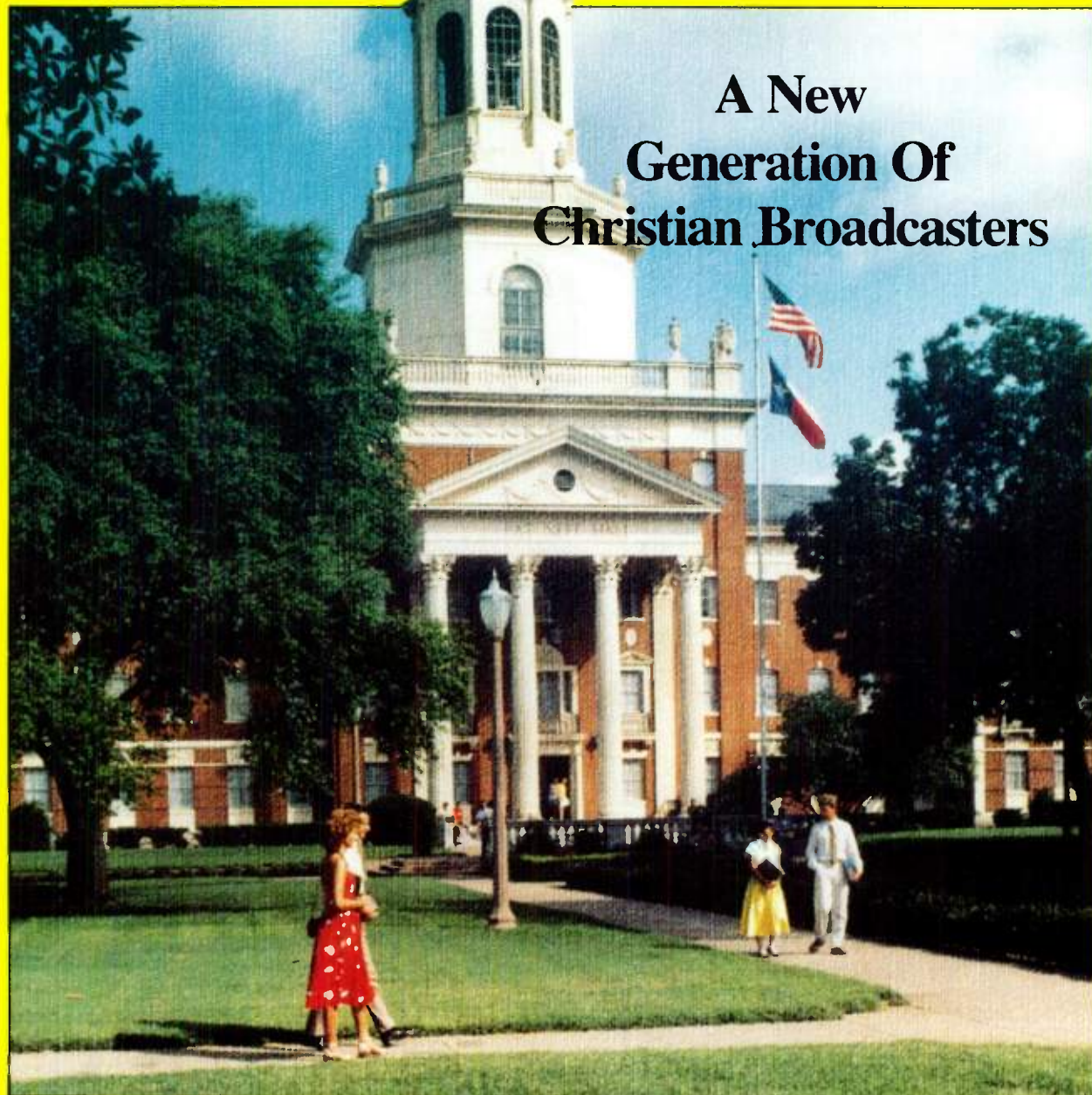


RELIGIOUS BROADCASTING

The Official Publication of National Religious Broadcasters

May 1988



A New
Generation Of
Christian Broadcasters

Top NRB Weekly Radio Programs

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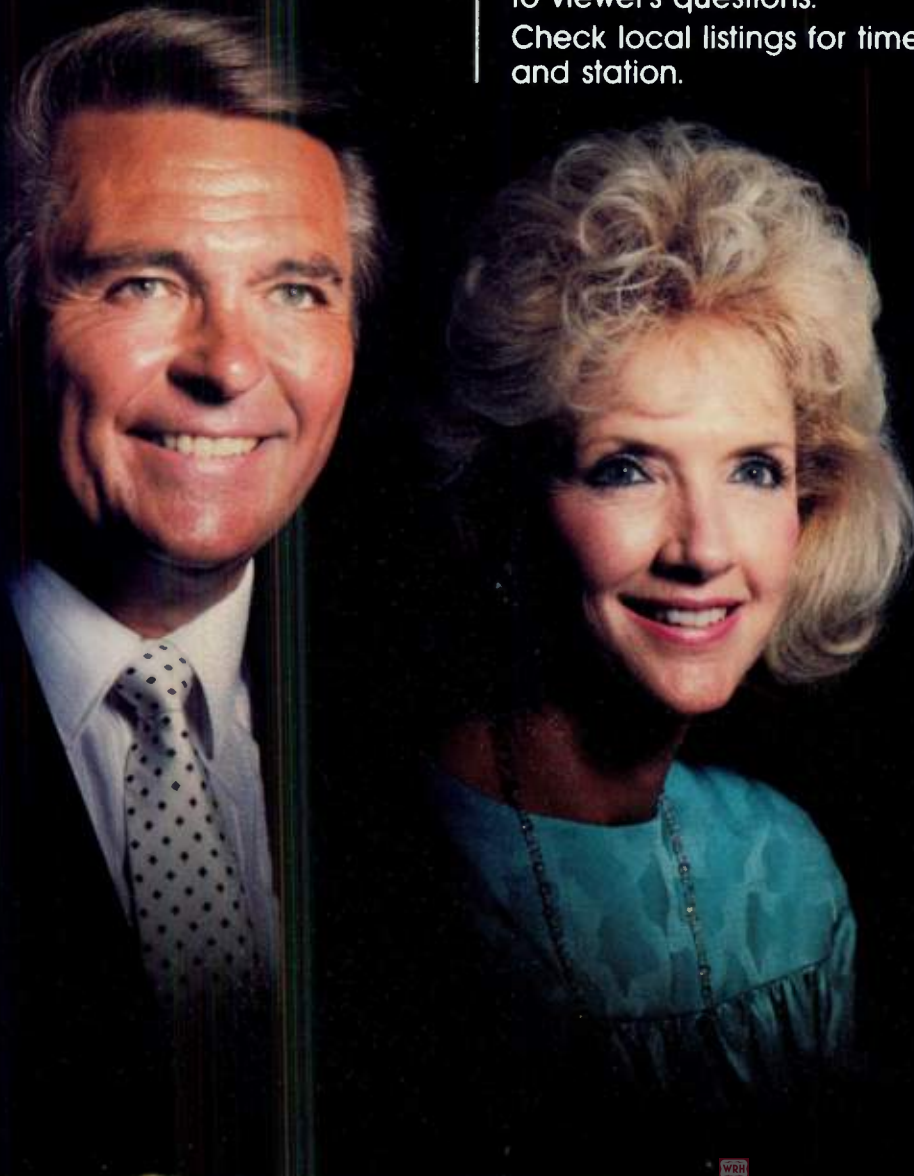
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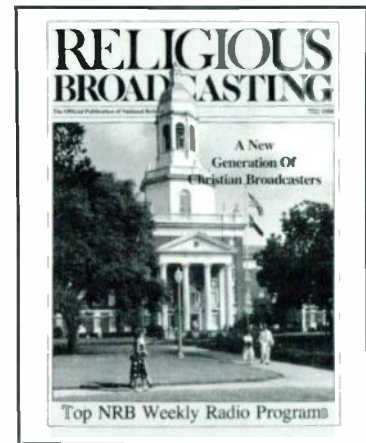
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THE COVER



This month *Religious Broadcasting* examines the top weekly Christian radio programs heard nationally. The programs listed are heard on at least 100 NRB member stations. We also look at trends in education today and the training of a new generation of Christian broadcasters. (Photo Credit: Baylor University, Waco, Texas.)

Correction: In the April issue we inadvertently omitted *Chapel of the Air* (speaker, David Mains) from our list of broadcasters on 50 or more NRB stations. His 15 minute daily broadcast is heard on 204 stations.

