Christ by satellite 24 hours a day

CHRISTIAN WOMEN OUTREACH MINISTRIES - 191

(continued on page 52)

Task:

Copy a few
cassettes today,
a thousand
tomorrow and
ten thousand
next week. *BK*



Problem:

Find a one-stop source for tape duplicating equipment that accomplishes the small tasks and the big ones—profitably.

Solution:

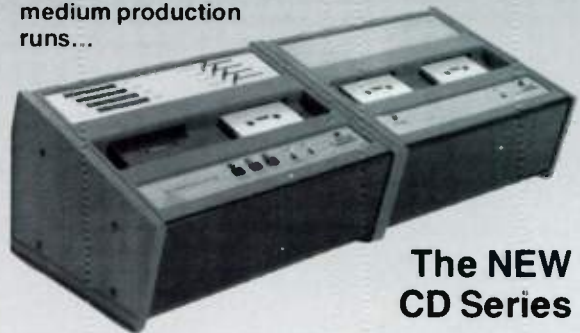
Telex—unquestionably the company with the widest, most versatile line of tape duplicating products in the industry.

Telex has a duplicator that fits your needs—today, tomorrow and next week.

Whether it's a new suit for yourself or electronics for your business, it makes sense to shop where you have the widest selection. And, if your purchase is as crucial to the profit line as a high speed tape duplicator, you shouldn't settle for a model that **almost** fits your needs.

Telex has models that copy as few as one cassette at a time or as many as twenty-three. Telex models are available in mono or stereo and also offer a wide variety of copying configurations such as cassette to cassette, reel to cassette, cassette to reel or reel to reel. For small to medium run cassette duplication, choose one of the new Telex CD Series, but if you need open reel capability plus larger cassette production, one of the Model 6120 configurations is probably best for you. At Telex, you can find the right duplicator at the right price, and you'll find it faster. For more information and detailed specifications, write to Telex Communications, Inc., 9600 Aldrich Ave. So., Minneapolis, Minnesota 55420, Telephone: 612-887-5531.

For small to
medium production
runs...



The NEW
CD Series

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Call Toll Free in U.S. 800-828-6107



The Model
6120—for
medium to
large produc-
tion runs

Ask a participating dealer about special payment terms available only with the Telex 6120!

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(continued from page 50)

Christian Women Outreach Ministries/Beautiful for Him magazine - for the Christian woman

COMMUNICATIONS EQUITY ASSOCIATES - 441

Brokerage, investment banking, corporate financial and regulatory services for the communications industry

COMPUTER PROMPTING CORPORATION - 455

Computerized teleprompters operating on IBM PC's and compatibles with closed captioning option

CONCERNED WOMEN FOR AMERICA - 515

National women's movement to protect rights of family through prayer and action

CONTINENTAL ELECTRONICS - 736

Full line of AM, FM, and shortwave transmitters; power levels from 1kw to 70kw AM & FM and from 1kw to 500kw in shortwave frequencies

CROWN INTERNATIONAL, INC. - 725

CROWN amplifiers: Micro-Tech, Macro-Tech, Power Base; microphones: GLM, CM, PCC, PZM

CUMMINGS MEDIA, INC. - 381

CYBERTRONIX, INC. - 247

Telemarketing - in excess of 1,000,000 calls per day; nationally, regionally or locally!

DAKE BIBLE SALES - 301

Dake's Annotated Reference Bible, God's Plan for Man and others by Rev. Finis J. Dake

DATAWORLD - 461

Comprehensive databases and computational programs for AM, FM, TV, LPTV and ITFS

DAYSPRING INTERNATIONAL - 184

Indian films - Life of Christ/Life of Paul, training, equipping mobile films teams, TV specials

DESTINY IMAGE PUBLISHERS - 500

Publishing services, premiums

DOMAIN COMMUNICATIONS - 458

Agency, video and audio production and duplication; program syndication

DOVETALES - 786

Children's books, tapes, videos, program tapes

DUGAN PUBLISHERS - 406

ECFA - 244

Evangelical Council for Financial Accountability (ECFA)

EMCEE BROADCAST PRODUCTS - 520

Broadcast equipment for TV transmission of video and data services

EARL PAULK MINISTRIES - 790

Harvester Hour & K-Dimension programs, K-Dimension Publishers books, Harvester TV promotional material

EDWIN L. COLE MINISTRIES - 776

Christian men's network, video teaching materials, radio programming

ELECTRO-VOICE, INC. - 460

Microphones, monitors, mixers, sound reinforcement systems for all studio, location and auditorium applications

ELOHIM PRODUCTIONS, INC. - 478

Full production services - pre-production to post-production, specializing in location recording

ERIK LIGHTING, INC. - 360

STTV lighting and related products

EXODUS INTERNATIONAL - 147

Equipping and unifying the Body of Christ to restore wholeness to the homosexual

FAITH FOR TODAY TELEVISION - 792

A dynamic and innovative television magazine series: "Christian Lifestyle Magazine!"

FAMILY LIFE SEMINARS - 516

TV clips of the Capitol Record and new weekly TV show

FEED THE CHILDREN - 503

Feed the Children works with feeding centers in 48 states and 25 countries overseas

FELLOWSHIP TOURS, INC. - 124

Fellowship is a tour operator to the Holy Land and areas of Christian group travel; primary emphasis is to aid pastors and develop tour hosts

FIDELIPAC CORP. - 445

FOREIGN MISSION BOARD, S.B.C. - 106

Foreign Mission Update - a monthly news and features television program focusing on the work of foreign missionaries

FUJINON - 453

Broadcast quality TV lenses

GENTNER ELECTRONICS CORP. - 242

Transmitter remote control with telephone access; telephone interface products for on-air calls

GLASS DOCTOR, THE - 241

Plexiglass church products

GOD'S NEWS BEHIND THE NEWS - 457

Computer contributor information system and TV/radio program - God's News Behind the News, cassettes & videos

GOSPEL FILMS - 229

Christian films and videos for television syndication

GOSPEL LIGHT PUBLICATIONS - 343

Books, video and audio cassettes

GOSPEL VOLUNTEERS, INC. - 125

Conference/Retreat Center with a missionary outreach program

GRACE 'N VESSELS OF CHRIST - 456

Daily video taping interview for Singing Evan-

gelist Grace telecast and GNV-TV program information

HM ELECTRONICS - 447

Wireless and cabled intercom and wireless and cabled microphone systems

HANNA-BARBERA PRODUCTIONS, INC. - 732

Hanna-Barbera presents "The Greatest Adventure", animated children's Bible stories

HERITAGE PRINTERS & PUBLISHERS, INC. - 160

Printing of Bibles, books, direct mail, magazine, catalogs and specialty items

HOLMAN BIBLE PUBLISHERS 455

Holman Bible Publishers/Broadman Press

HOLY LAND HANDICRAFTS - 482

Christian gifts from the Holy Land; information on slide programs on the Holy Land

HUNTINGTON HOUSE, INC. - 404

Publishers of uplifting Christian books with emphasis on current events for premium use

IBN/INT'L BROADCASTING NETWORK - 602

A satellite radio network delivering quality religious programming and providing media services to Christian radio stations

IAN COMMUNICATIONS GROUP - 401

Audio & video tape duplication, printing & packaging, blank tape, broadcast equipment & supplies

IMAGE MEDIA, INC. - 150

Blank audio and video cassettes, Bible on cassette, children's stories on cassettes

INFOCISION MANAGEMENT CORP. - 260

Telephone fund raising and media buying specialists - Christian and humanitarian organizations

INNOVATIVE AUTOMATION - 511

Broadcast automation equipment and automatic transmitter control equipment--DI-TROL, TCS

INTEGRITY MUSIC, INC. - 140

Praise and worship music company

INTERCESSORS FOR AMERICA - 474

Articles on prayer and intercession and abortion

INTERCRISTO - 254

Career and human resources company; assists Christians in career planning and placement; assists Christian organizations in recruitment

INT'L CHRISTIAN EMBASSY JERUSALEM - 346

Support Israel sponsored Christian Zionist Congress 4/88 and Feast Tabernacles 9/88 re: Israel's 40th

INT'L COPS FOR CHRIST - 778

Police ministry

(continued on page 54)

THERE'S MORE THAN A GRAIN OF TRUTH IN WHAT WE'RE DOING.

Many organizations are devoted to relieving the world's hunger problem. With masterful efficiency they maneuver through foreign bureaucracies and cross formidable barriers to give food to starving masses. They provide tools and know-how enabling the hungry to help feed themselves. Reforesting and reestablishing these organizations contribute to the long-term benefit of struggling societies. Yet in all their efforts, something is missing. In the sackloads and foodstuffs the most important nutrient of all is lacking. The Bread of Life.

Food for the Hungry International is committed to relieving physical hunger. From the impoverished villages of Bolivia to the wasteland of humanity in Ethiopia we are meeting head-on the challenge of feeding and caring for the hungry. But, for more than seventeen years, we've done something else--something unique. We also supply the living bread that satisfies eternally--the spiritually nourishing Gospel of Christ. Food for the Hungry combines social concern with

evangelistic motivation...

We meet the people where they're at.

There's more than a grain of truth in what we're doing.



FOOD FOR THE HUNGRY

*Feeding The World's
Two Hungers*



7729 EAST GREENWAY ROAD/SCOTTSDALE, ARIZONA 85260/1-800-2-HUNGER

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www

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INT'L CORRESPONDENCE INSTITUTE - 622
Evangelism & Christian training materials - printed, audio & video; World Alive program

INT'L TELESYSTEMS CORP. - 512
Automates your in-house telemarketing and collection productivity and triples your productivity

INT'L WOMEN IN LEADERSHIP - 365
International women in leadership

ISRAEL GOVERNMENT TOURIST OFFICE - 774
Promotion material on tourism to Israel

J. COUNTRYMAN PUBLISHERS - 161
Bibles, books, tapes

JCR, INC. - 173
Business accessories for men and women

JANSON INDUSTRIES, THE - 626
Stage curtains, stage lighting, draperies, space dividers

JAVAN PRODUCTIONS, INC. - 126
Films, TV shows, star personal appearances, production and distribution

KESTON, USA - 675
The ministry of KESTON, USA is "to be the voice" of believers in the USSR and Eastern Europe; many resources are available

KINTRONIC LABS, INC. - 783
AM directional antenna phasor cabinet and ATU, PSA/PSSA power cutback unit, isocoupler and assortment of RF components

L.I.F.E., INC. - 167
Spirit-filled counseling, teaching, videos and testimonies of freedom from homosexuality!

LANDIN MEDIA SALES, INC. - 514

LESEA BROADCASTING, INC. - 170

LIBERTY FEDERATION - 688
Listen America Radio

LIBERTY TEMPLE FULL GOSPEL CHURCH - 668
Promoting our vision, goals and coming camp meeting '88 in Chicago

LIFECHANGERS - 746
Featuring teaching materials by Bob Mumford, including books, videos, audios

LIFESTYLE MARKETPLACE - 169
Christian TV merchandising program

LIGHT SOURCE, THE - 469
Lighting, consulting, design and equipment

LIST SERVICES CORPORATION - 142
Mailing list management, brokerage, data processing

LITTLE FOLK FELTS - 205
Felt Quiet Books, excellent premium ideas;

Bible visuals in felt

LOWELL LUNDSTROM MINISTRIES - 129
Lowell Lundstrom Ministries: weekly half-hour TV program - Lowell Lundstrom: President, Trinity Bible College; author and songwriter

MTS TRAVEL - 250

MADISON INT'L TRAVEL - 448
Professional organization specializing in Christian-oriented group travel, serving needs of ministers, missionaries & Christian commun.

MAGNEFAX INT'L, INC. - 773
Model 3800, 3 slave, 7 1/2 IPS, audio tape duplication and Model HP70 audio tape degausser

MALCOLM SMITH MIN. - 742

MARANATHA CHRISTIAN MIN. - 326
Promoting the new "Forerunner" TV show, displaying Maranatha's literature, missions, personnel and vision to spread the Gospel

MARILYN HICKEY MIN. - 257
Video, books and tapes

MARKETPLACE SERVICES - 145
Videos, audios, books, conferences, brochures

MASTER SOFTWARE DESIGN - 449
Church and ministry software

MEDIA CONCEPTS, INC. - 665
New and used equipment brokerage

MEDIA DEVELOP. INDUSTRIES - 788
Distributors of name-brand audio and video cassette tapes

MEMBERSHIP SERVICES - 361
MESSENGER - 484
Biblical and inspirational calendars for premiums and development programs (advertising)

MIKE MURDOCK EVANGELISTIC ASSOC. - 165
Albums, cassettes, teaching tapes, books and products of Mike Murdock Ministries

MISSION SERVICE SUPPLY - 494
Panasonic and JVC video tape duplication equipment, catalogs

MISSIONARY TAPE & EQUIP'T SUPPLY - 423
Duplicators, cassettes, recorders, audio-visual, pro-sound and accessories

MOODY BROADCASTING NETWORK - 304, 305
Ministries of Moody Bible Institute; live broadcasts by the Minirth-Meier Foundation

MOODY PRESS - 253

MOTOROLA AM STEREO - 789
AM stereo broadcasting equipment

MULTNOMAH PRESS - 662
Publishing company displaying our top selling titles for premiums, close-outs, reviews, author interviews

NPR SATELLITE SERVICES - 663
NPR offers full-time satellite channels designed to your specifications on a short or long-term basis

NATIONAL CALL TO PRAYER - 707

NAT. COMMITTEE TO COMMEMORATE MILLENIUM OF CHRISTIANITY IN UKRAINE - 208
Books and articles on 1,000th Anniversary of Ukrainian Christianity (988-1988)

NATIONAL INSTITUTE OF MENTAL HEALTH - 344
PSA's from the Nat'l Inst. of Mental Health dealing with their campaign to eliminate the stigma of mental illness and to encourage employment

NATIONAL LEGAL FOUND. - 787
Public interest litigation and education on First Amendment issues on a nationwide basis

NATIONAL RIGHT TO LIFE - 498
Pro-life audio/visual materials and literature

OLESEN CO. - 770
Olesen will design and install curtains, track and lighting in your church or TV studio

ONE HOPE PUBLISHERS - 128
"One Hope" international tabloid

OTARI CORPORATION - 673
Professional, open-reel, multi-channel recorder/reproducers and duplicators

OXFORD UNIVERSITY PRESS - 704
Bibles and religious books for church and ministries premium and fundraising needs

PTL/THE INSPIRATIONAL NETWORK - 648
Printed literature regarding Heritage USA, Heritage Grand Hotel Convention Center, The Inspirational Network

PACIFIC GROUP, THE - 728

PEOPLE TO PEOPLE - 513
"People to People" with Bob George, a call-in counseling program on satellite radio

PERFORMANCE GROUP, INC., THE - 682
Design/build specialists in lighting and rigging systems for TV studios and churches

PROFESSIONAL SOUND INDUSTRIES - 341

PROGRAMMING PLUS - 785
Christian radio music programming, producers of "The Monthly Supporters" promo/i.d. package

QEI CORPORATION - 444
FM radio broadcast equipment transmitter,

(continued on page 56)

NATIONAL PUBLIC RADIO

Satellite Services

TO: RELIGIOUS BROADCASTERS NATIONWIDE
FROM: NATIONAL PUBLIC RADIO SATELLITE SERVICES
RE: SATELLITE SERVICES FOR RELIGIOUS BROADCASTERS

We would like to inform you that full-time use on Westar IV for satellite distribution is just one of the many reasons religious broadcasters come to us. We also offer occasional services which will enable you to broadcast from any specific event or location--such as the live broadcast of Billy Graham from the Netherlands, or the live coverage of the '87 NRB Convention by SkyLight Satellite Network, USA Radio Network, and Ambassador Advertising.

So if you're thinking of distributing to affiliates, covering an upcoming religious event or just broadcasting from a particular site, come see us at Booth #304 at the National Religious Broadcasters Convention.

FYI: SOME OF OUR VALUED CLIENTS INCLUDE...

INTERNATIONAL BROADCASTING NETWORK
SKYLIGHT SATELLITE NETWORK
MOODY BROADCASTING
FAMILY STATIONS
VCY AMERICA
BILLY GRAHAM EVANGELISTIC ASSOCIATION

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(continued from page 54)

monitors and related equipment

QUAD M PRODUCTIONS - 656

Channel 63 TV, with complete production facilities including a fully equipped mobile studio

R.D. HENTON BREAKTHROUGH MINISTRIES - 468

Cassettes, albums, literature

RYW CUSTOM MARKETING - 698

Special promises - Special moments: The ideal Christian premium or gift for TV, radio, pastoral visitation

RADIO SYSTEMS, INC. - 731

Audio products & services, including the ESA-10 console and Radio Systems line of studio products

RAINFALL, INC. - 730

Christian toys, games, videos, story cassettes, and premium items

RAPTIM TRAVEL - 144

RESOURCE SERVICES, INC. - 739

RELBE INTERNATIONAL, INC. - 225

Unique Scripture clocks: themes - marriage, faith, praise, Holy Spirit, prosperity, healing, etc.

ROGERS COMPANY, THE - 302

The Biblical approach to capital & budget fundraising for churches and para-church organizations

ROLANDCORP US - 148

SOS RADIO NETWORK - 733

FREE satellite programming: top talent, adult contemporary music, solid programs; for commercial and noncommercial stations

STC BROADCAST CONSULTANTS - 270

Broadcast consulting, broadcast equipment

SALVATION ARMY, THE - 421

Video, radio ministries, print

SANFORD WHITE CO., INC. - 340

Manufacturers of custom and stock religious jewelry: pins, medals, gifts, premiums, etc.

SATELLITE RADIO NETWORK - 384

SATURDAY EVENING POST SOCIETY, THE - 669

Health programming, direct response offers, special subscription rates, free AIDS tests

SCANDINAVIA PUBLISHING - 480

SCRIPTURE PRESS PUBLICATIONS - 240

Broadcast ministry resources, featuring Victor Books for interviews and donor programs

SEAL-O-MATIC CORP. - 321

SERVANT GROUP, INC., THE - 685

Full color fund raising catalogs for ministries; complete order processing and fulfillment in-

cluded with program; several plans available!

SHIVELY LABS - 440

Shively Labs manufactures FM and TV broadcast antennas plus rigid coax and other related broadcast equipment

SHOWERS OF BLESSINGS MINISTRY, INC. - 442

Video presentation, tapes, brochures

SKYLIGHT SATELLITE NETWORK - 120.251

Hosted MOR music and talk service, extended remote control & transmitter monitoring

SOUTH AFRICAN TOURISM BD.- 101

SPANISH HOUSE - 363

Spanish Bibles, books, music, gift items

SPOKEN WORD OF GOD, THE - 348

Cassette Bibles in English and 12 foreign languages, audio & video

STARBURST PUBLISHERS - 188

Publishing - books, video, audio promotion

STRONG INTERNATIONAL - 770

We provide the finest in follow spots for any purpose, including the famous super trouper

STUDIO MAGNETICS CO., INC. - 324

Blank audio tape cassettes, cassette duplication services, custom printed labels

SYSTEMS WIRELESS LTD. - 256

Wireless microphones, wireless headsets, hardwired intercoms, wireless speaker/amplifiers, 2-way radios

TPC COMM./CHANNEL ONE - 703

"The Producer's Choice" for production, post-production, videotape and satellite distribution, film transfers and cassette duplication

TVSC/GROUP W PROD. - 743

Videotape and satellite program distribution, film transfers, standards conversion and subcarrier leasing

TELEX COMMUNICATIONS, INC. - 777

Audio tape duplicators, wireless microphones

TELEVISION TECHNOLOGY CORPORATION - 200

Low Power TV transmitters, high power UHF TV transmitters, AM & FM radio transmitters

THERE'S HOPE - 616

A thirty-minute program/production available for television and radio

THOMAS NELSON PUBLISHERS - 425

Nelson Resource Management - assists ministries and churches in developing, producing and marketing customized Bibles and books; provides non-customized books for premium use

THUNDER MOUNTAIN PROD. INC. - 692

Family film production company

TOP IN SOUND, INC., THE - 464

TYNDALE HOUSE PUBLISHERS - 519

US TAPE CORPORATION - 476

Specializing in C-O's, pre-loads, custom loading, duplicating, imprinting and packaging

USA RADIO NETWORK/ICM - 364

Network broadcasting

UNITED VIDEO, INC. - 180

Satellite communications systems and communication network design for the broadcast industry

URBAN ALTERNATIVE, THE - 245

Outreach ministry of Dr. Anthony T. Evans, pastor of Oak Cliff Bible Fellowship and professor at Dallas Theological Seminary

VICTOR DUNCAN, INC. - 780

Lighting systems and consultation, lighting sales and rental, film rental, video rental

VIDICOPY CORPORATION - 108

Vidicopy offers high quality multiple format video duplication and standards conversion services at affordable prices

VINYLWELD, INC. - 486

Stock and custom audio and video cassette albums and 3-ring binders

W & E BAUM BRONZE TABLET CORP. - 255

Designers and manufacturers of trees of life, donor walls, plaques and awards

WEFC TV 38 - 268

WIYE TV - SUPERCHANNEL 55 - 696

TV broadcaster, Orlando, Florida

WASHINGTON FOR JESUS '88 - 367

WORD, INC.

166 - Books, educational products, videos, films, records, music

WESLEY FILM PRODUCTIONS LTD. 184

TV productions: Discovering Jesus, Discovering Paul, Discovering the Young Church

WORLD HOME BIBLE LEAGUE - 517

Bibles

WORLD OPPORTUNITIES

INTERNATIONAL - 497

Helping hurting and hungry children across America and around the world

WORLD RELIEF CORP. - 262

Relief and development arm of the NAE

YOUTH WITH A MISSION - 470

1 - Short term missions opportunity
2 - Prayer diary, books and tapes for premiums and resale

ZONDERVAN PUBLISHING - 491

Publishing Christian books, Bibles, and premium and customized products for ministries

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B R O A D C A S T I N G

Building on a strong foundation.

Dick Marsh, President

WASHINGTON
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KANSAS CITY
KCNW-AM
Fairway

DALLAS/FT. WORTH
KWJS-AM
Fort Worth

HOUSTON
KTEK-AM
Alvin

DAVID REEDER, G.M. MARION LUTHER, G.M. LARRY ALFORD, G.M. ANDY WILLOUGHBY, G.M. JOE WILLIS, G.M. BURT PERRAULT, G.M.

Pending FCC approval

(Circle 145 on the Reader Service Card)





Phil Driscoll



Greg Buchanan



George Beverly Shea

NRB 88: Lifting Voices in Praise

by Paula J. LaFiura

A highlight of every NRB convention is undoubtedly the musical expression of praise brought forth each year by talented artists.

Perhaps as a reflection of the growing diversity of programming styles and formats within religious broadcasting, this year's convention music promises to be diverse, colorful, and yet unified in message and purpose.

Praise the Lord with the harp

NRB's 45th Anniversary Banquet celebration will feature the instrumental music of harpist Greg Buchanan, a 1986 convention alumnus. Buchanan, who has played the harp since age nine, spent four years with the United States Navy Band in Washington,

D.C., and has played solo for every type of audience in various styles, including jazz, pop, classical and gospel. His playing is called "infectious" and "masterful", so much so that the makers of the world famous Salvi Harp asked Buchanan to endorse their instrument. He now has two albums in national release—*Harp Praise* and *A Harp for Christmas*.

Buchanan will also perform at the Tuesday evening concert, sponsored by Adoration music. The night's participants include Johnny Hall, Kathie Sullivan, Eternity, and The Lads.

Hall, who will also minister at the Monday afternoon Presidential Plenary Session, performs internationally in more than 150 concerts each year. His last album was entitled, "Silver and Gold," and premiered in conjunction with his 1984 Dove Award Nomina-

tion for Best Male Vocalist.

Soloist Kathie Sullivan, first discovered by Lawrence Welk in 1976, has four albums to her credit. In addition to winning the Angel Award for best Female Gospel Singer of the Year in 1982, she recently received the "Class Act" award from *Moody Monthly* magazine for her album *There's A Reason*. This is her third NRB convention performance.

The Lads are a contemporary, MOR group from Joplin, Missouri. The group tours full time, performing more than 250 concerts per year. Members include Dave Scroggins, who sings bass and plays computerized synthesizer keyboards; Larry Turner, lead singer; Jeff Bergen, who plays bass guitar and sings baritone;

(continued on page 62)

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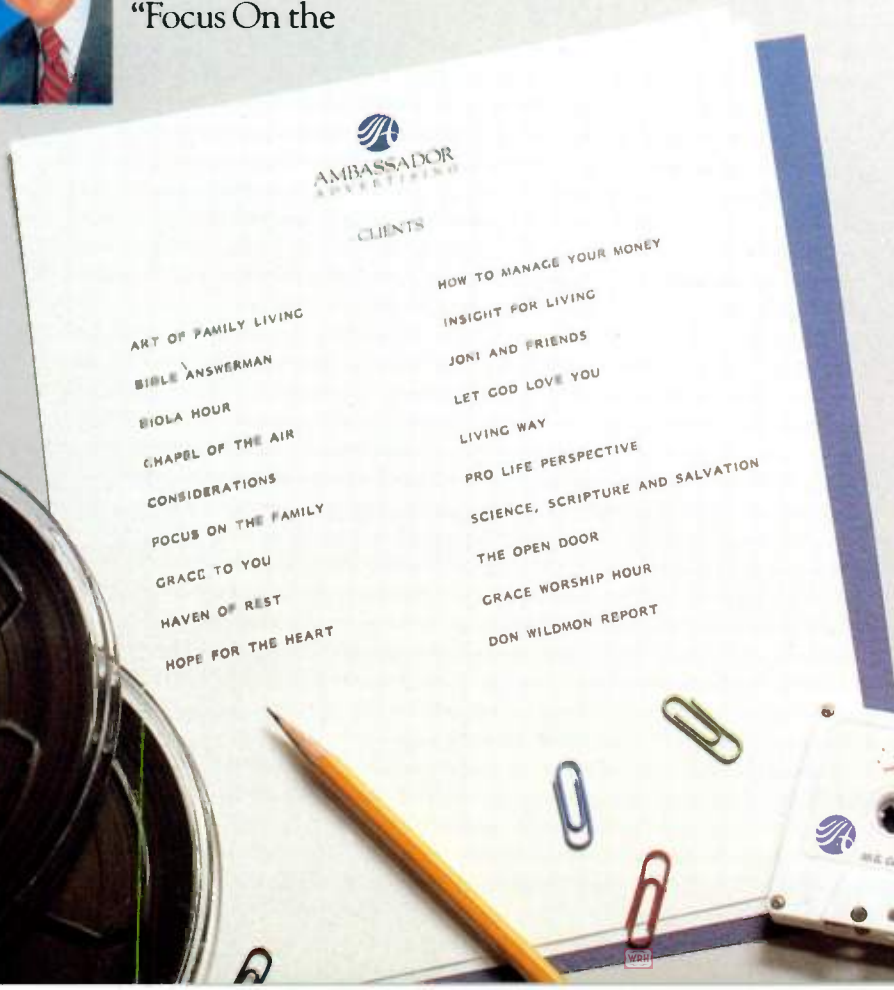
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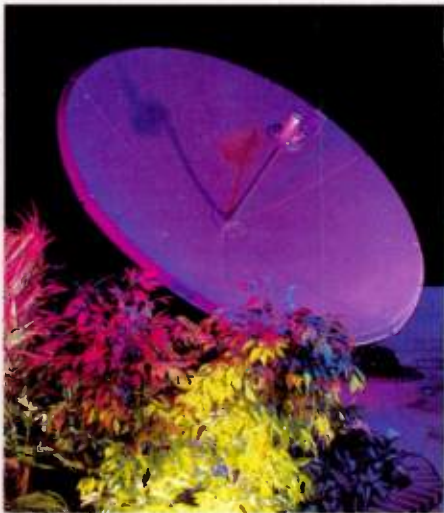
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(continued from page 58)

and Doug Olson, keyboardist and tenor. The group records for Bread 'N Honey.

Seventeen young musicians make up Eternity. The group had its beginnings in Hollywood, Florida, in 1973, and now has completed 16 albums, 14 in English and two in Spanish. Founded and directed by Rev. Joe Alessi, Eternity ministers in traditional and contemporary styles.

Make melody to Him...³

The making of a melody is Christine Wyrzten's special gift. Singer, songwriter, arranger, wife and mother, (She is married to Ron Wyrzten of Word of Life) Christine is a nationally recognized recording artist. At Sunday evening's plenary session, Christine will perform her latest melody entitled,



Christine Wyrzten

Accountable to God. The song was written especially for the NRB convention, and because of its appropriate message, has been chosen as the convention theme song.

Praise Him with the sound of the trumpet³

Returning to the NRB convention after last year's moving performance, Phil Driscoll will minister at the Presidential Plenary on Monday afternoon. The son of a preacher, Driscoll studied classical music at Baylor University. He entered the Christian music scene in 1978 after ten years of

artistic and commercial success in secular music. His 1983 album, *I Exalt Thee*, earned him a Grammy nomination and a Dove award, the latter of which recognized him as the "Best Gospel Music Instrumentalist of the Year." His 1984 *Celebrate Freedom* album, featuring patriotic hymns and songs, was also nominated for a Grammy, while his duet with Debby Boone on *Keep the Flame Burning* won the prestigious music award.

"Music transcends all thoughts and goes right to the Spirit like no other medium we have," Driscoll says. "The sky is the limit when you praise the Lord, and music is one of the last and greatest frontiers in spreading the Gospel message."

Sing to Him a new song⁴

Steve Green is not a newcomer to the convention, but his music at this year's International Banquet reflects a new side to his ministry...that of outreach to the Spanish-speaking world.

Green, the son of missionary parents, spent nine years on the mission field in Argentina, but it is only in the last year that the singer/songwriter became involved in recording Spanish music. *Tienen Que Saber* (People Need the Lord) was released in early 1987 and is a powerful collection of songs gleaned from his first three albums, as well as six traditional Spanish hymns. Green visited South America last year for a three-week tour that included concerts in Ecuador, Argentina and Venezuela.

Green has performed in the group Truth, and in The Gaither Vocal Band. "He was named Male Vocalist of the Year" at the 1985 Dove Awards.

"I don't despise what God has given me to do, but I don't want to get stagnant, and get satisfied with lights and people and clapping, and call that God's work," Green explains, adding, "There is a big difference between when the Lord works, and when we can manipulate people and cause a response through skillful singing or speaking. When the Lord works, He transforms lives, and that is what I want to be a part of."

Taiwans's "Singing Queen of the Mountain," as Rose Wun has been called, will also perform at the Interna-

tional Banquet. Rose is a princess of the Tai Lu Ge Tribe. Despite her prestigious roots, Rose grew up in poverty and suffered severe depression. After coming to the Lord through a local church, Rose entered an island-wide singing competition organized by the Taiwan Television Service. Rose eventually won the competition, but her main vocation continues to be missionary work. She leads a 10-member aborigine song troupe on singing missions around Taiwan.

In the midst of the congregation...sing praise⁵

"I've been listening to Bev Shea sing for 45 years, and I would still rather hear him sing than anyone else I know," says evangelist Billy Graham of his long-time associate. Shea first sang for Graham on the Chicago radio hymn program *Songs in the Night* in



Rose Wun

1943. In 1947 Shea went to Graham's hometown, Charlotte, North Carolina, to sing in the first of Mr. Graham's city-wide crusades. Since then he has been a mainstay at the Graham crusades and has ministered weekly on the *Hour of Decision* radio broadcast. Between crusade, radio and television dates in many countries, he has sung hundreds of concerts and recorded 64 albums of sacred music. Shea will once again preface Graham in song at the Tuesday morning Congressional Breakfast.

(continued on page 64)

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(continued from page 62)

Another veteran group performing at this year's convention is the Back to the Bible Quartet, heard regularly on the broadcast of the same name. The Quartet will minister at the Sunday morning worship service. All four members of the quartet are full-time employees at Back to the Bible in Lincoln, Nebraska.

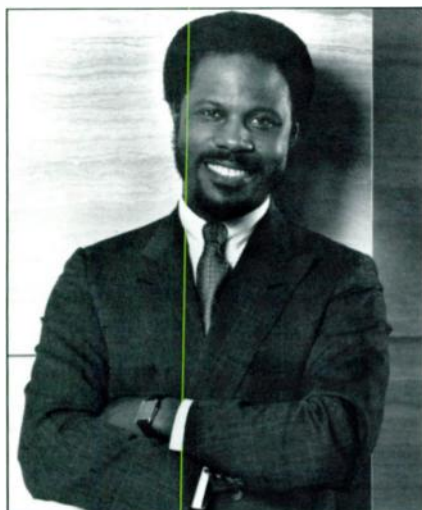
Former Imperials member Jim Murray will follow the Quartet in song at the morning worship service. After 40 albums, five Grammys, and 15 Dove Awards with the Imperials, Jim is now involved in a solo career and has released a debut album, *Christians Arise*, on WORD Records.

Play skillfully with a shout of joy⁶

"There is so little real joy in the world that perhaps the best witness a Christian can have is to express the joy that can be found only in Christ," says Buddy Green, a songwriter/singer who is currently touring with the Bill Gaither Trio. Green will perform his unique blend of guitar/harmonica/vocal technique at the opening plenary session on Saturday evening. Green's two albums are titled, *Praise Harmonica and Praise You Lord*.

For it is good to sing praises to our God⁷

NRB 88 attendees will hear numerous other voices lifted in praise.



Wintley Phipps



Nielson and Young

Among these are Wintley Phipps, described as "a cross between Lou Rawls and Larnelle Harris." Phipps will perform at Sunday evening's plenary session.

At this year's Black Broadcasters Concert, to be held Sunday afternoon at 2:30, ten choirs and several soloists will raise their voices in praise.

They are the Bethel Church of God in Christ Choir, Washington, D.C.; New Community Church of God in Christ Mass Choir, Portsmouth, VA; Washington State Choir, Washington, D.C.; Bible Way Temple Radio Choir, Washington, D.C.; Refreshing Springs Gospel Choir, Riverdale, MD; The Way of the Cross Mass Choir, Washington, D.C.; Faithful Living TV Choir; Jubilee Majestic Choir, Washington, D.C.; Greater Mt. Calvary Holy Church, Washington, D.C.; and Holy Temple Church of Christ.

Soloists include Walter Artise, Alton Morris, Maria Gardner, Natalie Green, Samuel Green, III, Thomasina Nelly Chandler and Debbie McClendon, who was recently awarded Female Artist of the Year by *Moody Monthly* magazine.

The Hispanic Broadcasters Concert, slated for Sunday afternoon at 2:30 pm, features soloists Manuel Bonilla, Michael Powers, Jose Ferrer, Wilma Hernandez, Felicia Valera, and Ben Soto. Group ministries include Grupo Arado and Hermanas Luciano.

Felicia Coleman Evans, soloist at Fellowship Missionary Baptist Church, will perform at Monday's

plenary session. Evans has a masters in music from Howard University, Washington, D.C.

Wednesday evening's Anniversary Banquet will feature a presentation of musicians from Insight for Living, Fullerton, California: Howard Stevenson, minister of music at the First Evangelical Free Church of Fullerton, Fred Frank, baritone soloist, and the piano duo Nielson and Young.

Each musician featured at this year's convention has his or her own story of redemption. The song that sounds forth from gifted lips and the music knitted together from a creative spirit is just the outward expression of the more miraculous transformation of the heart. And since it is true that the Lord "inhabits the praises" of His people, the musical expressions of praise at NRB 88 can only serve to draw us all closer to the Lord we serve.

- 1)Ps. 33:2a
- 2)Ps. 150:3a
- 3)Ps. 33:2b
- 4)Ps. 33:3a
- 5)He. 2:12b
- 6)Ps. 33:3b
- 7)Ps. 147:b



Paula LaFiura is assistant editor of *Religious Broadcasting* magazine.

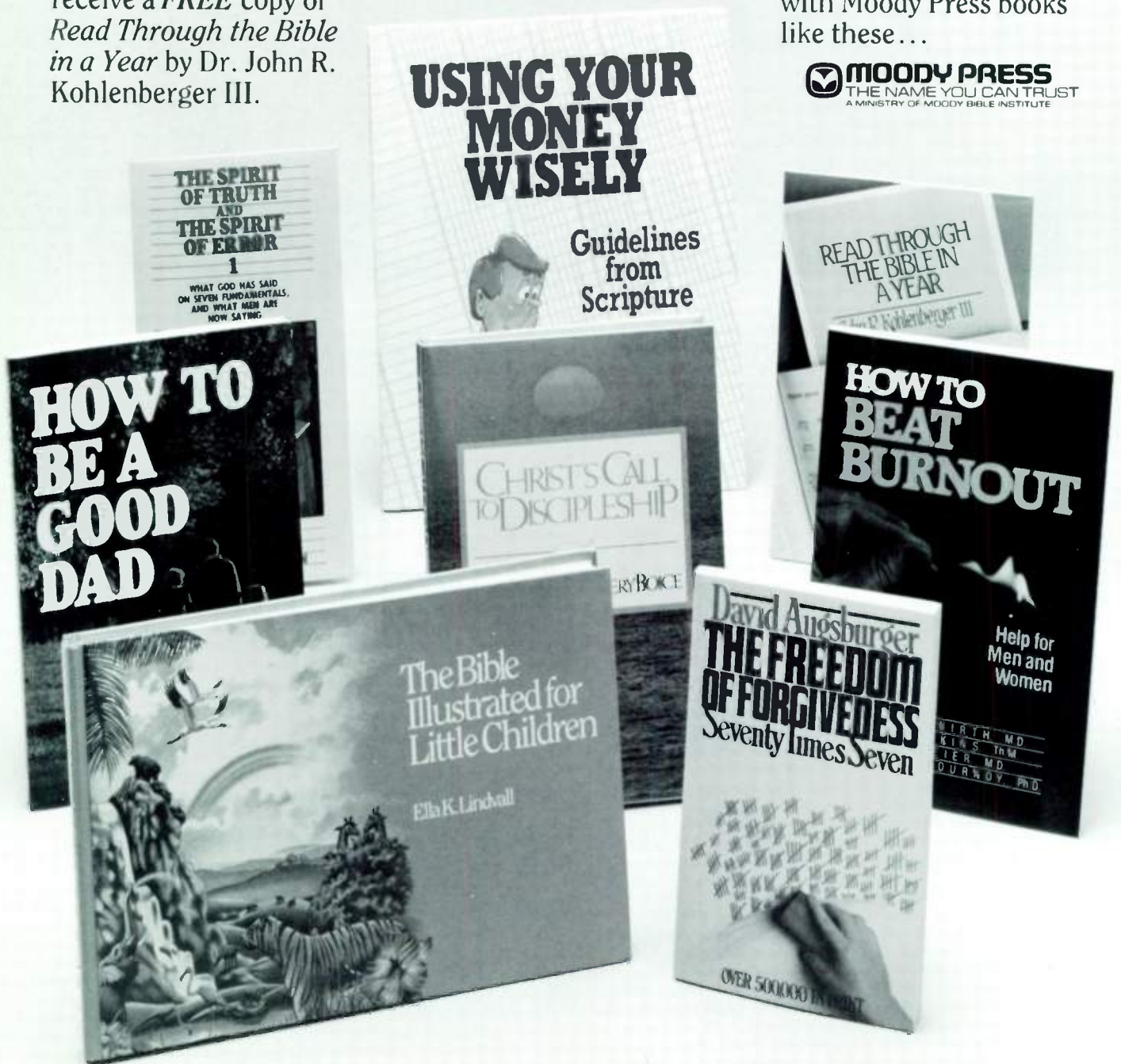
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No Time to Retreat

by Jeffrey K. Hadden and Anson Shupe

Some politically conscious evangelicals need to consult a sports psychologist before the 1988 election process moves into high gear.

That's right. Not a pastoral counselor. Not a political consultant. A sports psychologist.

A sports psychologist is the type of shrink who convinces athletes that they are capable of winning. Coaches know this attitude of self-confidence is the stuff that separates champions from runners-up.

Competitors who second guess themselves often erode their self-

confidence and, with this, their chances for success. Their defeat becomes a self-fulfilling prophecy.

The Retreating Right?

The enthusiasm and optimism of the Christian right during the early part of this decade has slipped badly since

(continued on page 68)



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(continued from page 66)

it was fueled by the belief that they had a lot to do with putting Ronald Reagan in the White House and, in turn, "their" President lent legitimacy to their cause. Many have lost confidence in their own ability to significantly redirect America away from its secular drift.

Carl F. H. Henry, "Mr. Evangelical," the person who was at the front of the call for evangelical Christians to renew their social consciences, seems now to have serious reservations about the realization of this dream. In a recent interview in *Christianity Today*, Henry believes that the momentum of the New Christian Right slowed noticeably during the 1986 congressional elections. He paints a picture of confusion and lack of leadership for future direction of conservative Christians. "The force of the Religious Right," Henry notes, "has been fractured by lack of consensus regarding which presidential aspirant to support."

Ironically, this has happened just at the moment when conservative Christians have a *bona fide* leader in M. G. "Pat" Robertson. After years of listening to Jerry Falwell tell evangelical Christians that it is their duty to get involved in politics, Robertson has now provided an organizational structure for them to do so.

Negative Stereotypes

Why then this curiously pessimistic assessment from within what is rapidly becoming the most vigorous social-political movement in America? The answer is not to be found in the restoration of the Democrats to control of the U.S. Senate, nor in the sagging popularity of Ronald Reagan, nor in the 1987 sex and money scandals of televangelism, nor in Jerry Falwell's proclaimed withdrawal from politics, nor in the theological back-biting between fundamentalists and pentecostals, nor in any of a dozen other facts that could be cited as evidence of the demise of the conservative Christian hopes for a new political agenda.