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SIGN ON

Be Sensitive

When I met the young man who was to be the guest on my TV program that day, I was not impressed. With his avant-garde suit and his punk hair do, he appeared to me to be a spiritual lightweight. I would learn a lesson that day.



He and his wife were with Youth With A Mission and they ministered in the red light district of Amsterdam, Holland, among the punckrockers, prostitutes and drug addicts.

The TV program started and the interview began. I quickly challenged the young man by saying, "How is it that you and your wife can work in that kind of environment on a daily basis and not be negatively affected spiritually?"

With tears welled up in his eyes, the young man responded, "There is only one way. If we walk down the street and don't feel grief for the sin we see, we leave for two weeks and pray and fast until the burden returns, and then we go back. Otherwise, we couldn't make it."

I was stunned. So simple and yet profound was his answer. This young man took the ramifications of sin seriously. We knew his protection and his effectiveness was to walk closely with God. It was a lesson I have never forgotten.

We are surrounded by sin. It permeates our society on billboards and television, in magazines, in movies and on the radio. It's everywhere. And because it is so prevalent, it is easy not to take it seriously; to become desensitized to it. It can slip into our homes and even our ministries.

But there is a danger in not taking sin seriously. First, it dulls our vision to reach the lost. If sin is not that serious to us, then the sinner is not that bad off. But the sinner *is* that bad off. God thought the sinner was bad enough that He sent His Son to redeem him. Romans 6:23 states the case against sin very clearly: "For the wages of sin is death." Death of relationships, of careers, of families and of happiness, not to mention physical death and eternal damnation.

To not be serious about sin and its awful consequences, is not only to fail God, but to fail those to whom He has called to reach through our broadcast ministries.

Second, not taking sin seriously invites spiritual and ministerial disaster. There is plenty of evidence of that. Satan is a destroyer and when we play with sin, we play in his playground where he makes the rules. And his rule is to destroy whatever he is able to. The only inroads he has in the life of a believer, however, are the ones we give him, but you can be sure that whatever we give him, he will not only take advantage of, but use to his full advantage.

As Christian broadcasters we must take Colossians 3:1 to heart and mind: "If ye then be risen with Christ, seek those things which are above, where Christ sitteth at the right hand of God." We must stay close to Christ and resist sin and the tendency to become desensitized to it.

I have heard that Dr. Wilbur Chapman had a rule of Christian living. It was this: "Anything that dims my vision of Christ, or takes away my taste for Bible study, or cramps my prayer life, or makes Christian work difficult, it is wrong for me."

My prayer is that God will give each of us a genuine distaste for sin, a genuine love for the sinner, and an all-consuming passion to be close to Jesus.

Jerry Rose
President
National Religious Broadcasters

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NRB FORUM

Mainline Concerns

Dear Editor:

Thanks so much for your editorial in the February *Religious Broadcasting* magazine. Your development of "credibility" is excellent. Sometime do an editorial on the word "integrity." We need to be reminded regularly of these values.

I am uneasy about the "mainline" article and the somewhat indiscriminate use of labels and categories. In general, what is said is true, of course, but it confuses the issue. The leaders of many of the mainline denominations listed are liberals at best. But the rank and file of the members in many of the congregations are conservative and sincere Christians. Further, there is much evidence of renewal in many of these churches, many of which are often dynamic churches. The largest in a number of these denominations are often anything but liberal.

Switching the labels from evangelical to fundamentalist and making it appear that they are the same is misleading, though I am sure it is not intentional. In the NRB you have broadcasters who represent all shades and stripes within the evangelical/fundamentalist groups. Some of us will be more comfortable with one label than the other. All of which convinces me even more that the old labels and divisions are no longer useful and really don't define what is going on.

There is a growing oneness in the Body of Christ that all of us need to celebrate. We need to try not to isolate on one side of the line or the other those who are committed to the Scriptures as the Word of God and the person of the Lord Jesus Christ as our Saviour and soon-returning King.

William T. Greig
President

Gospel Light Publications

Workshop Thanks

Dear Editor:

I would like to express my sincere thanks to you for putting together your

fine workshops at the National Religious Broadcasters Convention. I always find your presentation stimulating. It is good to see that there is a breath of fresh air running through the NRB and I congratulate you for your efforts both in the NRB and in the print media to sensitize the evangelical constituency to the most effective ways to use the medium of television to reach the unchurched for Christ.

May God bless you.