The answer is to be found in the simple fact that many evangelical Christians have come to believe the

Why then this curiously pessimistic assessment from within what is rapidly becoming the most vigorous social-political movement in America? The answer is not to be found in the restoration of the Democrats to control of the U.S. Senate, nor in the sagging popularity of Ronald Reagan, nor in the 1987 sex and money scandals of televangelism, nor in Jerry Falwell's proclaimed withdrawal from politics, nor in the theological back-biting between fundamentalists and pentecostals, nor in any of a dozen other facts that could be cited as evidence of the demise of the conservative Christian hopes for a new political agenda.

negative stereotypes offered up by their critics. They are naive and disorganized. They can be mobilized to turn out for a single event, but they don't have the interest or the political savvy to effectively work the political system. They are single issue zealots who are quickly disillusioned when they don't win. Etc., etc.

So while Pat Robertson is demonstrating in state after state that he *does* have the political savvy and organizational skill to be a serious competitor in the quest for delegates, a lot of evangelicals who should be natural allies have concluded that he can't win. Before the first caucus or the first primary—and with a lot of evidence pointing to the primary—they have bought into the conventional wisdom of the political gurus who say Robertson can do nothing but reap havoc on the Republican party. They also apparently believe the pre-game analysis offered by political pundits who discard Robertson's potential strength without doing their homework.

Robertson is unlikely to be a strong contender if leadership of the evangelical community doesn't line up behind him. Not wanting to back a loser, some may back away.

For almost a decade, leaders of the New Christian Right have been crying for politicians who represent their views. Presented finally with a genuine alternative candidate, however, some now seem to be showing a failure of nerve.

Here's where the sports psychologist comes in. The leadership of the Christian right has been "psyched out" by their adversaries the liberal press and the secular humanists. What is good enough for NFL teams may just be the answer to the malaise affecting the politically conscious Christian right. There is little time to waste. The political season begins for real in just a couple of months.

Jeffrey K. Hadden is professor of sociology at the University of Virginia. Anson Shupe is chairman of the department of sociology and anthropology at Purdue/Indiana University in Ft. Wayne. They have co-authored *Televangelism, Power and Politics* which will be published by Henry Holt in early 1988.

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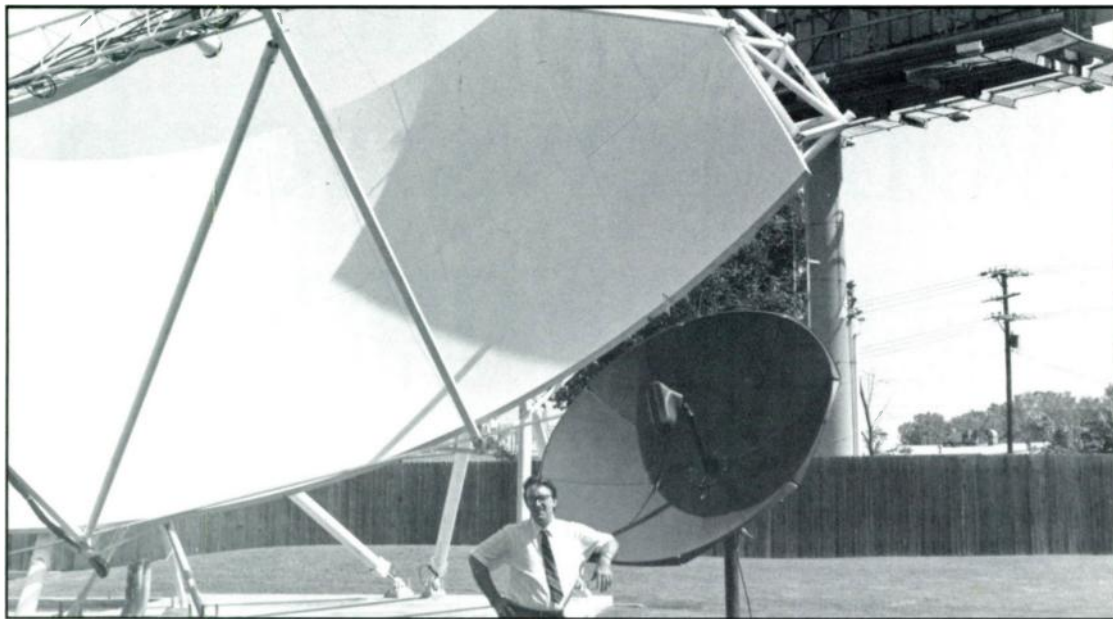
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by Bill Sullivan



Proverbs 27:17 says, "Iron sharpens iron, so one man sharpens another." It is unlikely the writer of that verse had Christian radio competition in mind when it was written. Though competition may seem like an unflattering term in the ministry of Christian radio, its benefits are not overlooked by those who have voluntarily placed themselves in a competitive environment. Many on both the programmer and station side of Christian radio today feel that the impact of satellite transmission technology will be felt keenly in competition it will bring.

Though Christian programmers have long used satellite transmission to deliver their programs to radio stations nationwide, SCS transmission service now allows Christian programmers the opportunity to be delivered together on the same channel—with many on the same satellite transponder (channel).

Other industries using satellites discovered long ago the value of sharing a satellite with other programmers for the same end users, despite supposed threats of competition. Cable television is a prime example. Prior to the use of satellite

Iron Sharpens Iron: Healthy Competition from Satellite Technology

transmission, cable TV was little more than a means of improving signal reception. Ten years ago, the move to satellites began, and soon more and more programmers developed products to deliver to cable systems. The rush was on to be on the same satellite as the other programmers, because the more cable systems "looking" at a given satellite, the more potential affiliates were available to programmers. That's why a spot on Galaxy I, "the" cable satellite today, is the most desirable in the

industry, because virtually every cable system in the nation has a dish pointed at that "bird."

Despite this trend in cable and other industries, when Christian radio began using satellite transmission as a means of program delivery, the lesson had to be learned anew. Networks would supply dishes to stations stipulating that the dishes be used only to receive their network. Soon, radio stations had two or three dishes to receive two or three networks from

(continued on page 72)

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TECHNOLOGY

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two or three different satellites. Dean K. Allison, director of network development and satellite services for IBN, notes, "Before, it was a situation where the proverbial dish farm was needed to get enough feeds. Most networks said you could use their dish only to get their programming." Allison questions not only whether such a practice was a good Christian example, but notes, "It was not good business." He adds, "I've kind of had a dream of just what the NRB means. I hope the days of really being exclusive, or demanding exclusivity for your network based on equipment provision to stations, are over."

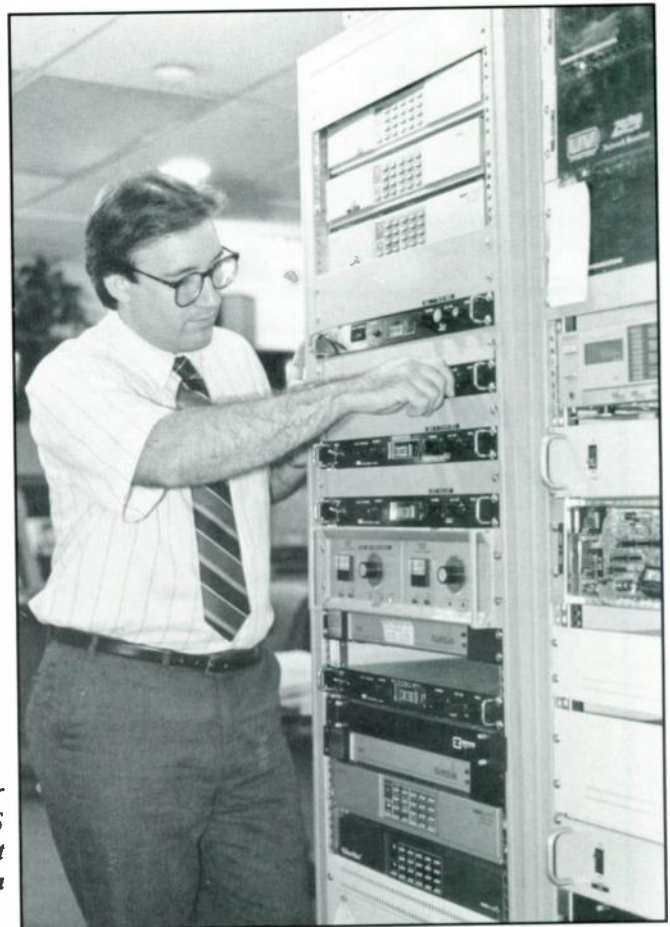
Jim Goodrich of Moody Broadcasting says the financial drain on stations in such situations was enormous, particularly for non-profit stations earlier this decade when the impact of satellite transmission was first being felt on Christian radio.

"Initially, we were on one of two different networks on two different satellites," says Goodrich. "As other programmers came along, they were giving away dishes, which was fine. However, the problem was they were not compatible and you were finding three or four dishes at a station, which was, at that time, very expensive. For an educational or non-profit, there was no way you could come out on that." He says the thing to remember is that "Satellite is only a delivery system. It is just a means to an end. The end is in what you are delivering on the air. For the full benefit of the end user, both financially and from a programming standpoint, it was really apparent we all needed to be in one place, if you were looking ahead at all."

Such a situation, says Goodrich, benefits stations in several ways. First, instead of purchasing several dishes and the accompanying receiving equipment, just one or two dishes suffice, depending on the amount and diversity of programming a station uses. But perhaps a more important benefit results from the competition the technology brings. Goodrich explains, "You can have two or three (or more) programmers in your board at the same time and pick and choose. If there is any competition, it takes place where it belongs, in the programming segment."

Allison agrees. "It has turned into a real bonanza for Christian stations because they can use a limited amount of equipment to get a high quality, clear signal. It is also forcing the programmers into a sort of "program war" situation because in the near future as this time fills up and the program day fills up, the average station will have at its fingertips four or five different network feeds. Each network will be seeking that particular station to take a program in a particular daypart.

Marlin Maddoux, president of USA Radio Network and host of the talk show *Point of View*, recognized this when he opted for the new technology. He says being grouped with other Christian programmers is a positive step for the industry. "I think it's a plus. I've said that since we formed our network most radio stations probably would have movable dishes and pick and choose various programming as they wanted," he said. "I've never felt there was just one network the radio stations (would



SCS General Manager Al Stem tunes an SCS Satellite Receiver at United Video's Tulsa headquarters

Competition never hurt anybody, and it's causing the quality of programming to go up overall."

From a station's standpoint, program quality, both the technical and the content, is important. Jim Ashmore, formerly sales manager of KCFO-AM/Tulsa, said, "There's a great need for quality programming, and programmers will sometimes bypass the smaller markets. The capability this technology would give to smaller market stations could be significant."

use). This is the reason why we've chosen not to try to compete with other networks and just provide news, talk and information. This is a niche, a need that precipitated the forming of the network in the very beginning." In fact, despite the benefits Maddoux foresees for the USA in the use of the new satellite transmission technology, he says, "It's probably better for the local radio station than the broadcaster. It allows the local radio station to pick and choose his programming and not

have to move his dish."

Indeed, the SCS technology actually costs the networks a little more to use than transmission methods used previously. Al Stem, general manager of SCS, says, "Previous to SCS, there were several methods available for receiving audio. SCPC (single channel per carrier) was the most common among radio networks." Stem explains that SCPC costs less for the network, because the "space segment," i.e. the satellite transponder time and transmission costs, are less expensive. The drawback to SCPC comes on the receiving end, where a station can expect to pay from \$5,000 to \$10,000 for equipment (compared to \$1,000 to \$2,000 for SCS). SCS makes the receiving end less expensive, says Stem. "We send the signal with more power, subsequently the cost per channel is higher. But it makes perfect economic sense if you've got a ground station network of 50 or more receive sites, which is almost always the case with radio networks."

Ironically, SCS was not created primarily for Christian radio, though

Christian programmers have become one of the largest users of the technology. Stem says that after the company realized it "needed to focus our

"SCS makes the receiving end less expensive...We send the signal with more power, subsequently the cost per channel is higher. But it makes perfect economic sense if you've got a ground station network of 50 or more receive sites."

market," SCS decided to concentrate on audio. "Then Jim Goodrich helped us further define that market by pointing out that there were a lot of religious broadcasters out there who needed a good economical way to receive signals," remembers Stem.

"Your programming does

deteriorate," when there's little or no competition, says Goodrich. "The vision that I was looking at (in deciding to place Moody into the more competitive environment) was totally long haul, and we're looking at it for one benefit, and that is to benefit the cause of Jesus Christ. Besides that, I think as we are all together there (on the same satellite), it makes us all sharper and do a better job."

"We felt the Lord brought it all together," continues Goodrich. "The idea from United Video (parent company of SCS) and our need for a move all came up at a time when we felt we needed to reduce costs for affiliates, so I think all the pieces came together in such a way that you'd have to say it was more than just fortunate timing. The industry as a whole now has multiple opportunity for programming. I think the industry as a whole has benefited."

Bill Sullivan is president of Shekinah Communications, Broken Arrow, OK, a public relations and consulting firm.

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The Jewish Host of "Ask the Rabbi" Responds to the Christian Fascination With Jews & Israel

by Yechiel Eckstein

At the 1985 National Religious Broadcasters Convention I led a seminar with Chicago's Jerry Rose on the subject, "Jews, Judaism, Israel and Jewish-Christian Relations." Jerry has been a friend who has shared in the vision of my ministry since its inception. He currently serves as 1st Vice President of the NRB and, at the time of this writing, as nominee for NRB President. Then and now we find a growing fascination among Christians with Jewish people. Christians are profoundly interested in learning more about Jews, Israel and a variety of other themes that were addressed at the 1985 NRB seminar. They tend to raise countless questions, generally basic and fundamental in nature, that are rarely answered or even addressed by their pastors or in religious radio and TV programs. Who *are* these ancient albeit contemporary people, the Jews? How do Jews today understand their chosenness and covenant with God? How shall Christians view these same matters? Is it possible for Christians to demonstrate love toward their Jewish neighbors sensitively and, if so, how? What of the State of Israel today? Is it, in fact, the fulfillment of Biblical prophecies? Do current events in the Middle East provide confirmation for a dispensationalist theology? A pre-Millennialist eschatology? Do they point to the coming time of tribulations? And precisely how do Jews today celebrate Biblical feasts like Passover, Tabernacles, and Pentecost? What do Jews today believe about the Messiah? Salvation? Jesus? What are their positions on domestic social issues like abortion? Religious freedom?...The questions, like the curiosity from whence they derive, are abounding and seem almost endless.

Having lectured at various Christian institutions across the country (whose ethos lies on different points of the Christian theological spectrum), I

can state without equivocation that these kinds of queries are raised not only by religious broadcasters at NRB seminars, but by virtually all Christians who take their faith and the Bible seriously. The Christians are, indeed, fascinated by the Jewish people. They seek to understand Jews *as they truly* are, not as they are indirectly portrayed to be. Unfortunately, the reverse is usually the case. Christians tend to derive their knowledge of Jews and Judaism not from Jews themselves, nor from internal Jewish sources, but from their (Christian) Bible study, their reading of the daily newspapers or from Messianic Jewish groups whose views and beliefs are rejected by normative Jews and Judaism. In many instances, the images Christians glean are antiquated, distorted, inauthentic or all of the above.

The problem is exacerbated by the fact that many Christians have little, if any, direct contact or communication with Jewish people. This not only leads to a skewed perspective of Jewish issues but can also seriously affect their attitudes and relations with Jewish people themselves.

A wide gulf exists between Bible believing Christians and Jews. Their relationship is often marred by suspicion and alienation, and shrouded in misunderstandings and distortions. This is true not only of the Christian relationship toward Jews and understanding of Judaism, but the reverse is also true. Jews, for example, tend to view evangelicals monolithically, as a group intent on making America into a Christian nation and eroding civil and religious liberties. Moreover, they often feel as though Christians relate to them only as "its", i.e., as objects to be converted and brought to Christ. The love such Christians profess for Israel and the Jewish people is, therefore, suspect and seen as conditional in nature and contingent upon their accept-

ing Jesus as Christ. Whether this is true or not is a separate matter. The fact is that this perception of evangelicals is very prevalent among Jews today.

Actually, Jews truly seek friends, albeit ones who will be concerned for them for the people they are - God's children. They wish to relate to those who will identify with them during times of joy and empathize with them in their times of pain. They seek friends who will express love toward them unconditionally and walk with them in solidarity irrespective of the consequence. True, this is a lot to ask of others.

Though not a Christian, I have come to respect the Christian goal and great commission to love one another while leaving it to God and "the Holy Spirit" to act upon the individual and bring about any change of heart or "conversion." This is a noble Jewish ideal as well. We share the view that man's duty in this world is to demonstrate in his thoughts and actions unconditional love toward God and his fellow man. We ought never to forget that ultimately man is but human and only God is Lord. He and His ways must be trusted unconditionally— not coerced or manipulated.

While the Christian urge to learn more about Israel and the Jewish people has been prevalent for some time now, there have, unfortunately, been few attempts to meet this need. Christians, for the most part, remain intrigued and replete with unanswered questions. It was with the purpose of filling this void, allaying suspicions not rooted in reality, and eliminating distorted perspectives Christians and Jews often have of each other that I, along with other Christian and Jewish leaders, founded the ministry of the Holyland Fellowship of Christians & Jews in 1983. We seek to supplant suspicion and distortion with bridges of honest dialogue and mutual understanding. While I have witnessed much positive change in Christian-Jewish relations over the past decade, it has not kept up with the waxing interest on the part of both communities to learn more about one another and to cooperate whenever possible, particularly on matters affecting Israel.

I have tried to meet this challenge by writing essays and books interpreting each community to the other. My book about Jews, *What Christians*

Should Know About Jews & Judaism (Word, Inc.), is widely read and also used as a textbook in many Christian colleges and seminaries. My booklet about evangelicals, "Understanding Evangelicals: A Guide for the Jewish Community" is used in Jewish circles. God, I believe, is blessing this ministry. Our desire to foster healing, reconciliation, better understanding and cooperation between our communities is, indeed, "of the Lord." Nevertheless, the opportunity to share with Christians more fully and regularly about the Jewish people remained essentially unmet. Their countless questions, by and large, remained unaddressed.

To meet this challenge, I have just produced a new radio program, *Ask the Rabbi*, about Israel, Jews and Judaism. It is now available to radio stations endorsed by NRB leaders such as Ben Armstrong, Jerry Rose and Brandt Gustavson. Finally, Christian listeners will have a forum to raise their questions and to have them answered. *Ask the Rabbi* is a daily three and a half minute public affairs program (with no appeal for funds) produced at the studios of WCFC-TV 38 in Chicago and distributed by Domain Communications.

The program will, hopefully, prove useful to religious broadcasters by providing "broad community representation" to radio stations as urged by the FCC. Commercially, it can increase the listening audience as well as advertisement base of stations to include companies currently not advertising over religious oriented stations. Moreover, the program will provide Christian listeners with a new, unique opportunity to learn more about Israel and the Jewish people from an Orthodox Jewish Biblical perspective and to have their questions addressed. That way they will then be able to relate to their Jewish acquaintances with greater insight and sensitivity and in a spirit of respect and cooperation.

For Jews, who are the primary funders of the program, *Ask the Rabbi* is a way in which they can extend their hand in friendship toward the Christian community, meet it half way, and help bring an end to the alienation, suspicion and, at times, even hostility that frequently exists between them. The fact that many Christian leaders of stature—Fundamentalist, Evangelicals, Charismatics, Pentecostal, et al (even President Reagan)—have supported

this outreach and stood solidly behind it, portends well both for the radio program and for the overall effort as a whole to foster healing, fellowship and better understanding between the Jewish and Christian communities.

But religious broadcasters, perhaps more than others, have a unique opportunity to play a central role in this reconciliation process. The very fact that they regularly reach as many people as they do and have the "power" to impact people's views and attitudes is an indication of the opportunity and special responsibilities they possess. Hopefully, they will exercise that power and influence wisely. Hopefully, we are now all aware of the disastrous consequences that can result when the public's trust is violated or compromised.

The subjects of Israel and Jews are an integral part of this discussion. Rarely does a day go by when they are not the focus of attention for religious broadcasters. Not only do our Bibles (at least partially) overlap, but our collective past, present and even future are inevitably intertwined. Whether we like it or not, for good or for nil, our policies and destinies affect one another.

There is genuine need for dialogue between our two communities, particularly between Jews and those involved in the religious broadcasting ministry. For it is only through communication and the building of trusting relationships that we can ever come to understand one another better and hopefully develop greater tolerance and respect for one another. While not asking each other to abandon or compromise their convictions, both communities may surprisingly find, as I have, that their spiritual lives and walk with the Lord have been indelibly and irreversibly enriched.

Rabbi Eckstein is the founder and president of the Chicago-based Holyland Fellowship of Christians & Jews and host of the daily 3 1/2 minute radio program, *Ask the Rabbi*. He is the author of *What Christians Should Know About Jews & Judaism* (Word, Inc.) and *A Guide for the Jewish Community* and a frequent guest on Christian radio and TV.