Ian T. Adnams
The Salvation Army
Dallas, Texas

Falling Stars

Dear Editor:

I don't expect much sympathy amid the hyped-up secular reaction to the latest religious scandal but someone should point out a few glittering stars in this dark night of skepticism.

Since the time of Christ and his offer of forgiveness and new life there have been millions of his followers who have never fallen to such temptations. It is not the norm! As a matter of fact many thousands have been brutally martyred refusing to compromise their loyalty to Jesus Christ in any way. We are horribly discriminating and twisting truth to ignore or deny these shining examples of true faith.

Today almost half a million people in the U.S. alone are ordained and involved in religious ministries of some kind. The few bad examples recently targeted by the media are hardly a realistic reflection of this vast group of faithful unsung heroes. Their continuous services in our own communities should never be over-shadowed by some distant TV celebrity.

Many unbelievers obviously desperate to ease guilt in their own consciences are quick and loud to portray a scandal as typical. The sacrilegious jokes and journalism will only be a temporary relief for those refusing to acknowledge their own personal accountability to God. The popular excuse of "hypocrites" and phonies in the

church will never work in the long run.

When we gaze with awe into a clear dark sky there are endless numbers of stars that never cease to shine. Maybe now and then you might see the glimpse of a "falling star" but what is that in comparison to the innumerable remaining stars that never cease to shine? It is so easy to stare at gnats and swallow camels. The bright and morning Star still shines.

Fred V. Kornis, Jr.
Open Air Campaigners
Shawnee Mission, Kansas

Co-Workers in Christ

Dear Editor:

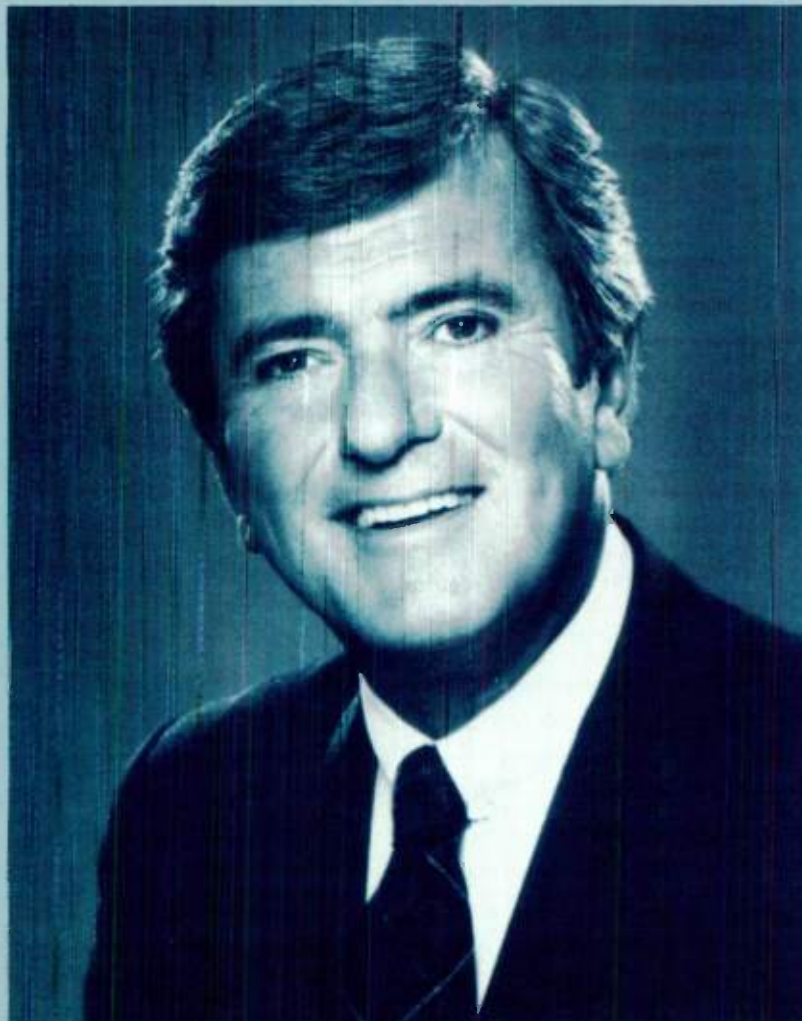
Thank you for the "On the Air" articles in the magazine over the past year. I have enjoyed them and I encourage you to continue them.