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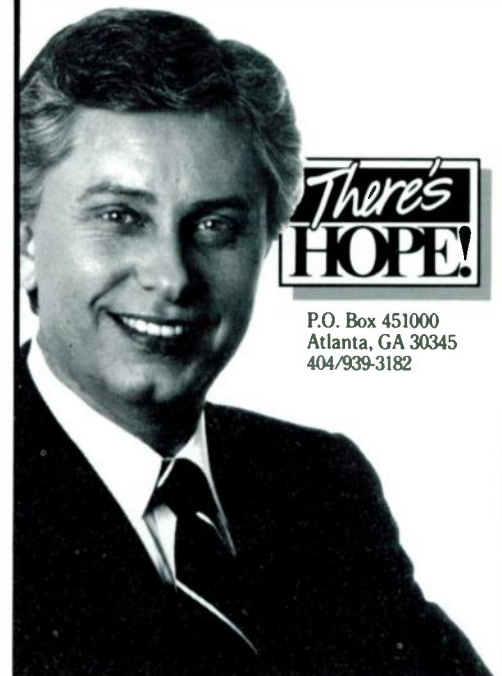
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SOUTH CAROLINA — WGGG TV-16, Greenville, Sundays 10:30 P.M.; WCCT TV-57, Columbia, Saturdays 10:30 P.M.; WGSE TV-43, Myrtle Beach/Florence, Sundays 10:00 P.M.

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Can NRB Influence Hollywood?

by Ted Baehr

For many years, Christians worked closely with the Hollywood picture and broadcasting industries to produce movies and programs of moral value, or, at least, to avoid producing movies, and radio and television programs that were immoral, evil and anti-Christian. This period of grace from 1932 to 1966 occurred because several churches became actively involved with the leaders of the motion picture industry in 1932 to draft and produce The Motion Picture Code which applied the Ten Commandments to motion pictures. Later, this Code became the basis for the Broadcasting Code. The Code stipulated that there would be no sex, violence, profanity, obscenity or nudity in movies and that no religion could be mocked and no minister of religion could be a villain or comic character in a movie under Article 8 of The Code.

The Code was enforced by representatives of the Roman Catholic Church and Protestant denominations who read every movie script and certified whether it was acceptable under The Code. My friend George Heimrich headed the Protestant Film Office in Hollywood for many years and had the responsibility to read scripts and work with Hollywood to produce upstanding films.

In the mid-1960s, the denominations decided to abandon this positive input in Hollywood for different reasons with the same consequences. One denomination decided things would continue to go well even if it did not bother to read the scripts, failing to keep in mind the sinfulness of man. Another denomination decided that all television and movies

If we take a stand for the good, the true, the beautiful as we did in 1932...we may be able to recover those days when the church was the moral standards bearer for our society.

and entertainment programs were bad and left the entertainment industry wide open for Satan to take command. Several denominations decided The Motion Picture Code was too restrictive.

This group, represented by the National Council of Churches, felt that movies should be more realistic so they worked for the abolition of The Code. The offices in Hollywood that read scripts for the denominations were closed and the people who read the scripts were put out to pasture after some bitter battles.

Many people in Hollywood were deeply hurt when the churches pulled out. The president of Paramount Pictures, a Baptist, complained to the churches that he had been abandoned. Many felt the same way. As Jess Moody of Van Nuys Baptist Church says, "When you take the salt from the meat, the meat is going to rot." That is exactly what happened.

Now, years later, Christians complain about the movie and television industries. The media elite complain about religion. This battle has grown as communication between these groups has gotten worse and worse. Those who will reach out in love are few.

Jesus called us to be peacemakers, and to take every thought captive for Him, who is love, grace, joy and peace. The way to do that is not to leave Hollywood in the hands of the Adversary, but to advance as ambassadors of Christ.

There are people within the industry who express a desire to produce good, wholesome, worthwhile films and television programs. At the forefront of those valiant men, who want to produce quality, moral programming, stand; Barry Reardon, President of Warner Brothers Pictures; David Putnam, immediate past president of Columbia Pictures, who produced *The Mission* and *Chariots of Fire*, (which Barry Reardon released under the Warner Brothers label); Ken Wales who produced *The Prodigal*, *East of Eden* and *Pink Panther* series; Vincenzo LaBella, who produced *Jesus of Nazareth, A.D.*, and *Marco Polo*; Ron Maxwell, who directed *The Parent Trap* and *The Night The Lights Went Out In Georgia*; and Tim Penland who helped distribute *The Mission* and *Chariots of Fire*. These men have stood for the good, the true and the beautiful in Hollywood, while others in their industry have promoted those evil devices that so easily attract an audience to make money at the box office.

Often, others in the motion picture industry have looked askance at attempts to produce family entertainment. Unfortunately, when these men have looked for encouragement from the Christian community, we have all too often turned our backs on them and continued to rave against the industry as a whole rather than encouraging them in the direction of better pictures, by supporting good movies such as *The Mission*, *Hope and Glory*, *Tender Mercies* and *Places in the Heart*.

These men have agreed to participate in the NRB Convention as an opportunity to help us improve the quality of our communications and to be encouraged in their own efforts to make family entertainment. This is an incredible event. As Dennis Peacocke has said, "Whoever controls the language, controls the culture," and these men control our language by producing and distributing the most popular films which impact billions of people around the world.

If we take a stand for the good, the true, the beautiful as we did in 1932; if we try to be peacemakers; if we work with the entertainment industry to let them understand our concerns; we may be able to recover those days when the church was the

Whoever controls the language controls the culture, and these men control our language by producing and distributing the most popular films which impact billions of people around the world

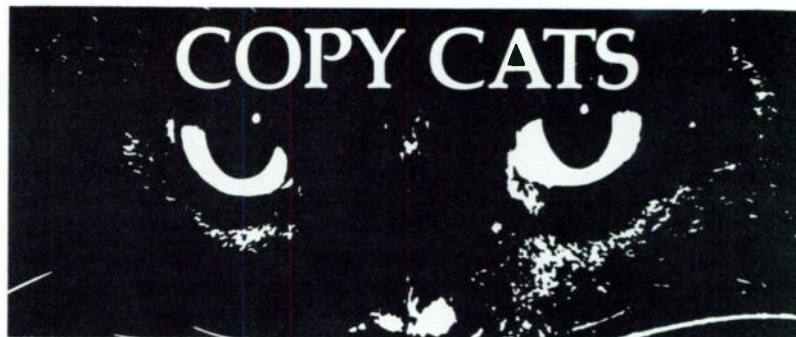
moral standards bearer for our society. We need to help these men produce solid family programming. They can help us broadcast and cable cast some of the great family films of the past and help us improve our communications.

This is a great opportunity that I pray none of us will miss. We need to be there to support them, to ask them questions, to listen to them, to learn how to produce quality programming which will attract millions of people. Let's show them that the NRB is not interested in just preaching against the bad, which we

must as His prophets, but that we are also interested in supporting the good as ambassadors of our loving Saviour Jesus Christ who was nailed to the cross to save even these men.

This is an opportunity for NRB. Let us carry the standard of Jesus Christ with pride, love and humility, to welcome these men and show them that Christians support the good, the true and the beautiful. (Philippians 4:8)

Theodore Baehr is founder and president of Good News Communications and hosts the weekly PBS TV program, *Perspectives*.



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Khrushchev to Gorbachev: Changes in Soviet-American Relations



President Reagan and General Secretary Gorbachev meet this morning in the Oval Office Study. U.S. and U.S.S.R. interpreters attended the meeting.

Dr. Ben Armstrong, executive director of NRB, was one of the invited guests at a December 8, 1987, reception at the White House for Soviet leader Mikhail Gorbachev. Dr. Armstrong's interest in Soviet-American relations goes back 30 years to the early days of broadcasting behind the Iron Curtain.

Q. When did you begin to develop an interest in religious broadcasting behind the Iron Curtain?

A. In the period 1958-65. I was director of radio for Trans World Radio. We were committed to broadcasting Christian programs behind the Iron Curtain from our transmitter in Monte Carlo. Over a period of time we developed programs in various East European languages.

Q. When was your first visit to the Soviet Union?

A. In 1959. I was working on my Ph.D. dissertation at New York University on the subject of the attitude of the Soviet Union toward religion in the Khrushchev era (1959-65). I applied the formulas of Janis and Fadner to determine the amount of anti-religious bias in over 600 Soviet radio broadcasts. This formula had been worked out earlier for evaluating prejudice in Nazi radio broadcasts and news articles. By applying that same formula to Soviet broadcasts, I was able to mathematically verify the intensity of Soviet propaganda against Catholics, Jews, Orthodox, Baptists, Moslems and Sectarians.

Q. What were your findings at that time?

A. The highest coefficient of unfavorability was against the Sectarians and the Jews. They received the greatest intensity of unfavorable comments, though all religious groups in general were unfavorably portrayed in Soviet radio broadcasts.

Q. What was your general impression of the Soviet Union at that time?

A. In the 1950s Nikita Khrushchev was the Soviet leader and his violent, shoe-pounding speech against America at the United Nations contained the threat, "We will bury you." Needless to say, American-Soviet relations were at an all-time low. Most Americans were very skeptical of the Soviet Union.

Q. What left the greatest impression on you during that first visit?

A. In those days, I was allowed to visit the great mausoleum in Moscow where Lenin and Stalin were laid in state in glass coffins. They had been preserved by a secret process known only to the Russians. They looked the same way they did the day they died. I recall the awesome sensation of looking into the face of Stalin, knowing he had killed 20-30 million people.



Ben Armstrong in Red Square in front of Kremlin, November 1959.

Q. How many trips behind the Iron Curtain have you made?

A. Five trips.

Q. Which was the most memorable?

A. In 1960, when I flew to Prague, Czechoslovakia, to test the reception of the Trans World Radio signal behind the Iron Curtain. It was one of the great thrills of my life. I rented a hotel room with a radio and tuned into the appropriate frequency to pick up our signal from Monte Carlo. To my great delight, it came in loud and clear. As I sat there listening to the broadcast, I realized that we were making history. When I looked up from the radio, I realized I was being watched from a window across the way. I quickly pulled the shade and thanked God for the privilege of broadcasting the Gospel behind the Iron Curtain.

Q. What changes have you seen in Soviet-American relations?

A. I was on the platform directly behind President Reagan when he gave his famous "Evil Empire" speech at the NAE Convention in Orlando, Florida in March 1983. Tense relations have since then improved, for example: 1.) Russian jamming of incoming Religious Radio programs have diminished. 2.) The Soviets have allowed several Russian delegations to attend NRB Annual Conventions. 3.) Billy Graham was allowed an extended preaching mission to orthodox and protestant churches, resulting in the award winning (NRB Award of Merit 1986) "Inside Russia". 4.) In 1987

the largest number of Jews emigrated from Russia.

Q. What was the purpose of your being there?

A. I was there to represent the concerns of American evangelicals and religious broadcasters. We were especially concerned about the issue of religious freedom in the Soviet Union in relation to the new policy of *glasnost* ("openness").

Q. What immediate hopes do you have?

A. There are three major concerns that we have at the present time: 1) Concern about the future attitude toward jamming the signals of religious broadcasts coming into the Soviet Union; 2) The freedom to correspond with and minister to persons in the Soviet Union; 3) The freedom of Christians and Jews to visit or emigrate outside the Soviet Union.

Q. Were you encouraged by Mr. Gorbachev's visit and the ensuing INF treaty?

A. Yes. I realize that there are great concerns among many evangelicals over the sincerity of the Soviets and the issue of verifiability of nuclear weapons. But I believe this meeting and the treaty were a step in the right direction for the two super powers. I hope that the new attitude between our governments will lead to greater religious freedom in the Soviet Union. Certainly, Gorbachev is an improvement over Khrushchev. I just hope he doesn't change his mind and go looking for that shoe!

America's Dates With Destiny

Rediscovering the Power of Spiritual Renewal for Social Change

by Pat Robertson

During the past 25 years, early American history has been rewritten. This generation of public school students can go through 12 years of elementary and high school and another four years of college without one lesson featuring the central role of America's Judeo-Christian heritage in the founding and later history of the nation.

In a 1986 study of public school textbooks in America, the role of religion in history was found to be "largely excised." Education Secretary William J. Bennett denounced this "assault of secularism on religion." The survey illustrates how the "liberal bias" of the courts and the publishers' desire

to "skirt controversy" have created a generation of school textbooks that fail to mention God, let alone give any "serious positive treatment to conservative views." And the religious faith and biblical heritage of our forefathers have been eliminated from the record almost altogether.

The study, financed by the United States Department of Education, discovered that in the textbooks your children or grandchildren might be studying at this very moment, the Pilgrims' first Thanksgiving Day is often described "without any reference to their thanking God for their survival in the new land." And the central role of Christian faith and biblical truth in shaping the charters of our original colonies, the curriculum of our original schools and universities, even the Declaration of Independence and the Constitution, has been censored from the historic record.

World history, too, has been scissored by these self-appointed censors. How could modern "historians" forget the heroic contributions to the exploration and settling of the world by Christian missionaries, ministers, priests and laity over the past two thousand years? How do publishers dare to censor from the record the courageous, self-sacrificing efforts of those early missionaries to plant churches, schools, hospitals, orphanages, clinics and every kind of spiritual and social service throughout the world? Lies, half-truths, and silence have replaced the facts about religious faith and its importance to the history of our nation and our world.

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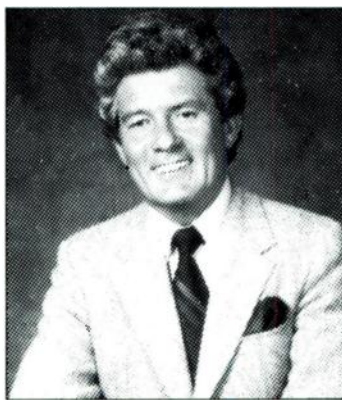
I was born and lived most of my life surrounded by memories of this nation's past. My birthplace and childhood home were in Lexington, Virginia, a historic Blue Ridge Mountain town nestled in the southeastern Shenandoah Valley. When I was just learning to read, my father and I walked by the old cemetery on Main Street where the great General "Stonewall" Jackson is buried. The old marble headstones recall the names and short histories of the soldiers who gave their lives in the Revolutionary and Civil wars, and of the colonial and early state leaders, remembered and forgotten, who are buried there.

My mother, Gladys Churchill Robertson, was typical of many Southern women committed to understanding, appreciating and keeping alive her own family's history. She was an heir to the heritage and traditions of the great English family that produced Sir Winston Churchill and generations of honorable, hard-working Britons and Americans. Carefully she uncovered the roots of her family and of my father's forebears, the Robertsons and the Harrisons. Through the Jamestown Society we traced eleven generations directly to the first permanent English settlement at Jamestown; to Benjamin Harrison, a signer of the Declaration of Independence; to Captain A. Robertson, one of George Washington's officers in the Revolutionary War; and through the Harrison line to two American presidents. My mother took great delight in our heritage deep in Virginia's colonial history, and she insisted that our family take seriously the responsibilities endowed on us by that heritage.

My dad, A. Willis Robertson, represented Virginia in the United States House of Representatives until I was sixteen and in the United States Senate until I was thirty-seven. During those thirty-four years my father spent in Congress, our family commuted between our home in Lexington and our temporary residences in the nation's capital. I grew up in two very different worlds, both alive with history.

In Lexington, my boyhood friends and I rode our bicycles up Jefferson Avenue to the great, grassy, tree-lined campus of Washington and Lee University, founded as Liberty Hall Academy twenty-seven years before the signing of the Declaration of Independence. George Washington established the college with his endowment gift in 1796, and Robert E. Lee saved the school from obscurity after the Civil War by serving as its president from 1865 until 1870. One year after World War II ended, I entered Washington and Lee to study for a
(continued on page 86)

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BOOK REVIEWS

Faith of our Founding Fathers

Wolgemuth & Hyatt, 268 pages
by Tim LaHaye

Tim LaHaye, a New Right advocate, hails the religious roots of America's founding fathers in this well-written study. At a time when secularists are attempting to down-

play the religious significance of America's founding, he verifies the important role religion played in early American history. LaHaye is president of the American Coalition for Traditional Values (ACTV) and speaker on the televised satellite broadcast, *Capital Report*. In this, his newest book, he clearly outlines what he calls the "deliberate rape of history" by secular humanists.

LaHaye points out that prior to this century our nation's founding fathers were always presented in the brightest possible light. But in the last 75 years, he argues that secular scholars have "rewritten" history by a technique he calls "faction"—that is, fiction written to resemble the facts. As a result, religion and religious influence in American life have simply been neglected as significant factors in the formation of the American dream.

Excerpt from *Faith of our Founding Fathers*

The removal of religion as history from our schoolbooks betrays the intellectual dishonesty of secular humanist educators and reveals their blind hostility to Christianity. Hatred that overrules academic integrity ought to disqualify them from the public educational process. Unfortunately, however, they run the process. As a history major in college, I cannot conceive how any honest scholar can put together a history book without mentioning the powerful influence of the Puritans, the Calvinists, and the revivals of the eighteenth century that produced the Great Awakening, on the founding of this nation. But as Dr. Vitz's still-unchallenged report indicates, that is exactly what they have done. They have systematically removed religious history from a nation of children at a time when humanism's antimoral philosophy has created such an emptiness in our children that sexual permissiveness, unwed pregnancy, and venereal disease are rampant among junior and senior high schoolers, and suicide is the second highest cause of death among our nation's youth...

As bizarre as that may sound, it does support an observation I have made in my research of over 600 books in the Library of Congress: If you wish to find the Christian view of our Founding Fathers, you must go back to books written more than 50 years ago. Those closest to the scene carried freely the accounts of their faith, if available, but such is almost never mentioned in contemporary texts.

Dr. Cleon Skousen, a careful research scholar, pointed out that his investigations showed no derogatory accounts of our national heroes prior to 1913. Such statements were all but non-existent. This leads a normal person to ask, "Where did today's scholars get their information?" Perhaps from the recent technique called "faction"—that is, fiction written to resemble facts. The tragedy is that "faction" is pervasively used in our nation's texts as if it were the true record of history. Consequently, our young grow up without national heroes whom they can respect and admire...

Our present dilemma find the secularizers—that six percent who don't believe in anyone's God or religion—maintaining a virtual stranglehold on public education. In addition, they control most of our television and radio networks, dominate 65-75 percent of our government, and until very recently held a 5-4 majority on the Supreme Court. While some of them are concerned with the tragic results of producing a whole generation of young people without moral values and character traits, they are still reluctant to resort to the teaching of "moral absolutes" for fear that it will open the door to religious teaching in our schools, public places and culture. Alarm over the moral sickness of the present day, which could develop into a virtual plague, may nonetheless force them to agree to moral teaching in a secular society in order to preserve democracy.

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“The great value of this book is that it provides the reader with a myriad of quotes (some long out of print) that clearly verify the religious beliefs of our founding fathers.”

Thus, today's generation of young people grow up with a totally secular view of American history.

The author minces no words in accusing the secular media of distorting the perception of traditional values. He also criticizes secular educators for using their stranglehold on public education to promote an anti-religious bias. "Our present dilemma," he writes, "finds the secularizers—that six

percent who don't believe in anyone's God or religion—maintaining a virtual stranglehold on public education."

LaHaye builds his case on innumerable quotations from our nation's founding fathers. The great value of this book is that it provides the reader with a myriad of quotes (some long out of print) that clearly verify the religious beliefs of our founding fathers. Some of these are quite predictable in that they include such notables as George Washington, Ben Franklin, James Madison, Alexander Hamilton and George Mason. But LaHaye also quotes less known, but equally influential delegates to the constitutional convention. Among them were several outstanding evangelical Christians such as Abraham Baldwin, Richard Bassett, Gunning Bedford, John Blair and John Langdon.

A related issue which LaHaye develops effectively is that of the Christian consensus which existed in 1787, at the time of the writing of the Constitution. This sociological and cultural assessment is most appropriate and reveals that there existed a predominantly Christian population in America at that time. He traces this influence through church membership records, textbooks, literature and law. LaHaye convincingly demonstrates that the "development of a free man was not divorced from the idea of a

"In the last 75 years, he argues that secular scholars have 'rewritten' history by a technique he calls 'faction'—that is, fiction written to resemble the facts."

" 'Our present dilemma,' he writes, 'finds the secularizers—that six percent who don't believe in anyone's God or religion—maintaining a virtual stranglehold on public education.' "

moral man."

While some may argue that LaHaye's quotes are deliberately selected to prove his point, the truth is that they do prove his point! Religion was alive and well in late eighteenth century America. The sweeping effects of the Great Awakening were still being felt at the time of the Revolution. And while not every one of our founding fathers was a committed believer, a great number of them were.

Another value of this study is the author's attempt to answer the questions: Who fathered America? and who secularized America? His research shows that the founders were *not* secularists by any stretch of the imagination. Therefore, LaHaye sees other factors, which he carefully lists, as contributing to the modern secularization of American society.

This is an extremely important book for religious broadcasters because it clearly demonstrates how we can turn back the tide of secularization in America. It also contains a wealth of material never before collected in print in such a volume.

Ed Hindson

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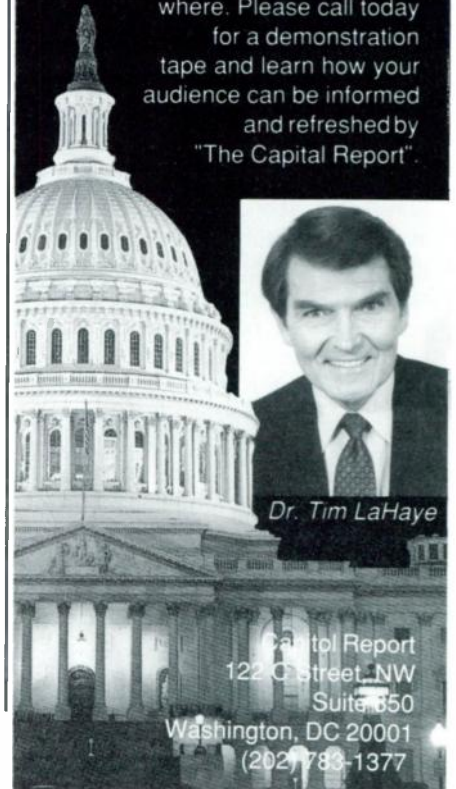
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Christian Radio and The News

by John Adams

Over the last several years, there has been a steadily growing movement toward what is now dubbed "Christian information radio." One of America's founding fathers of this movement is making both an impact on the world of news and on the world in general. Marlin Maddoux and his program Point of View is now heard on 25 percent of all Christian radio stations in America (200 total). The program recently earned the National Religious Broadcasters Association Award of Merit at the 1986 NRB convention in Washington, D.C. Maddoux was nominated by his peers "for his pioneering effort in satellite programs on Christian radio." The show features issue discussions with some of America's most influential Christian leaders on topics right out of the daily newspaper. Point of View is designed to shed a new light on world events while reflecting conservative Christian values.

But Marlin Maddoux has more than just one iron in the fire. His newest project, USA Radio Network News, premiered last October and is now heard on over 180 Christian stations, with new affiliates being added at the rate of three per week. Despite its overwhelming appeal to Christian radio, USA Radio Network News is not "Christian" news. In fact, a superficial listen to it would not betray the fact that there is anything unusual at all. However, Marlin explains what's going on behind the scenes--"We are extremely careful in the way that we write the news, because it is impossible to translate raw data through any human agency without it being interpreted by that individual's world view. News is like history. It is interpreted through what we already know to be the truth. One news journalist may be predominately humanistic while

The difference is not what we put in or take out. The difference is the world view with which we approach the facts. A trained ear will realize in a minute that we have extracted the liberal bias.

another is not. Both access the same facts. Both are committed to fair unbiased coverage of the news. Both try to be as honest as possible. Yet the world view of each will undeniably affect the selection and interpretation of the news. It is inevitable. That is why we insist that every member of our team not only reflect exemplary news

professionalism, but a devout Christian faith."

The major networks have also picked up on Maddoux's influence. He is regularly sought by the media to represent the conservative "point of view" including *CBS Morning News*, *ABC News Nightline*, *The 700 Club*, and others.

Maddoux realizes his programs have an impact on people, but even more so is the impact that the national media has on the minds of the American public. In his book *America Betrayed*, Maddoux exposes the blatant liberal slant of the national press, and the enormous influence of secular humanism on it. He says, "Most of the nation's leading journalists were educated in the large liberal eastern colleges and universities, thoroughly schooled in the religion of secular humanism. What has emerged is a new art called 'advocacy journalism,' or what amounts to be the public relations arm of well-orchestrated leftist causes."

According to Marlin Maddoux, "the press wields unbelievable power in America. The danger lies in the fact that this power is exploited in the most subtle ways. While the media elite claim to be neutral, there is a prevailing strain of hostility towards traditional Christian values. And unfortunately, even intelligent listeners can make wrong decisions based on wrong information. The people of the press know that they are the "link" to the public. So influential have the major networks become that they can bring down administrations, affect the stock market, fan the emotions of the people for or against an issue, or promote any system of morality they favor."

But are the major news networks

(continued on page 88)

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Beyond Broadcasting, Le Duc, patterns in Policy and Law, 256 pp, hardcover
Writing for Mass Communications, Hutchinson, 474 pp, paperback, 1986

NEW TITLES

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Milestones in Mass Communications Research, Lowry/De Fleur
Eicoff on Broadcast Direct Marketing, 256 pp, hardcover, great book for anyone interested in marketing and communications.
The Fundamental Phenomenon, Hindson/Dobson/Falwell, 2nd ed. 164 pp, paperback

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liberal arts degree with a major in American and European history.

In Washington, D.C., as a young boy surrounded by history and fascinated with it, I wandered beneath the ornate rotunda of the United States Capitol building fascinated by the statues honoring heroes of the then forty-eight states. I stood in wonder before the giant paintings of the great battle scenes of our nation's history, and I read stories from the nation's past in the Library of Congress and the Smithsonian Institution. As a teenager I accompanied my father on visits to various presidents in the White House, and during my childhood and young adult years, I sat in the Senate gallery watching my father and his colleagues make history, and after crucial votes and debates, I joined them in the exclusive Senate dining room for their exciting times of repartee and fellowship.

A Personal Discovery

I later entered Yale Law School, determined to be a lawyer and eventually a statesman like my father. But at Yale, my questions about meaning and purpose of life remained unanswered. In my classes I began to experience personally what happens when history is rewritten and the spiritual dimension of man is ridiculed, caricatured, or ignored entirely. That great university, founded by ten Congregational clergymen "to plant and propagate in this Wilderness, the blessed Reformed, Protestant Religion, in the purity of its Order, and Worship" had moved away from its original Christian charter and had virtually written God out of its curriculum. The academic standards were rigorous and admirable, but the real questions of life and death were seldom answered there.

After graduating from law school, I was hired by W. R. Grace, Inc. as an executive trainee for their South American operations. I should have been happy in the business world. There was unlimited opportunity. I had a lovely wife, a growing family and an apartment overlooking New York harbor. I represented W. R. Grace in projects in South America. Temporarily, I stayed active in politics. I even chaired the Stevenson for President Campaign Committee on Staten Island.

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you vote (or
refuse to),
you are
making
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coming
presidential
election is no
exception.
The very act
of voting is a
dramatic and
nation-shaping
event.**

I became disillusioned with both law and business. Nothing really mattered to me then but finding a solution to my emptiness.

Then one day in April 1956, a pastor-missionary friend of my mother took me to dinner. We talked about my search for God's purpose in my life. He took out his Bible and began to show me the answers.

That night in a plush hotel dining room, after years of searching, I rediscovered my own spiritual roots. That night I confessed Jesus Christ as my Savior and Lord. I felt God's salvation in my life for the very first time. I could see why evangelical Christians

called the experience "new birth." What happened that night was a new beginning for my life, a chance to start again. My life was changed forever.

For twenty-seven years, I have been a professional broadcaster and a committed Christian. Our network has grown from one dilapidated television station in Virginia Beach to the fifth largest cable network in the nation with 31 million households connected. A. C. Nielsen estimates that 29 million people watch *The 700 Club* program every month. Now our CBN network, our CBN University with its five graduate schools and a law school, and our extensive humanitarian outreach program—including Operation Blessing and the Heads Up Literacy Campaign, our Freedom Council, and our Legal Foundation—employ thousands of full-time and volunteer personnel around the world and operate with a combined budget of more than \$200 million annually. And from the beginning of it all, one of the primary goals has been to call America once again to its spiritual heritage.

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Every time you vote (or refuse to), you are making history. This coming presidential election is no exception. The very act of voting is a dramatic and nation-shaping event. Most of the world watches in wonder as Americans decide their destiny freely at the polls. To ignore or forget that opportunity is to lose a place in history and to risk losing the right to vote forever.

We must end the growing sense of apathy and disinterest that has recently plagued our democratic process. Each of us must become a responsible, active citizen once again. We must vote thoughtfully, for the future of our nation is at stake.

Pat Robertson, founder of the Christian Broadcasting Network, is now a candidate for President of the United States. He is a keynote speaker at the 45th annual NRB Convention. He served for three terms as a member of the NRB Board of Directors. This article is excerpted by permission from his book, *America's Dates With Destiny* (Thomas Nelson, 1986).



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(continued from page 84)

really run by people who, by and large, are out of step with mainstream America--people whose beliefs and moral systems run overtly counter to our traditional Christian standards? In a study by S. Robert Lichter and Stanley Rothman, 240 journalists and broadcasters of the major media were interviewed on various controversial issues. Among their findings:

* 86 percent of the national press seldom, if ever, attend religious services, while 90 percent of the general public claims religious affiliation and 80 percent say religion is important

* 90 percent are pro-abortion compared to a 60 percent majority of the public that is anti-abortion

* While the average American feels homosexuality and adultery are wrong, 85 percent of the national press surveyed did not feel homosexuals should be banned from teaching in public schools and 47 percent saw nothing wrong with adultery.

Voting Liberal

Public opinion shows that America continues to shift to the right with the general public twice as likely to call themselves conservative as liberal. However, voting trends and attitudes of the press surveyed suggest they are overwhelmingly liberal.

While USA Radio Network News is in-depth, professional hard news coverage, it is not a right wing antidote to the liberal opposition. "The difference" according to Maddoux, "is not what we put in or take out. The difference is the world view with which we approach the facts. A trained ear will realize in a minute that we have extracted the liberal bias that is found in most newscasts. We feel that it is refreshing to listen to news that you can trust; news that doesn't smack you every minute with a subtle leftist intrusion."

Over the last 40 years the national media has helped to desensitize America to the values that established this country as a great nation. Maddoux believes that if the American people receive the right information, professionally delivered, this trend can be reversed. Maddoux says, "America didn't get where it is overnight. We will not change it overnight."

USA Radio Network News is ad-

vertiser supported medium (hence it is free to any Christian station).

Although Maddoux's agency, Soma Communications, Inc., sells the network to many varied advertisers, its president, Gary Crossland, exercises as much care in selecting clients as the network does in selecting news. Says Crossland, "We research our client companies quite thoroughly in order to avoid promoting anyone or anything that the general Christian audience would find offensive."

Maddoux has several recommendations for any station interested in providing news for its audience:

1. Avoid rip and read. As careful as you try to be, without a well-trained eye, you may find yourself unwittingly articulating someone else's biased interpretation of the news.

2. When using actualities, use only the voice of the actual newsmaker and ignore the commentary of the major network correspondent.

3. You must have a broad knowledge of current news events. In addition, be very critical with the news you transmit.

4. Approach major news services with caution. According to Maddoux, it is incongruent to air Christian programming for fifty-five minutes, and then invite the liberal media to address you on what they want you to know about world events. He says, "This is tantamount to hiring a world to guard the chicken coop."

USA Radio Network plans to constantly develop specialty programming for both Christian and secular radio, including an all-night talk show, business and sports features, and others. Although Christian information radio is still in the developmental stage, it will not be long before its effect will be felt in the mainstream of American radio news journalism. Although *Point of View* will probably never play to a very large audience outside of the parameters of Christian radio, USA Radio Network News has no such limit. Not only is the feature already aired on non-Christian stations, but it is the network's goal to have secular affiliates outnumber religious affiliates many times over. Maddoux says, "It is not only our goal. It is our responsibility."

John Adams is a former news director at USA Radio Network, Carrollton, Texas.

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PROFILE

Reaching the Audience



Jerry Rose

by Virgil Megill

Jerry Rose has the burden of a minister and the skills of a technician which enable him to broadcast the Gospel creatively. As the president of WCFC-TV Channel 38 in Chicago, he has spent 11 years in television and 15 years in religious television. In 1980, Channel 38 received NRB's Award of Merit for ministry to its community. "Bringing the Gospel to the audience effectively and creatively is the key to religious broadcasting," reports Rose.

Jerry Rose approaches his audience with an astute awareness of particular local needs. He emphasizes a specific witness that is personal, social and true to the Gospel. "Seeing people coming to Christ and meeting their personal needs is what our ministry is all about," he explains.

The Early Days

Jerry was born in 1941 in Terrell, Texas. He spent most of his childhood in the Dallas area where his father worked for the sanitation department. As a child, he sensed the uncertainty and instability of his home which was troubled by his father's alcoholism. "I suffered from a debilitating inferiority complex," Rose acknowledges. "I felt that I could do nothing well. I had no talent, and there was no reason for anyone to be friendly to me, let alone give me a chance at success."

Despite their difficulties, his mother took him to Sunday school at the Urban Park Assembly of God Church in Dallas. The services seemed to have little influence upon him, until a new pastor named Harry Rose (no relation to Jerry) arrived in 1954 while Jerry was in the seventh grade. The young pastor saw through Jerry's rebellious bravado and took a special

interest in the boy. Within a week, Jerry accepted Christ as his personal Savior and began living a positive life in Christ.

Pastor Harry Rose believed in Jerry. "God's hand is on your life," the pastor told him. "I know that he has something special for you." Harry even arranged for Jerry to preach to

A bout with cancer and a subsequent healing ... have only further deepened his concern to minister ... through the broadcast media. "The audience is a collection of individuals with individual needs," he notes.

the new congregation at Pleasant Drive Assembly of God and helped him get started in the ministry.

Jerry later attended North Texas State College and worked for educational station KERA-TV 13. He later

worked at KMAP-FM as a program producer and began to realize the potential of reaching people through broadcast media. Next, he landed a job with WFAA-TV, the ABC affiliate in Dallas. There he met and married Shirley Rider. Afterwards, he went into production and traveled with the crew of ABC's *Wide World of Sports*, gaining experience in set designing, lighting and learning various other skills. He eventually went on to work for Doubleday Broadcasting in El Paso, Texas, where he preached often, held services at Fort Bliss and taught TV courses at the University of Texas-El Paso.

A Gospel Witness

More than anything else, Jerry wanted to use his talents to establish a gospel witness through broadcast media. Shying away from the sensationalism of personality evangelists, Jerry sought to find a way to meet the needs of hurting people. "My early experiences in the ministry caused me to be suspicious of 'new wave' ministries and people claiming new revelations from God," he explains. "I wanted to concentrate on the basis of the Gospel message."

In 1973, Pat Robertson asked Jerry to organize a CBN affiliate station in Dallas. He initially secured Channel 33 and six months later purchased Channel 39, the Doubleday Broadcasting station where he had once worked. During this time he was suddenly stricken with a loss of verbal coordination and half his eyesight. This experience taught him that the most important thing is to be in God's perfect will. He was released four days later completely

(continued on page 92)



The Lads



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Jessy Dixon



Eternity



Johnny Hall

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(continued from page 90)

healed. As a result of his own experience, he began phone-in programs to minister to the needs of others who were hurting as well. This enabled him to apply the Gospel to the specific needs of the individual viewer.

While Jerry was operations manager for CBN, he was contacted by Owen Carr, a pastor of the Stone Church in Chicago. Carr and several friends had a vision for a Christian TV station in Chicago. Jerry and Shirley moved to Chicago and the station went on the air on Memorial Day, May 31, 1976. They formed the Christian Communications of Chicagoland, Inc. and leased the unused transmitter owned by the Chicago Federation of Labor. A dilapidated building which formerly housed the Olympic Studios production company was rented and used as a studio just three days before going on the air.

In a hastily arranged sharathon, Jerry raised \$180,000 for the fledgling WCFC. Shirley chose the call letters WCFC, "Winning Chicagoland for

Christ." They were on the air and on their way to establishing one of America's outstanding Christian TV stations. Even a bout with cancer and a subsequent healing which Jerry believes was a "miracle of God," have only further deepened his concern to minister to the individual through the broadcast media. "The audience is a collection of individuals with individual needs," he notes.

At Channel 38, the creativity of Jerry Rose has been fulfilled. But beyond that, he is reaching out to a community of nearly ten million people in the greater Chicago area. His daily program, *Windy City Alive*, ministers to those in need of spiritual counseling. His production studios create programs that are models for national ministries. He also produces video materials for his denomination and various international mission organizations, including the International Correspondence Institute in Brussels, Belgium. He even teaches production classes at suburban Wheaton College.

God has prepared Jerry for a powerful personal ministry to hurting people. He hears the hurting listener and responds to him or her as an individual with specific needs and hurts. This compassion and empathy can be felt by every viewer. Along with a team of committed co-workers, Jerry reaches out to those in need. "Talents and gifts used outside the will of God eventually fall short in the great spiritual battles we face," notes Jerry. "The best way to tell where we stand in the battle is through the reflection cast by our spiritual lives."

Jerry Rose has combined his experience in commercial television with a deeply committed spiritual ministry and has revolutionized Christian television in the Chicago area. He has served NRB as second vice president, treasurer and presently as first vice president. He champions audience-centered production coupled with personal obedience to God and a deep commitment to the Gospel.

Virgil Megill lives in Toccoa Falls, Georgia, and teaches at North Georgia Technical Institute.

MUSIC

(continued from page 48)

from All-Industry's experience. We know that we must narrow our case to just a couple of salient issues. The court must be convinced of two important facts: 1) Religious broadcasting is not "similarly situated" (to use the language of the Consent Decree) with the radio broadcasting industry at large, the majority of which is either all-music or all-talk in format. 2) The per program license as it now exists offers no viable option to the blanket license for those stations which use a small portion of music in their programs, because its fee structure is more than 300 percent higher than the blanket license and its reporting requirement is formidable.

The timing of our assault on this system is critical. You may be surprised to learn that the All-Industry Television Committee, which is currently opposing ASCAP in a Rate Court proceeding, is considered by us to be a major ally to our cause. In fact, we take solace from a recent turn of events in that hearing, which could signal a potential climate change in the Rate Court. Magistrate Dolinger, who

is presiding over Television's proceeding, made two significant observations last February when he analyzed the meaning of "genuine choice among licenses" in connection with the Consent Decree reference. First, he questioned the fairness and the necessity of basing the music license fee upon the gross revenues of the station, rather than simply establishing a flat fee as ASCAP does for many of its other non-broadcasting licenses. *Second, he ruled that he saw no reason why the rate for the per program license should be any higher than the rate for the blanket license.* As we read and re-read this opinion, we could hardly believe our eyes!

Since that time, the two parties have not been able to negotiate an agreement. All-Industry Television appears to have the resources to hang tough, and there is a feeling on both sides that the trial, scheduled for late February 1988, will actually take place. If that occurs, not only will this be the first time the Rate Court has ever adjudicated the setting of the rates, but there is reason to be optimis-

tic that a favorable result for the television industry could greatly benefit specialty radio broadcasters!

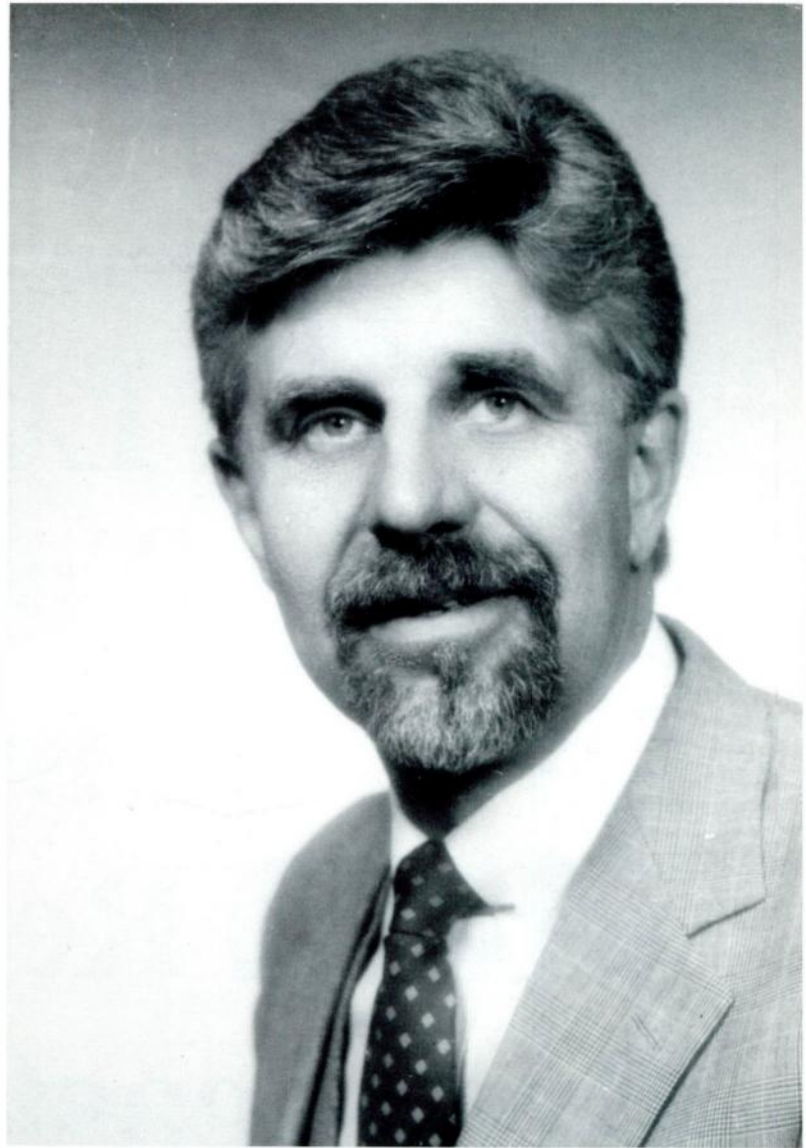
In the meantime, as we contemplate our strategy, we continue to dialogue with both ASCAP and BMI in an effort to convince them that we need a non-discriminatory license. We have contacted the All-Industry Television Committee counsel and offered to help them in any way possible.