I appreciate Bob's thoughts relative to the relationship between Christian stations in the same market. If we have positioned ourselves properly by recognizing a need that is not being met and filling that need then we are not in competition with one another, rather we compliment one another and together serve the Body of Christ in our community.

I would like to comment on another area where we should be sensitive not to have an unhealthy competitive spirit—station promotion. Often I'm sure it is not intentional but we should be careful to limit our promos and image lines to lifting up what we are doing and not in any way compare ourselves to other Christian stations in the market, trying to position ourselves as more caring, bigger, older, newer, more involved, more professional, #1 or whatever. Satan can use these things to create bad feelings between stations. Sensitivity in this area is part of how we should be different from the secular stations. It's an opportunity to be a testimony of the love and unity in the Body of Christ.

Bill Simon
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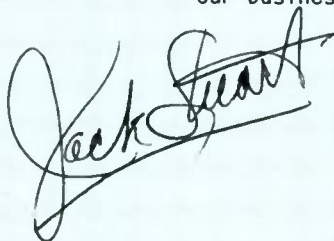
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WASHINGTON



by Richard E. Wiley

FCC Evaluating Translators, Spacing for FM Radio Stations

Public attention paid to efforts at updating radio service has focused most recently on AM broadcasting, but the Federal Communications Commission also has been re-evaluating some areas of FM regulation. Several FCC actions should be of particular interest to religious broadcasters, both FM and AM, who want to expand their audiences through translators.

Translators are low-power stations that receive the signals of a full-service FM station on one frequency and rebroadcast them simultaneously, over the air, on another frequency. The Commission first authorized FM translators in 1970, intending that they be used to bring FM radio service to listeners who could not get satisfactory FM service because of distance or terrain. The FCC has licensed the operation of approximately 1,500 FM translators.

The Commission prohibits translators from broadcasting any original programming, except for 30 seconds per hour to acknowledge or solicit funds to defray the costs of installing or operating translators. Other than these announcements, the FCC forbids original commercial advertisements for profit on translators.

Moody Bible Amendment

One religious broadcaster already has secured a change in Commission policy regarding FM translators. The Moody Bible Institute proposed an amendment to FCC rules that would allow noncommercial, educational FM translators to employ alternative technologies in relaying signals. In late March, the Commission agreed to the proposed amendment for translators assigned to channels reserved for noncommercial use. The alternative relay technologies may include satellite and microwave links. FM stations previously had been limited to using over-the-air signals in translators.

Translators using alternatives must be owned and operated by their primary stations. However, the Commission also has proposed expanding the alternative-technology amendment to all noncommercial, educational FM translators, regardless of whether they are owned and operated by their primary stations. The FCC is seeking comments regarding that proposal.

Translator Inquiry Launched

The "Moody Bible amendment" was only one of several translator-related actions that the Commission took in late March. Most importantly, the agency launched a far-ranging proceeding to consider the overall role of FM translators. Petitions filed by the National Association of Broadcasters (NAB) and six other parties triggered the inquiry.

The seven petitioners were split on whether translators should be given more freedom, or reined in. The NAB argued that current translator rules have strayed from the Commission's original intent, with some translators providing more than simply supplementary service. Other petitioners, however, are asking the Commission to expand FM translator authority, as it previously did in the low-power television area, and to allow unrestricted program origination. The NAB also has recommended that the FCC allow FM translators to rebroadcast the signals of AM stations.

The Commission is seeking comment from

The FCC prohibits translators from broadcasting any original programming, except for 30 seconds per hour to acknowledge or solicit funds to defray the costs of installing or operating translators.

interested parties on whether the agency should retain or tighten the existing regulations on translator operations, or even eliminate those restrictions. In a broader sense, the agency is studying what role translators should play in providing FM service and how they affect full-power stations. Comments are expected to be due in late spring or early summer.

Freeze Imposed

Until it concludes the inquiry, the Commission has generally halted the acceptance of applications for new FM translator stations. Applications received prior to March 24, 1988, when the inquiry notice was adopted, will continue to be processed. One exception to the "freeze" is applications for new noncommercial, educational FM translators that seek assignment to channels 200-220, the reserved band. The FCC carved out an exception for those stations after adopting the "Moody Bible amendment" regarding alternative technologies.

Short-Spaced FM Stations

Earlier this year, the FCC proposed another rule change affecting FM stations. The agency suggested permitting the use of directional antenna systems or lowered power and antenna height to reduce distance separations between an FM station's transmitter site and adjacent and co-channel stations and allotments. If adopted, the proposal would modify existing rules and, in certain circumstances, permit short-spacing.