The time has never been better to try to achieve an end to the discrimination which now exists in music licensing. We need to be prepared to act quickly, intelligently and decisively. We need to continue setting strategies and financial reserves in place. We urge you to intensify your support of the NRB Music License Committee, both spiritually and financially.

Edward G. Atsinger, President of Salem Communications Corporation serves as chairman of the NRB Licensing Committee. Russell R. Hauth, an attorney, is fulltime executive secretary of the NRB Music Licensing Committee with offices in Camarillo, Calif.

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Looking To the Future in Religious

Broadcasting:

NRB's

Youngest "Member"



 by Jackie Graziano

In October 1987 12-year-old John Wright became an honorary member of the National Religious Broadcasters, making him NRB's youngest member. At the age of 10, he built himself a radio station in the basement of his family's home in Jackson, Michigan. He broadcasts daily from "whenever his homework is done, until dinner time, then again in the evening," according to his father. His station, WCCM, is the only Christian radio station in town, and has a select audience—mom, dad and big brother David. On Saturdays, Steve Wright says, John is on the air by 10 or 11 a.m. and broadcasts straight through the day, with occasional breaks. "Sometimes we have trouble getting him to stop for lunch," he laughs.

The station's call letters stand for "Worshipful, Caring Christian Music," and were chosen by the young station manager himself. He features a mix of contemporary Christian music, inspirational features, news spots, public service announcements and promotional spots, which he records himself. His father says, "He does an excellent job of programming and producing. He's also very good in mixing and achieves a fine balance."

Steve Wright, the "senior broadcaster," is general manager of Family Life Radio WUFN-FM, a Christian station in Albion, Michigan. John got his first exposure to radio at age five, when he and David "helped" at their father's station during the holidays, doing some taped announcing which was edited and mixed by station people. "Listeners liked to hear the kids' voices," Steve says, "so I had David and John help out at the station when we were busy. This was John's first exposure to broadcasting and he was very interested in it." Then, when John was 10, he developed a real enthusiasm for broadcasting, set up a studio in the basement and gave his first broadcast on August 19, 1985.

John's parents say his interest in broadcasting is more than a hobby. "John is very dedicated to his work in WCCM," Steve Wright says, "He views it as a calling rather than a hobby. His mother and I certainly encourage his interest but we won't push him in it. If he decides later that his interest is elsewhere, that's fine. We're

very proud of what he's accomplishing."

John is a perfectionist, and he doesn't like even minor problems. "John's technical knowledge is amazing. He has a very quick, creative mind, and terrific understanding of electronic concepts. *Radio World* is his favorite periodical, and he also likes the track journals on broadcasting that I bring home from the station. He's always talking broadcasting."

Like any professional station manager, John is constantly working on improving and enhancing his sound. Christmas and birthday lists contain items to upgrade his station: a mixer, turntable, or stereo amplifier, for example. "He's very diligent," says Steve. "He types up a program schedule for personal reference, and



even pre-records programs, cues on cassettes and does promos." In one of the promos, "Listen to the new WCCM with all your favorite contemporary Christian artists along with news spots and weather, over WCCM, Jackson, at FM 108," John's voice comes across clearly and deliberately, with well-timed pauses for emphasis. Except for the higher adolescent's pitch to his voice, it would be hard to distinguish him from any veteran announcer.

John gets some material assistance from his father's station—music, news spots, inspirational features and public service announcements. WUFN doesn't use the contemporary Christian albums it receives so Steve brings them home for John. The mixing and programming are all done by John himself, "unless he has a question about something, then he comes to me," Steve Wright notes.

"Recently," he continues, "John discovered a way to broadcast out of the house about 500-700 feet. He got an old FM tuner and used an antenna on the roof. It's low power, but he gets a good signal, and could probably be heard by about three or four houses in the neighborhood if they tuned in to him." John's signal doesn't interfere with anyone else's and he couldn't overpower anyone else," Steve explains.

In response to a membership survey about possible new contacts, Steve Wright notified NRB about John's station. NRB responded by sending John a plaque with the NRB insignia and an honorary membership card. "John offered to let me borrow his card when I travel so I can get discounts on hotels and cars. I told him I appreciated it, but

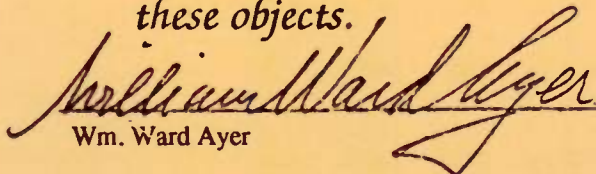
I have my own," Steve recalls. Ben Armstrong, executive director of NRB, feels that John is an important link to the future of religious broadcasting. "John typifies the future of religious broadcasting with his interest in Christian communications at his early age," he says.

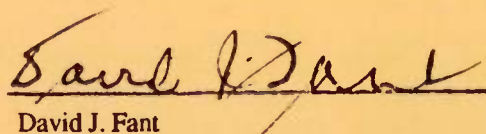
The Wright family is now in the process of moving to Detroit, where Steve Wright will be managing a new Family Life station. John's station will, of course, go with them. "One of the priorities we've set in looking for a place to live is that our new house has to have room for John's station," he says. "He takes this very seriously and approaches it like a regular station. To him it's not a toy or just a hobby. It's a calling, something he's planning a probable future in."

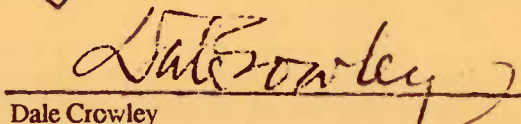
Jackie Graziano is a staff writer and editorial assistant for *Religious Broadcasting* magazine.

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 Job Registry
- * NRB Music Licensing Committee
- * NRB Television Committee
- * NRB Black Broadcasters Committee
- * Hispanic Broadcasters Committee
- * Intercollegiate Religious Broadcasters
- * Discounts at NRB's national and seven regional conventions
- * Discount on the annual *Directory of Religious Broadcasting*
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PROFILE



George Sweeting

“Got The Joy?”

by Virgil Megill

George Sweeting, speaker of *Moody Presents*, received NRB's Award of Merit in 1986. His leadership as president (1971-1987) and now as chancellor of Moody Bible Institute in Chicago reflects the heritage of the revivalists of the last century, particularly Dwight L. Moody. He is one of the media evangelists today committed to reach the world for Christ.

He is warm and social, committed and positive, innovative and challenging. One of his recurring themes, bringing light and joy in the dark circumstances, has been "Never suppress a generous impulse."

His expansion of broadcasting by Moody Bible Institute in the early 1970s has opened the way for other religious educational assignments by the Federal Communications Commission. George Sweeting is aware of where broadcasting has been, what the challenges are now, and where broadcasting is headed.

Receive the Light

George Sweeting's parents accepted Christ before they came from Scotland to America. His father William Sweeting was a third generation bricklayer who served in World War I with the Royal Engineers in Belgium and France. He began attending Bethany Hall, an outgrowth of Dwight L. Moody's preaching in the late 1800s, and played his concertina in open air meetings in Glasgow.

William Sweeting came to America in March 1923, and eventually became a foreman and taught evenings in a local vocational school. If someone would protest, saying "Scot-

tie, Rome wasn't built in a day," William Sweeting would answer, "That's 'cause I wasn't the foreman on that job!"

George Sweeting was born on October 1, 1924 in Haledon, near Paterson, New Jersey. Gospel broadcasting was important to George from his childhood. The whole family listened to Charles Fuller's *Old Fashioned Revival Hour*, and Sunday afternoons to Percy Crawford's *Young People's Church of the Air*. George attended Bible Conferences that were held every night from June to September at Hawthorne Gospel's summer pavilion. He could imitate Percy Crawford, Charles Fuller, A. W. Tozer and Vance Havner.

Before the days of television he was aware of the power of the visual. He became an artist. He easily sketched a caricature of any speaker. He learned speech techniques from radio and Bible conference evangelists.

The Paterson area before World War II consisted largely of European immigrants and first generation Americans, the majority being Holland Dutch. The social life of many of these independent, creative, committed families revolved primarily about the church. George was a sophomore when he saw a new girl at church, Hilda Schnell, who later became his wife.

His spare time was taken by church activities. From age 11 he was a runner for a dairy from midnight Friday until eight in the morning. After he reached 17 years of age, he became a driver and worked six nights a week. He made it a point to stop at the Schnell bakery, (and the driver

cooperated) to leave a bottle of chocolate milk for freshly baked goodies. Hilda and her two sisters regularly worked from four to six a.m. icing the cookies and cakes before the bakery opened.

At a winter toboggan social, George arranged to ride with Hilda. They quip, "We've been on a toboggan ride ever since." They had their first formal date alone a year later. Because of their spiritual commitments for two years they saw each other alone only one month each year. Neither has ever dated any other person.

In his senior year with no seventh period class he often walked two miles at lunchtime, from Central to Eastside High School in Paterson where Hilda attended. He was frequently late returning to his eighth period chemistry class, so that he had to retake it in summer school.

On to College

George's winning smile and sparkling enthusiasm for Christ were tested in the Chicago area. He was chosen art editor of *The Moody Student* and the next year writer and associate editor. He fulfilled Practical Christian Work assignments for himself and others. He wrote Hilda regularly, was doorman at the Jacques French restaurant, and occasionally had engagements as chalk artist evangelist. By 1945 spring break and subsequent weekends, he had appearances in Indiana, Ohio, Wisconsin and Michigan.

George had to apply his faith in personal circumstances. He endured anxieties of surgery for cancer and

(continued on page 100)

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(continued from page 98)

radiation treatments. The doctor advised him not to expect to have children. Before finishing his radiation treatments, he defended a woman being attacked on an elevated train platform, knocked the attacker on the tracks and then saved him from an oncoming train. George and Hilda planned to marry after his graduation, but the Schnells asked them to wait another year. Disappointed, George and three others made engagements that year in the Midwest as The Moody Four, The King's Men, or Crusaders for Christ. Back in Hawthorne in the summer of 1946, George was a speaker with Jack Wyrzten, Billy McCarrell and A. W. Tozer at the summer pavilion.

George enrolled in Gordon College in 1946. He went to Massachusetts alone, while Hilda returned to the family bakery. Eight years after first seeing Hilda they were married at the Hawthorne Gospel Church on June 14, 1947. During his senior year at Gordon he was president of the student body.

George and Hilda rented a basement apartment at Wollaston, Massachusetts. From there they itinerated throughout New England. In December 1947 Hilda became pregnant. God miraculously blessed their marriage with the birth of four sons. In May 1948 George was chosen to be associate pastor at Hawthorne Gospel Church. He broadcast radio programs from there on a Paterson station. He preached at Sunday night services. Monday nights he taught Old Testament, New Testament and public speaking in the Hawthorne Evening Bible School.

From 1948 to 1950 he pastored Grace Church in Clifton, New Jersey. Attendance doubled in the two years he served and some called it a 24-month crusade.

For 11 years (1951-1961) he and organist Harold DeCou conducted community crusades. His tent could accommodate one to four thousand according to the sections added. Larry McGuill joined him in the spring of 1952. George wrote a series of books on chalk artistry, witnessing, marriage and the Bible. He required a minimum

of 50 counselors whom he trained (a) to lead a person to Christ, (b) to answer objections, (c) to avoid pressuring a decision, and (d) to pray with a seeker. Every third year, starting in 1953, he and Larry had overseas crusades. He preached to thousands of servicemen on military bases throughout the world. George limited his crusades in 1960 and 1961 to New York, New Jersey, Philadelphia and Connecticut.

George returned to Madison Avenue Baptist Church to pastor from 1961 to 1966. In cooperation with civic leaders he vitalized the church and the entire neighborhood, rather than relocate the congregation.

*George Sweeting's
initiative brought the
Gospel to the world
through the many projects
he was involved in at MBI.
His warmth is like a beam
of light, exploding into
contagious enthusiasm.*

Extend the Light

In 1966 George accepted an invitation to pastor the 4,000 seat Moody Church in Chicago. He moved his family to suburban Deerfield, Illinois, in the summer of 1966. He was made alumni representative on the Board of Trustees of Moody Bible Institute.

George's enthusiasm was contagious to his church staff, as he would bounce into the office with "Got the joy?" He mingled with the audience before evening services. He welcomed the poor and outcast. He used evangelistic and trained counselors, in turn, to train converts and integrate them into the life of the church.

When William Culbertson was anticipating retirement from the presidency of Moody Bible Institute, the Board of Trustees wanted a pastor, administrator, evangelist, educator and one who could understand Moody's heritage. They chose George Sweeting.

Strengthening the broadcast ministry of Moody Bible Institute was at the top of George's agenda. E. Brandt Gustavson organized *Moody Presents* and George was speaker.

From the 1920s Moody Bible Institute was a pioneer in religious broadcasting. A century before, Dwight L. Moody had spoken to as many as 50,000 people at one time. Moody's successors considered radio a potential tool to win the vast unreached to Christ.

Moody Network now comprises ten AM and FM radio stations throughout the United States and a satellite service.

George Sweeting became aware of the contest between religious and secular broadcasting as MBI added the East Moline (Illinois) and Boynton Beach (Florida) stations. The request was challenged by Lansman/Milam who had been denied the frequency. Lansman/Milam filed a petition requesting the FCC to disqualify religious broadcasting on the educational FM band. The FCC denied the petition and gave clearance for educational religious FM stations. Christian colleges, day schools, churches and other communication-minded groups began increasing their applications for FM stations. One new Christian radio station per week and one new Christian television station per month have been established since then.

George Sweeting's initiative brought the Gospel to the world through the many projects he was involved in at MBI. His warmth is like a beam of light, exploding into contagious enthusiasm. He brought joy in his childhood home, among his peers in the church group, with his students in high school and college, among his fellow workers on the job, with his associates in evangelism, in his Chicago ministry and finally in the outreach of Moody Bible Institute. He invites others to share his participation in God's triumphs. His walk with Christ illuminates the paths of others to find joy in the Lord.

Virgil Megill lives in Toccoa Falls, Georgia, and teaches at North Georgia Technical Institute.

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ON THE AIR

1987 Highlights

by Bob Augsburg

This month marks the annual gathering of Christian broadcasters from around the world in Washington, D.C. It is the 45th annual NRB convention, when over four thousand broadcasters gather together for inspiration, fellowship and strategic planning for the coming year. This year's convention features workshops that will challenge each of us to evaluate our effectiveness in the broadcast stations which God has entrusted to us. The coming year promises many unique opportunities for all of us. We must work to rebuild credibility in the Christian broadcast media. The previous year will not be soon forgotten but in spite of the embarrassing scandals that plagued the year, there were still many notable, (some miraculous) accomplishments that have done much to enhance Christian radio in America. So as many of us plan our strategies for 1988...let's look back at how far we have come since last year's convention and praise God for the work He is doing through Christian radio. Here are a few noteworthy highlights during 1987:

All Music FM

When Statewide Broadcasting suddenly announced that the seemingly successful KLTY-FM/Dallas/Ft. Worth would drop its all music Christian format, it wasn't long before another FM came along to bring the Dallas area the "Light" through mainstream A/C Christian music. KOJO- signed on July 4th with an all music format and a line-up of quality announcers like Tom Dooley and Christian radio veteran Paul Baker. KOJO is a commercial 100 KW station at 94.1 and was formerly a Spanish

language station. Program director Mark Elfstand, states that their philosophy is that of being "a Christian companion." "The guys on the air try to be friendly and conversational, in the same manner as a friend would be, riding along in a car. We have fun, we do humor bits, talk about the Cowboys, much like a normal A/C station without being offensive." KOJO has enjoyed almost immediate commercial success with the business community. Several agencies are beginning to take notice as well. The station ownership has a commitment to the Lord as well as to good radio.

Sharathons

In spite of the 1987 scandal, a number of non-commercial Christian radio stations reported extremely successful Sharathons. WJIS/Bradenton, Florida concluded its three-day annual fundraiser on December 3rd. In both monthly and single gift categories, the goals were exceeded with a total of over \$550,000 pledged for the coming year. Program director Dwayne Corn, attributes the overwhelming support to the station's commitment to ministry first, entertainment second.

KTIS-AM/FM in Minneapolis raised over \$850,000 during its October Sharathon, reflecting a ten percent increase over 1986 faith promises. Wayne Pederson, station manager of the 30-year old Inspirational station says, "We were uncertain how the TV ministry scandal would affect us but at the end of 1987 we saw no effect on our donations whatsoever. I believe it is because we are local and very visible in the Twin Cities area. The KTIS staff frequently ministers in Word and song in area churches.

People can see and hear how their gifts are being used everyday."

Increased Billing

Gary Crossland of Tri-S reports that commercial revenue is increasing nationwide, particularly on music oriented A/C stations where there is an emphasis placed upon consistent music formatting and professionalism. Some stations like WZZD-AM have actually doubled their spot rate card and have been able to maintain a good commercial spot load. Major clients like Dairy Queen began buying spots during the USA Radio Network newscasts featured on nearly 300 Christian stations.

More Music

Last year saw an expansion of music in place of block programs. Several major market stations like WWDJ-AM/New York and WZZD opened up morning drive music segments, breaking a tradition of teaching programs which had been featured for many years. Other stations across America have begun to clear out programs and add music, especially during the 6-9 AM and 3-7 PM time slots.

Print Recognition

At the beginning of the year, *Radio and Records* began featuring a bi-weekly section devoted to contemporary Christian music and radio. There was a great deal of excitement associated with the R&R commitment to Christian radio, however, new ownership took over in April and announced the decision to discontinue

(continued on page 104)

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Marketplace Networks is published bi-monthly by InterVarsity Christian Fellowship.



(continued from page 102)

the feature. Brad Burkhart Christian Media then proceeded to compile its own paper entitled the *Christian Research Report*, which made a debut just two weeks after the final R&R Christian section.

Religious Broadcasting magazine premiered the On The Air column in February, 1987. This monthly column features articles on Christian radio programming, charts and new music information.

Looking Ahead

During this new year, let us all rededicate ourselves to the calling God has placed upon our hearts. If that calling is indeed to serve Him through Christian radio...let's do it with an uncompromising commitment to *quality and ministry*. A Christian station must possess both in order to be effective in touching listeners' lives which is the "real bottom line."



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

Chart Check

WHME/South Bend, Ind.

FORMAT: A/C

1. Humble Yourself - 2nd Chapter of Acts
2. Say a Prayer For Me Tonight - Kenny Marks
3. Love Said Not So - BeBe & CeCe Winans
4. Montana Sky - Whiteheart
5. All That Is In Me - Harvest
6. Make Me New - Nancy Honeytree
7. In Your Light - Tata Vega
8. Cowboy Stories - Marvin & Gentry
9. Deepest Love - Renee Garcia
10. Devoted To You - Imperials

WAYJ/Ft. Myers/Naples, Fla.

FORMAT: CHR/AOR

1. Whistlin' In The Dark - Bryan Duncan
2. Give It Up - Kenny Bentley with Broken Heart
3. Fallin' - The Imperials

4. Nothin' But The Blood - Michael W. Smith
5. You'll Never Know - Connie Scott
6. Voice Of The Spirit - Allies
7. Something Better - Paul Smith
8. Walk Between The Lines - Russ Taff
9. Let Me Be The One - Mylon LeFevre & Broken Heart
10. Closer Than a Heartbeat - Mylon LeFevre & Broken Heart

WWGM/Nashville

FORMAT: Inspirational/MOR

1. The Power - Don Francisco
2. First Love - Silverwind
3. If You Could See My Heart - Tami Gunden
4. I Will Rejoice - Luke Garrett
5. We Lift Up a Shout - Steve Fry
6. Come Drink At My Table - Billy & Sarah Gaines
7. Pure Heart - Jim Murray
8. Day Like Today - Chris Christian
9. Famine In Their Land - The Nelons
10. God Is Greater - First Call



Silverwind

WJTL/Lancaster, Pa.

FORMAT: CHR

1. Humble Yourself - 2nd Chapter of Acts
2. Montana Sky - Whiteheart
3. Helpless - Kim Boyce/John Elefante
4. Every New Day - Dave Perkins
5. When The Son Begins To Reign - DeGarmo & Key
6. Your Eyes - David & The Giants
7. Here Am I, Send Me - Keith Green
8. All My Life - Bryan Duncan
9. New Man - Sheldon Gooch
10. I Am Available - Petra

WLIX/Long Island, N.Y.

FORMAT: A/C

1. Whatever You Ask - Steve Camp
2. Love Said Not So - BeBe & CeCe Winans
3. Humble Yourself - 2nd Chapter of Acts

4. Holy Is The Lord - Twila Paris
5. Be Ye Glad - Debby Boone
6. The Father Hath Provided - Larnelle Harris
7. Candle In The Rain - David Meece
8. All That Is In Me - Harvest
9. All My Life - Bryan Duncan
10. Tough Act To Follow - Crumbacher

WSAE/Jackson, Mich.



Steve Camp

FORMAT: A/C

1. Whatever You Ask - Steve Camp
2. Candle In The Rain - David Meece
3. Humble Yourself - 2nd Chapter of Acts
4. All That Is In Me - Harvest
5. All My Life - Bryan Duncan
6. Holy Is The Lord - Twila Paris
7. For The Love Of You - Margaret Becker
8. Love Said Not So - BeBe & CeCe Winans
9. Pictures In The Sky - Rich Mullins
10. Hiding Place - Steve Curtis Chapman

WHAZ/Loudonville, N.Y.

FORMAT: A/C

1. The Name Above All Names - Debbie Boone
2. United We Stand - Evie & Pelle Karlsson
3. Hearts and Minds - Farrell & Farrell
4. Oh Happy Day - Larnelle Harris
5. Don't Let Your Heart Be Hardened - Petra
6. He'll Dry The Tears - Dallas Holm
7. Celebrate The Child - Michael Card
8. Watch and Pray - Laura Compton
9. All Rise - Scott Wesley Brown
10. The Power - Don Francisco

KYMS/Santa Ana, Calif.

FORMAT: A/C

1. Humble Yourself - 2nd Chapter of Acts
2. The Father Hath Provided - Larnelle Harris

(continued on page 116)



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NEW PRODUCTS

QuickShip 2 Program

American Thermoplastic Co.— American Thermoplastic, a national manufacturer of loose-leaf products, introduces the QuickShip 2 program, enabling customers to order in-stock products and have them shipped within two days. This includes clear overlay binders with round, D-rings or angle D-rings. These binders are made of white vinyl and have ring capacities from one to three inches.

Also included in QuickShip 2 are binders with label holders, available in five colors. These binders also include two horizontal 5-inch deep pockets on the inside covers.

Six styles of stock indexes are available for shipping in two days: All sets are reinforced sheets of 11" x 8 1/2" 90# index stock. Other products available are sheet protectors, various sizes of mailing cartons and sheet lifters manufactured for loose-leaf products.

For more information, or to receive a free catalog on custom impregnating and custom index tab sets, call toll free (800) 245-6600 (In PA call collect 412-261-6657), or write to American Thermoplastic Company, 622 Second Avenue, Pittsburgh, PA 15219.

Time Base Corrector

Ampex Corporation—A new extended performance time base corrector, the TBC-7 offers many of the popular features of the Ampex Zeus™ video processor at a significant savings. Features include variable speed playback and time compression/expansion without picture bounce or blur; digital velocity compensation improving multi-generation performance; and elimination of picture shifts caused by non-



color-framed edits to improve editing flexibility.

"The TBC-7 represents an important price performance bridge between lower cost, conventional TBCs and the superior

performance of the Zeus processor," said Donald F. Bogue, Ampex vice president and general manager, audio-video systems division.

The TBC-7 allows broadcasters to efficiently expand or compress program and commercial material to meet stringent time allotments without visible image degradation.

For more information, contact Ampex Corporation, 401 Broadway, Redwood City, California, 94063-3199. Telephone (415) 367-4423.

Coaxial Cable Stripping

Western Electronic Products Co.— The CX-700 strips coaxial, fiber-optic, semi-rigid, tri-axial and concentric multiple pair. The rotary stripping head removes the various layers in a single action taking less than three seconds. The CX-700 will accept cable ranging in size from .040" to .450".

The cable is inserted into a variable cable holder which adjusts to the exact size for any specific cable. No extra holders are needed. The machine will



prepare any combination of strip configurations for any type of connector.

Extra stripping modules can be purchased to preserve previous set-ups making change-over time less than a minute. This includes three cutting members made of Tungsten Carbide. Precision set screws are used to adjust the depth of cut on each cutter and the length of cut is adjusted by sliding the two outside cutters on the shaft to the needed position.

The CX-700 has an adjustable timer which stops the cutting action at the exact point to keep a consistent outcome. A speed control is included which gives the operator control of the rate of production.

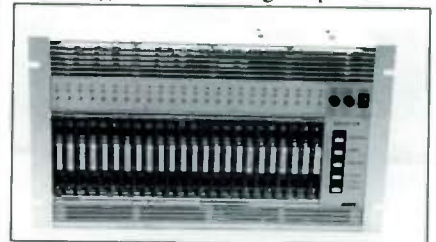
Weighing 14 lbs., the CX-700 is encased in heavy duty metal and plastic with a convenient handle for portability, and costs \$1495.00. For complete details contact Western Electric Products Co., 107

Los Molinos, San Clemente, CA 92672. Telephone (714) 492-4677.

Noise Reduction System

ANT Telecommunications, Inc.— Specifically designed for the American market, the 24 channel E413 Multitrack Noise Reduction System is easy to install and, with no alignment procedures required, easy to use. The E413 is smaller, lighter, more energy efficient, more reliable than other multitrack noise reduction systems and provides an overall dynamic range of 118dB.

These improvements are the result of advanced surface mounted device (SMD) technology as well as design improve-



ments over existing multitrack noise reduction systems.

The technology has made it possible for the ANT to completely eliminate the need for cooling fans in the unit, further reducing the level of noise in a typical studio environment. Also contributing to the reliability of the E413 are gas-filled relays for system bypass. These relays are of such high quality that ANT can guarantee the E413 unit for 100 million switches.

Each compander card has remote control capability for record and playback provided by a differential input stage so it can be controlled by positive or negative voltage. Connection to the tape recorder is provided by a screw terminal on the back with balanced inputs and outputs allowing the E413 to be adapted to any multitrack recorder.

The unit is completely short-circuit-proof for 600 ohms resistive load, floating, and has a built-in memory to retain existing settings in the event of a power loss.

For more information, contact ANT Communications at 211 Perry Parkway, Gaithersburg, MD 20877. Telephone (301) 670-9777.

Digital Audio Memory System

FOR-A Corporation of America—The
(continued on page 108)

WHEN YOU CAN'T AFFORD TO MISS...

The *Cybertronix* system of telecommunications through telemarketing could very well turn out to be the most valuable **communications weapon** in your arsenal!

With the *Cybertronix* method, we use the *actual voice* of the strongest personality of the ministry or school to convey the message. This gives the recipient of the call the feeling of actually speaking with the leader himself.

This quality recorded message is also many times more cost-effective than "live" telemarketers with the additional advantage of cementing the bond between donor and yourself. Another valuable advantage of this system is that the

★ MILLIONTH CALL IS AS ★
☆ CLEAR ☆ VIBRANT & ☆ EXCITING
AS THE FIRST CALL!

With "live" telemarketers—even professionals—this just isn't the case because of the fatigue and discouragement that afflicts even the most effective.

At this point, let us be quick to point out that it is not our intention to suggest that our system is better than "live". Because we honestly believe for much of your work, "live" telemarketers are indispensable. However, there are communications we can do better, faster and less expensively. We can relieve some of the tedium of your "live" telemarketers—assisting them to be more productive in areas that they do so well.

Also, when you think of telemarketing, particularly the type that we excel in, don't confine



your thinking to fund-raising alone. Consider surveying and polling which are just two other areas where the *Cybertronix* system really shines. How many times have you wished that you *really knew* what your constituency was thinking about a particular issue? Direct mail provided you with at best, dismal response and other methods seemed too expensive.

Or, how about "crisis" notification? Suppose something happens at the ministry or the school that could have a negative impact if your people got the information "second-hand" or through the filter of the media.

With the *Cybertronix* system, you can contact ALL of your people within a few days (or less), and could do it "personally"! Or possibly an important *bill is being slipped through congress* that would have a negative impact on your people.

The *Cybertronix* system could:

- let them know the **FACTS** (*in the powerful voice of your strongest personality*)
- could encourage them to write/call their congressmen-senators. All *immediately* to counteract the pending decision in Washington.
- even though we use a recorded message, it can be adapted to give the name and phone number of the senator in EACH state.

And please remember; a telephone call is the most personal form of communication outside of a personal visit. And by using the voice of your strongest personality

along with a quality script, your people *will readily accept* it almost as if it were a personal call. Because of his/her recognition within the entire family, it won't matter who receives the call because the message **WILL BE PASSED ON!** . . . and in the majority of the cases, it will be acted upon.

► Typically, the response rate of this quality program will be from five to eight times that of the same appeal via direct-mail.

► The *Cybertronix* system operates through a network of over a 1,000 licensees who are located in cities and communities spread over this great U S of A and are integrally tied into a single system through computer and telephone lines.

► We can make in excess of 1,000,000 calls per day and can make contact with a simple notification message for about the price of a couple of postage stamps. *Where else can your money buy you so much?*

For more information and/or to arrange for a "trial" program at our "raw" telephone costs alone, please call our National Accounts Manager. You'll find your contact to be a rewarding and calming experience.

REMEMBER—Stop by and register for 10,000 telemarketing calls FREE—at Booth 247 at the NRB Media Expo

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Turn the Recipient of the Call...into a Listener...then into a Responder*

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(continued from page 106)

SIRIUS-100 Digital Audio Memory System is an automatic sequencer for radio, inserting announcements or commercials as well as automating specific program material such as station identification; network time zone delay; and background sound and sound effect generation. It also is an audio editor for radio, television and motion picture facilities. The basic components of the system are a compact, hard-



disk based mainframe module and playback remote units for broadcast and use in generating and verifying play lists.

The SIRIUS-100 combines advanced 16-bit digital recording and hard disk technology to produce compact disc audio quality plus system reliability and control capabilities superior to the costly, mechanical tape cartridge systems it is intended to replace.

Designed for use in radio and television broadcast applications, the SIRIUS-100 stores commercials, sound effects and related program material on a dedicated hard disk providing instant random access to any cut or other material. There is no need for rewinding or rewinding, nor is there a need for physical handling or transport of valuable media.

Other benefits include: editing features unique to a digital storage system; remotes; no processing on the digital audio data; no degradation of audio quality with playing; looping capability for extended playing time; and long-play feature trading bandwidth for up to 4 times greater record/play time.

Complete performance and price information is available from FOR- A Corporation of America, Nonantum Office Park, 320 Nevada Street, Newton, MA 02160. Telephone (617) 244-3223.

Audio Console

Autogram Corp.—The R/TV-12 Series Audio Console is a reliable, user-friendly state-of-the-art unit that has eight dedicated channels plus four channels with four sources each, for a total of 24 inputs.

Each channel utilizes four lighted switches with a selection of audition,

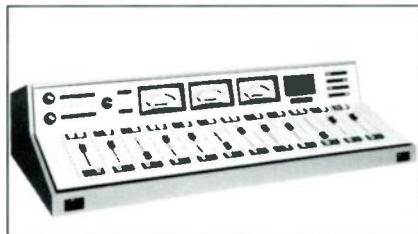
program, or both. There is a switch for channel "off" and channel "on/remote start."

The motherboard can be reached quickly and easily by simply lifting the cover which is hinged at the rear of the console. All channel boards, output boards, mix-minus and preamp boards are mounted vertically with edge connectors. Inputs and outputs of all boards external to the console are made with specially-designed pluggable miniature terminal strips. The entire motherboard and cards are enclosed in an aluminum assembly to keep RF to an absolute minimum.

Penny and Giles "long throw" conductive linear (slide) potentiometers are used to operate the voltage controlled amplifier (VCA) circuits. Audio circuits are switched by High Voltage CMOS electronic switches.

Each channel board will feed either a stereo program bus or a stereo audition bus, or both simultaneously. Other selections include: mute/no mute, pre-fader/post-fader mix/minus, channel off enable/disable, reset/no reset, timer and remote slider enable/disable.

Microphone preamplification is done on a separate board. Output is 600 ohms, designed to drive a normal 600 ohm or



bridging type balanced or unbalanced input. Any of the 20 sliders can be used as a mic pot.

For more information, contact Ernie Ankele or Jim Laird, Autogram Corp., 1500 Capital Avenue, Plano, TX 75074. Telephone: (214) 424-8585.

Fixed Frequency Radio

Target Tuning, Inc.—The "walkman"-style Target Tuner Fixed Frequency Radio is quartz-locked to only one station. In just five months this promotional tool has been used by over 60 radio stations of all formats across America.

More than 85 percent of the radios purchased were promoted jointly between radio stations and major national accounts such as Pepsi, McDonald's, Wendy's, Mountain Dew and Chevrolet. According to Target Tuning, Inc., several customers have already placed repeat orders after finding the radios generated station loyalty, increased store traffic and boosted



product awareness.

Daniel Flohr, president of Target Tuning, Inc., said "What's really making the concept work is the ingenuity of station personnel in getting advertisers to tie into the promotion and underwrite much of the cost. The station gets thousands of listeners locked-in to their station and the tie-in advertiser gets a unique, highly visible and lasting promotional vehicle."

For more information, contact Tina Jacobs, Target Tuning, Inc., 6 Caesar Place, Moonachie, NJ 07074. Telephone (201) 935-8880.

Studio Recorders/Players

AMPEX Corp.—Three new Betacam SP format studio recorders and players were introduced by Ampex Corporation recently. The CVR-70 studio recorder, CVR-65 studio player with AST™ tracking, and CVR-60 studio player, feature the extended performance Betacam SP video format.

Designed for the needs of broadcasters and production facilities who require affordable, high-quality first-generation pictures for ENG, EFP, corporate/industrial productions and other applications, the Betacam SP format offers significant improvements in picture and sound quality while being compatible with



existing Betacam equipment. The new products can use either metal particle or oxide tape, up to 90-minute cassettes and have four audio channels when using metal particle tape.

Introducing the New Generation of Wireless Microphones from HME.



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A completely new RF link greatly improves the capture ratio for dropout-free performance under the most demanding conditions. Our new state-of-the-art noise-free switching diversity system has broken the price/performance barrier.

There's a new, rugged ABS body on the hand-held models, along with an advanced internal antenna with superb radiation characteristics. The new dual-frequency body pacs give you top

performance under physical as well as electrical abuse.

HME's new NRX II™ noise reduction system has to be heard to be believed. It's the only noise reduction system designed *expressly* for wireless microphones. And it's available only in HME's New Generation Series 50, both hand-held and body pac.

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WASHINGTON

Court Strikes FCC's Must-Carry Rules

by Richard E. Wiley

An appeals court in Washington has struck down Federal Communications Commission rules requiring cable television systems to carry the signals of certain local broadcast stations. The U.S. Court of Appeals for the District of Columbia Circuit ruled in December that the FCC failed to justify its new "must-carry" rules, thus violating the First Amendment.

A different panel of judges on the same court overturned a more stringent set of must-carry rules in 1985. The FCC then moved to issue revised regulations which it hoped would pass court muster. These new rules reduced the number of broadcast signals that cable systems "must carry" and provided the total elimination of this requirement in five years (1992). (See *Religious Broadcasting*, October 1987). The Commission also required cable operators to offer for sale "A/B switches" that allow a television set to receive both cable and over-the-air broadcast signals.

Evidence Said Lacking

The agency failed to convince the court, however, that even these relaxed rules were necessary to advance any "substantial government interest." The judges criticized what they viewed as a lack of either empirical support or sound reasoning to justify infringement on the right of cable operators to choose their own programming.

The court focused particularly on the agency's determination that must-carry rules should be in place for five years. That amount of time was necessary, the Commission suggested, for consumers to become educated on how they can preserve their ability to receive over-the-air broadcast signals through use of the "A/B switch" or other similar equipment. The court acknowledged the concern that if must-carry rules were eliminated immediately, a number of viewers might fail to install the equipment necessary to gain access to all local broadcast stations. In such circumstances, if cable systems did not carry the local stations, the survival of these stations might be imperiled, and viewers would thereby be deprived of diverse broadcast offerings.

The court concluded, however, that the FCC was giving consumers insufficient credit for their ability to understand and adapt to technological change. It noted that costly items like video-cassette recorders, cordless telephones, compact disc-players and home computers "have spread like wildfire" in the consumer marketplace. Accordingly, in rejecting the need for a transition period, the judges said that the

Commission cannot simply assume that consumers are so unresponsive that, within five years, they would fail to purchase an inexpensive switch that could provide access to a "storehouse of new television stations and shows" not carried on a cable system.

The court similarly dismissed FCC concerns that, in the absence of must-carry rules, cable systems would delete local broadcast stations. The judge noted that, between the time that the previous must-carry rules were overturned in 1985 and the time that the new rules were imposed, cable systems generally continued to carry local broadcast signals.

The court did not rule out the possibility that, if a substantial governmental interest were demonstrated, some form of "must-carry" regulation might be constitutional. It simply found that the Commission had failed to meet that burden in its revised must-carry rules.

Broadcasters have expressed concern that, if the government does not require carriage, cable systems eventually will drop many over-the-air signals—despite public reassurances to the contrary and despite the court's apparent lack of concern on this point. Accordingly, the court decision may well be appealed. However, the battle over "must carry" also may be fought in Congress where a number of other controversial broadcasting issues currently are being debated.

Don't Rely on Regulation

Regardless of whether Congress acts to protect broadcast interests, however, the recent appellate court decision serves to underline the advice regarding must-carry rules previously given in this column (See *Religious Broadcasting*, October 1987): religious television stations cannot rely solely on regulation to protect their long-term carriage interests. Instead, they will need to articulate to cable operators the distinctive benefits of their locally oriented programming that attracts an intensely loyal viewership. Thus, religious broadcasters will want to present cable systems with appropriate information supporting carriage, including demographic studies where they are available and beneficial.

In this regard, religious broadcasters should not overlook the power of their viewers to influence cable programming. A large cable operator recently announced that it would delete a public television station while retaining another similar channel. Public outcry soon reversed that decision. The depth of feeling that some viewers have for religious stations could produce similar results.

Daytimers Get New Hours

In another development, the Commission has amended its rules to allow daytime-only AM radio stations to begin daily pre-sunrise operations at six am local time, with a minimum power of 10 watts. The new air times may not interfere with groundwave contours of clear channel stations.

The FCC acted in response to a 1986 Congressional directive. In advancing the start of daylight savings time from the last to the first Sunday in April, Congress directed the Commission to adjust the hours of daytime stations to compensate for the change.

The Commission said the revisions will affect approximately 1,200 stations. It is not necessary for each licensee to request individual authorizations unless it wants to request power levels higher than the agency authorizes.

Lottery Policies Clarified

The FCC also has clarified its policies regulating lottery-type fund-raising efforts conducted to benefit charitable or non-profit organizations. The agency responded to a request by the National Association of Broadcasters for a declaratory ruling.

Federal statutes generally bar broadcasters from airing information concerning lotteries. Under the agency's so-called *Greater Indianapolis* policy, however, the statute does not apply to lotteries where a contest's promoters do not receive the revenues. It had been unclear previously whether promoters could collect money to distribute later to charity.

The Commission now has said the lottery statute is concerned with risks to participants and unjust enrichment of promoters. The agency decided that neither concern is present when promoters merely collect the proceeds for subsequent distribution to uninvolved charitable organizations. The FCC stressed that the charities may not be involved in promoting the lottery, and promoters may not deduct operating expenses from lottery proceeds.

Broadcasters bear the burden to ensure, prior to airing such promotions, that designated non-profit or charitable organizations will receive all the proceeds.

Richard E. Wiley, a partner in the Washington, D.C. law firm of Wiley, Rein & Fielding, is a former Chairman of the Federal Communications Commission. He is General Counsel for the National Religious Broadcasters. Mr. Wiley was assisted in preparing this article by Willard W. Pardue, Jr., an associate in the firm.



To God Be The Glory

In a day when many promote themselves,
BBN takes this opportunity to thank
the Lord for what
He has done.

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WYFI 99.7 FM Norfolk, VA	WYFJ 100.1 FM Ashland, VA	WYFK 89.5 FM Columbus, GA	WYFL 92.5 FM Henderson, NC	WYFS 89.5 FM Savannah, GA	WYFT 103.9 FM Luray, VA



TRANSLATORS: Stafford, VA 92.1; Fredericksburg, VA 92.1; Charlottesville, VA 92.1; Waynesboro, VA 92.1; Roanoke, VA 97.7; Salem, VA 97.7; Radford, VA 100.1; Fairlawn, VA 100.1; Pulaski, VA 97.7; Wytheville, VA 92.7; Martinsville, VA 107.1; Danville, VA 92.7; Blacksburg, VA 100.1; Christiansburg, VA 100.1; Bassett, VA 107.1; Westover Hills, VA 92.7; Fayetteville, NC 106.3, Birmingham, AL 98.5

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*Carrying BBN 24 hours a day

BROADCASTERS



William R. Wheeler

Bruce Madori, president of WLQY-AM/Miami/Ft. Lauderdale, has formed Genesis Communications, Inc. and has purchased WKLS-AM/Atlanta. The 5,000-watt 24-hour station will air Christian programs, features and music.

William R. Wheeler was named director of advertising for The Spoken Word of God, Inc. Wheeler will oversee Lee Road Advertising, the agency for Christian Duplications, Inc., and will be responsible for advertising and public relations for the company as well as product promotion.

CBN's Operation Blessing recently conducted a clothing drive to benefit less fortunate families of Appalachia. During the five day drive, \$17,000 worth of new and used clothing was collected and later distributed to sites in Princeton, West Virginia, Pikeville, Kentucky and Moundsville, West Virginia.

Four Southern Baptist pastors were selected as speakers for the ACTS satellite network in 1988. They are: **Ed Young**, pastor of Second Baptist Church, Houston; **Joel Gregory**, Travis Avenue Baptist Church, Fort Worth; **Frank Pollard**, First Baptist



Brian Fisher

Church, Jackson, Miss.; and **John Bisagno**, First Baptist Church, Houston.

Brian Fisher, formerly an NRB staffer, is the new drive-time host on WAWZ-FM/Zarephath (New Jersey). Fisher was formerly host of *All Through The Night* and is now developing a morning music format and a weekend public affairs program for the station.

Myrrh Records announced the addition of **Chris Hauser**, formerly operations manager/music director at WSIV/WOIV-FM/East Syracuse (New York). Hauser now works in the promotion department at Myrrh.

Jerry Clark was named vice president of sales for WINM-TV and QUAD M PRODUCTIONS, the video and audio production company for WINM-TV. Also appointed were **Roger Rhodes**, vice president of programming at WINM-TV 63, and Rev. Richard Foust, vice president of art production and assistant general manager.

The government of Boputhatswana notified **Trans World Radio** that their license to that country will not be renewed after March 13, 1988. TWR will add a seventh trans-



J.W. Burton

mitter at its primary transmission site in Swaziland to continue its coverage of Southern Africa. In Yugoslavia, TWR recently increased its broadcast time from 15 to 30 minutes, with programs in Croatian, Serbian, Slovenian, and Macedonian. The programs, produced by Dr. Josip Horak, are a result of the commitment of TWR's German branch and *Thru the Bible*.

J. W. Burton was appointed chief financial officer and elected to the Board of Directors of Century Television Network, Ltd. (CTN), Alexandria, Virginia. CTN plans to launch a nationwide series of TV programs in 1988.

Focus on the Family has moved from its old address in Arcadia, California, to a new location in Pomona, California. (Zip code- 91799; phone- 714-620-8500).

Founders and leaders of Youth for Christ will gather in Chicago for the Celebration of Hope, October 20-23, 1988. The announcement was made jointly by **Jim Groen**, president of Youth for Christ International, and **Richard Wynn**, president of Youth for Christ/USA. **Dr. Roy McKeown**, president of World



Wendell Baxter

Opportunities International, was named executive director of the event.

Brad Davis was named assistant director of the Office of Information for the National Association of Evangelicals. Davis, who previously served as editorial supervisor for *The Evangelical Alliance Mission (TEAM)*, will serve as managing editor of *United Evangelical Action*, NAE's bimonthly magazine.

WRVM-FM/Suring (Wisconsin) celebrated 20 years of broadcasting to Northeast Wisconsin and South Central Upper Michigan in September. General manager **Wendell Baxter** held nine banquets throughout the listening area with a total of 1,531 persons attending. The program consisted of special music and a slide presentation.

Brentwood Music, Inc. recently moved to a new facility in the Cross-Roads/South Business Center in Brentwood, Tennessee. The dedication service took place on October 16. The company was formed by Jim Van Hook in 1981.

Christians in the central
(continued on page 114)

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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(continued from page 112)

Soviet Union were able to hear Christmas services aired live via short-wave radio from Saipan. The live broadcasts began airing from **Far East Broadcasting Company's** station KFBS October 1. The program, titled, *Radio Church*, is designed to edify Soviet radio churches. FEBC programmer Rudi Wiens is producer and host.

The Christian and Missionary Alliance (C&MA), announced plans to move its international headquarters from New York to Colorado. High costs of living and operating were major considerations in the decision to move. The C&MA has ministries in 53 nations.

KWBI-FM/Morrison (Colorado) held its seventh annual "Thanksgiving Outreach" on November 21. The effort resulted in the delivery of

2,650 complete thanksgiving meals to needy families throughout Colorado and southern Wyoming.

"The Face of Gabriel Ortez," a *This Is The Life* episode produced in 1987 by the **International Lutheran Laymen's League**, has won a Bronze Award at the International Film and TV Festival of New York. The League also sponsors the radio broadcast, *The Lutheran Hour*.

Broadcasters **Joni Eareckson Tada**, **Dr. John Willke** and **Dr. John MacArthur** will speak at The Congress on the Church and the Disabled, to be held July 7-9, 1988 at The Billy Graham Center at Wheaton College. Tada will be the keynote speaker.

WPIT-FM/Pittsburgh began broadcasting 24 hours a day. The station formats contemporary Christian music. Ken Ward and Phil Fleischman

are sharing host responsibilities.

Dr. James Dobson was presented the first Marian Pfister Anschutz Award by the Family Research Council, an organization dedicated to traditional American family values. Dobson is host of the radio program *Focus on the Family*.

Doug Ross was named the new executive director of the Evangelical Christian Publishers Association (ECPA). Ross was a founding board member of the ECPA in 1974. For more than eight years, he headed up his own advertising agency in Phoenix. ECPA headquarters will relocate to Tempe, Arizona.

Mercy Ships' doctors aboard the M/V ANASTASIS recently performed free medical treatment to residents of Lazaro Cardenas, Mexico. Surgery was performed on victims of club feet, cleft lips and

palates, cataracts, crossed eyes, and hearing loss. Dental care was also given. The ministry is a division of **Youth With A Mission**.

David Hummel was recently appointed marketing director of CBN. Hummel formerly served as general manager of Middle East Television.

Universal Broadcasting Corporation announced the appointments of two new general managers: **Larry Alford**, KUXL, Minneapolis/St. Paul, and **David Reeder**, WDCT, Washington, D.C.

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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The Most Frequently Asked Questions About ...

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

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.

CLASSIFIEDS

HELP WANTED

Electronic technician for non-commercial Christian station. Applicant needs board level trouble shooting skills on computers, audio equipment and mobile gear. Position open 8/88. Resume and references to Paul Gathany, CDR Radio, Cedarville College, Cedarville, OH 45314.

FAMILY LIFE BROADCASTING SYSTEM is taking applications for the position of Station Manager for WUGN-FM in Midland, Michigan. Candidates must have a minimum of 5 years managerial experience with a listener supported non-commercial radio ministry. They should also possess abilities in public relations and programming. Interested persons should send tape and complete resume to: Dave Kersey, Director of Broadcasting, Family Life Radio, 7355 North Oracle Rd., Suite #200, Tucson, AZ 85737.

BUSINESS OPPORTUNITY
New commercial AM Stereo station, serving large markets in Upstate NY-SE Ontario, Canada. WXIK offers limited investment opportunities. Those who wish to

share in a dynamic outreach for Christ, contact Mr. Duell, WICC Inc. at 315-782-1995. Be a part of "Reaching His World."

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690 KHz, 15,000 watts full time. 50,000 watts available. We operate facility, you provide programming by tape or satellite. Covers Virgin Islands, St. Martin, Antigua, St. Kitts, etc. CALL GARY HAYES, CARIBBEAN BEACON: 1-800-542-5333 or 303-665-3767.

FOR SALE

Retiring veteran Christian broadcaster wishes to sell 3kw 24-hour well equipped and well established FM Christian commercial radio station located in Southeast. Automated, satellite network reception, night time walk-away equipment. Real estate included. Priced between 2 and 3 times annual billing sustained for five years with spasmodic sales effort plus real estate, \$525,000. Terms available to substantial principals with moderate down payment. Potential for 75% - 100% billing increase with aggressive sales staff. Serious inquiries

only, please. Reply to Box 2B, CN 1926, Morristown, NJ 07960.

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American Thermoplastic Co.....	43
John Ankerberg Show.....	19
Bible Broadcasting Network.....	111
Bott Broadcasting.....	41
Campus Crusade for Christ.....	ifc
Carolina Connection.....	71
CBN News Today.....	69
Century Television Network.....	113
Dr. Paul Cho.....	47
Christian Duplications.....	73
Christian Stewardship Council.....	88
Cybertronix.....	107
Dataworld.....	114
E.O.-Television.....	ibc
FACE.....	39
Feed the Children.....	31
Food for the Hungry.....	53
Guidelines.....	15
Grace N'Vessels.....	17
Hanna-Barbera.....	89
HM Electronics, Inc.....	109
IAN Communications Group, Inc.....	63
InfoCision Management.....	2
International Prison Ministry.....	29
In Touch Ministries.....	35
Israel at Forty.....	37
KCHF-TV.....	27

KFIA.....	101
KMJC.....	1
Tim LaHaye Ministry.....	83
J. Richard Lee.....	93
Marketplace Networks.....	103
Marsh Broadcasting.....	57
Mission Service Supply, Inc.....	105
Moody, EARS.....	13
Moody, Minirth & Meier.....	11
Moody, Premium Products.....	65
National Day of Prayer.....	120
National Public Radio.....	55
National Right To Life.....	99
NRB Benefits.....	115
NRB Books & Tapes.....	85
NRB Directory.....	117
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NRB Southwest Chapter.....	49
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PTL.....	21
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Sifford Video Services, Inc.....	77
Skylight Satellite Network.....	119
Malcolm Smith Ministries.....	5
Sounds of the Spirit Radio Network.....	59
Telex Communications, Inc.....	51
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United Video.....	6&7
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Video Program Network.....	45
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ON THE AIR

Chart Check

(continued from page 104)

3. All That Is In Me - Harvest
4. For The Love of You - Margaret Becker
5. Love Said Not So - BeBe & CeCe Winans
6. Whatever You Ask - Steve Camp
7. Marvelous - Phillip Bailey
8. Montana Sky - Whiteheart
9. Tough Act To Follow - Crumbacher
10. When The Son Begins To Reign - DeGarmo & Key

WMCU/Miami

FORMAT: Inspirational/MOR

1. Joyful, Joyful, We Adore Thee - 2nd

Chapter of Acts

2. Virtuous Woman - Buddy Greene
3. Be Ye Glad - Debbie Boone
4. The Center Of My Joy - Richard Smallwood Singers
5. Eyes Of Man - Don Francisco
6. In His Eyes - Steve Camp
7. Holy Is The Lord - Twila Paris
8. You'll Still Be Lord Of All - Truth
9. All That Is In Me - Harvest
10. Make Me New - Nancy Honeytree

KNIS/Carson City, Nev.

FORMAT: A/C

1. Make Me New - Nancy Honeytree
2. Be Ye Glad - Debby Boone
3. I'm Brand New - Leon Patillo
4. I Will Not Be Silent - Dan Peek
5. Devoted To You - Imperials

6. Questions - Glad

7. Here Am I, Send Me - Keith Green
8. Higher Ground - Steve Green
9. How Will They Remember - Kim Boyce
10. Cowboy Stories - Marvin & Gentry

WNDA/Huntsville, Ala.

FORMAT: A/C

1. All That Is In Me - Harvest
2. All My Life - Bryan Duncan
3. Love Said Not So - BeBe & CeCe Winans
4. Questions - Glad
5. All That Is You - The Choir
6. Humble Yourself - 2nd Chapter of Acts
7. Candle In The Rain - David Meece
8. Come Unto Me - Will McFarlane
9. Marvelous - Phillip Bailey
10. Here Am I, Send Me - Keith Green

The New 1988 Edition of the Directory of Religious Broadcasting

Radio Stations	Television program	Agencies/representatives
Television Stations	producers	Music publishers
International Radio & TV	Film distributors	Record companies
Shortwave Radio & TV	Satellite program services	Schools
Radio program producers	Equipment/suppliers	...and many more

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

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

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LATE NEWS

PRESIDENT AND
FIRST LADY IN
PERSON AT NRB 88

The White House has confirmed that President Ronald Reagan will address NRB 88 in person on Monday, February 1, at 2:00 PM in the Sheraton Washington Ballroom. He will be accompanied by First Lady Nancy Reagan, who will receive the Foster Grand Parents Award from NRB. The president will bring a major address on political, international, religious and social issues. Vice President George Bush will address the convention Sunday, January 31 at 7 PM.

PETE
MARAVICH
DIES AT 40

"Pistol Pete" Maravich, college basketball's all-time leading scorer, died of a heart attack on January 5, 1988, while playing in a half-court basketball game at the First Church of the Nazarene in Pasadena, California. He was in the area to appear on James Dobson's *Focus on the Family* radio broadcast. Maravich, 40, was a veteran of 10 NBA seasons. Converted in 1982, he was the author of *Heir to a Dream* (Thomas Nelson, 1987).

ARMSTRONG RESPONDS
TO *THE VISION*
ON BBC

Ben Armstrong, executive director of NRB, appeared live via satellite on BBC television in Great Britain on January 12. He responded to the BBC's television movie, *The Vision*, which portrayed religious satellite broadcasting as a sinister plot with political overtones. Armstrong defended the right of religious satellite broadcasting and argued that the movie, starring Lee Remick, revealed an unfounded paranoia on the part of the producers.

TBN FINALIZES
AGREEMENT WITH
CHINA

Trinity Broadcasting Network founders Paul and Jan Crouch visited mainland China recently, where they finalized an agreement between TBN and China Central Television for an exchange of cultural television programs on a weekly basis. Production has begun on the programs and they are scheduled to begin airing within the next three months.

LOGOS
SINKS OFF
CHILEAN COAST

The M/V Logos, one of two book exhibit ships of Operation Mobilization, sank off the Chilean coast on January 5th. The bow section hit a submerged rock. All 141 passengers and crew including 30 Americans were evacuated and no injuries were reported. Losses are estimated at \$700,000.

A Pillar of the Community

For 39 years, Northwestern College Radio has been broadcasting reliable Christian radio programming. As a result, Northwestern is recognized within the Christian broadcasting community for its commitment to professionalism, stability and spiritual integrity. The SkyLight Satellite Network is Northwestern's way to share with other stations the programming its listeners have enjoyed for years.

SkyLight is formatted to draw listeners . . . and keep listeners. Strong MOR music and programming blocks allow managers the flexibility to supplement their local format with live, hosted, cost-effective programming. Afternoons . . . evenings . . . weekends . . . all-night . . . or 24-hours-a-day, SkyLight is there to fill a need.

Look for the pillars at the Convention. They'll lead you to the SkyLight exhibit at Booth #120. See the innovative SkyCue and SkyLog systems and hear live origination from the exhibit floor.

When you go satellite . . .
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NATIONAL DAY OF PRAYER



AMERICA ON ITS KNEES:

OUR FATHER IN HEAVEN:

WE PRAY THAT YOU save us from ourselves.

The world that YOU have made for us, to live in peace,
we have made into an armed camp.
We live in fear of war to come.

We are afraid of "the terror that flies by
night, and the arrow that flies by day,
the pestilence that walks in darkness
and the destruction that wastes at noon-day."

We have turned from YOU to go our selfish way.
We have broken YOUR commandments
and denied YOUR truth. We have left YOUR altars
to serve the false gods of money and pleasure and power.

FORGIVE US AND HELP US

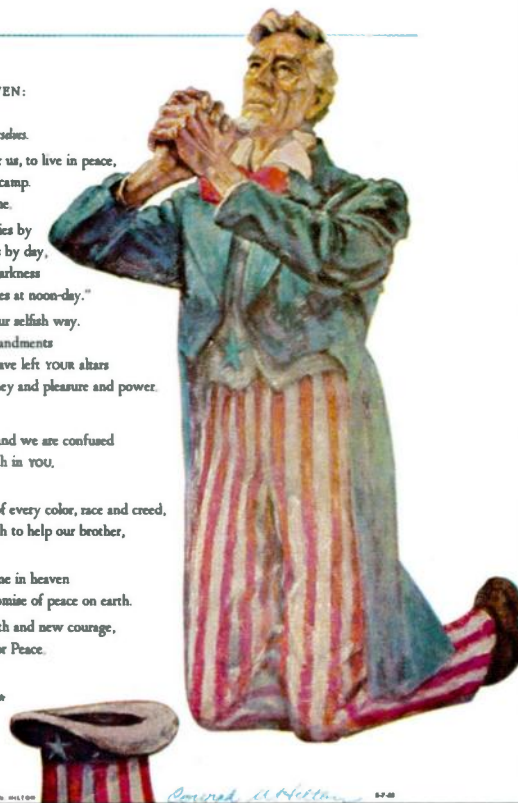
Now, darkness gathers around us and we are confused
in all our counsels. Losing faith in YOU,
we lose faith in ourselves.

Inspire us with wisdom, all of us of every color, race and creed,
to use our weakh, our strength to help our brother,
instead of destroying him.

Help us to do YOUR will as it is done in heaven
and to be worthy of YOUR promise of peace on earth.

Fill us with new faith, new strength and new courage,
that we may win the Battle for Peace.

Be swift to save us, dear God,
before the darkness falls * * *



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In 1952, by joint action of Congress, a law was passed calling upon each President to set aside an appropriate day as a National Day of Prayer. That same year Conrad Hilton re-expressed, through the above vintage poster, the belief of our founding fathers that prayer is a vital force in our national life.

May 5, 1988, will be the 36th consecutive observance of a day set aside to pray for our nation, its leaders and its citizens. Join with millions of Americans who will pray together on May 5 as "One Nation Under God."

May 5, 1988

National Day of Prayer Task Force, P.O. Box 6826, San Bernardino, CA 92412 (714) 882-9932.

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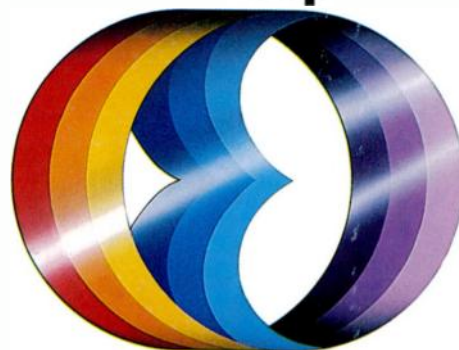
Contact Peter Maris in the E.O. suite during the NRB Washington Convention

EO TELEVISION and its staff of 180 (excluding production facilities) is headquartered in Hilversum, Holland. Since its founding in 1967, the ministry of EO has played an important part in European religious communications. Not only is EO linked with several North American broadcast networks, but it has also cooperated with Luis Palau and others in the coverage of European events. In addition EO has achieved international recognition for various productions. A documentary set in Jerusalem won an award in the New York Film and Television Festival. Others, such as the series "Origins," have received several C.F.D.A. awards. With Gateway Films and the British Broadcasting Corporation, EO-TV was a co-producer of the award-winning film "Shadowlands," based on the latter part of the life of C. S. Lewis.

Evangelical Broadcasting Corporation (EO) is a nationwide radio and TV-station with 8 hours on the national TV channel each week and 40 hours on radio. Its main goal is to reach the 'unreached' with the Gospel of the Lord Jesus Christ by a wide range of Christian programming including information, education, culture and entertainment. Although it is fully state-financed, we are a small station in a small country. For the quality we desire we need partners.

EO-TV is planning several projects in which you can participate. Just some of them: a series on Christian History, a youth drama series called "Ascar," a series on the Acts of God in the contemporary world, an evangelical video news service, and "Streetlight," a popular scientific program for young people.

**Evangelische
Omroep**



For more information, please contact Albert Mons in EO's booth (209) in the NRB Media Expo area, or contact:

Evangelical Broadcasting Company
Oude Amersfoortseweg 79a
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1200 An Hilversum
THE NETHERLANDS
Phone 011-31-35-882-411
Telex 43325 EO NL
Telefax 011-31-35-882-685

Working lunches in the EO suite:

Monday, Feb. 1, 12:30 PM.

Topic: Evangelical video news service

Tuesday, Feb. 2, 12:30 PM.

Topic: Church History/Acts of God series

Wednesday, Feb. 3, 12:30 PM.

Topic: Streetlight, youth series



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The Facts:

- U.P.I. best reporter in America, 1986 (over 6000 entries).
- U.P.I. best reporter in Pennsylvania, 1986.
- Second Place, A.P. best reporter on the eastern seaboard, 1986.
- Edward R. Murrow Award for best spot news coverage, 1987.
- Golden Quill Award for best investigative reporting, 1986, 1987.
- Finalist Award, International Radio Festival of New York for *Jennings Journal*, 1986 (1200 entries, 27 countries).

- U.P.I. Pennsylvania State Award for *Jennings Journal*.
- Previous position - news anchor, investigative reporter, journalist for KDKA, Pittsburgh, America's oldest radio station.
- Over 20 years experience as a radio news journalist.

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