A short-spaced FM station is one that has its transmitting antenna site located at less than the required distance from the transmitting antenna site of an adjacent or co-channel station, or from the reference point of a vacant channel allotment.

The Notice of Proposed Rulemaking does not involve alteration of the Table of FM allotments. Rather, the Commission proposes only to allow for short-spacing upon application to operate on an existing channel allotment. In other words, an applicant would be able to specify a transmitter site that does not satisfy all spacing requirements if a fully-spaced site is not available or desirable.

Currently, directional antennas are used to eliminate short-spacing among FM commercial stations in existence prior to inception of the Table of FM Allotments in 1964. These stations were grandfathered when the original Table was adopted and, therefore, are not required to meet distance separation requirements. Non-commercial educational FM stations are also routinely permitted to use directional antennas. The FCC's proposal would extend short-spacing privileges to all commercial FM stations if they can provide the required signal level over their community of license and protect adjacent and co-channel stations and vacant channel allotments.

Proposed facilities at short-spaced antenna sites could employ either non-directional or directional antennas. When non-directional antennas are used, restrictions on the effective radiated power (ERP) or height of antenna above average terrain, or both, would be imposed in order to provide equivalent protection to the contours of neighboring stations and allotments. Licensees wishing to change to a more favorable but short-spaced site by using directional antennas would suppress the ERP in the necessary direction to avoid interference with the protected contours of neighboring stations or allotments.

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.

MEDIA NATIONAL WORLD



Edward Temple, Former Board Member, Dies at 56

LYNCHBURG, Va. (NRB)—The Rev. Edward O. Temple Jr., 56, suffered a heart attack and died at his home here on March 26. He originated 24-hour broadcasting of religious programs with closed circuit television in a hospital. A long-time member of NRB, he was a former president of the Southeast Chapter and was a



Edward Temple

member of the Board of Directors during his tenure. He was director of pastoral care at Lynchburg General Hospital and was an ordained Elder in the Methodist church. At the time of his death, he was serving as interim pastor for the Rivermont Avenue Baptist Church in Lynchburg. He was also a past president and the secretary/treasurer of the Lynchburg Rotary Club.

Chaplain Temple is survived by his wife, Barbara Minish Temple; his mother, Alpha Burns Temple; two daughters, Alice Kay T. Foster of Roanoke, and Barbara Ann Temple of Virginia Beach; two sons, David Edward Temple of Chicago, Illinois, and Jonathan Edward Temple of Lynchburg; one sister, Lucille Temple Bullard of Winston-Salem, N.C.; and one

grandson, Jeremy Adam Foster of Roanoke.

Funeral services were held on March 29 at the Rivermont Avenue Baptist Church by Dr. William E. Knight, Lynchburg District Superintendent of the United Methodist Church, and Dr. Jerry Falwell.

Dobson Resigns from Panel on Pregnancy Prevention

WASHINGTON, D.C. (NIRR)—

Christian psychologist and broadcaster James Dobson, along with two others, resigned from the National Panel on Teen Pregnancy Prevention in protest of the panel's decision to support distribution of condoms and refusal to find ways to teach sexual abstinence to teens. Along with Dobson, William Pierce, president of the National Committee for Adoption, and Terry Olson, associate dean at Brigham Young University, were placed on an "auxiliary panel" whose recommendations were not included in the panel's report, although their names would have appeared in it. The three saw resignation as their only option, since the rules of the panel do not allow publication of a dissenting report.

The voting panel ignored the recommendation of Health and Human Services Secretary Otis Bowen that teens be taught "the courage and self respect they need to say 'no' to sexual involvement" which was made when the panel convened in September 1987. The panel's report included recommendations for "wholesale distribution of condoms...supported by so-called value-free advice about sexuality."

On the Focus on the Family program in which he discussed this predicament, Dobson urged his listeners to write Secretary Bowen to protest the panel's report and actions.

Black Broadcasters to Attend Congress on Evangelism

ATLANTA, Ga. (NRB)—Black broadcasters E.V. Hill, pastor of Mt. Zion Missionary Baptist Church in Los Angeles, and Tony Evans of The Urban Alternative, Dallas, and NRB board member, will be key speakers at Atlanta '88: Congress on Evangelizing Black America, which will be held here August 16-20.

Atlanta '88 will feature workshops and plenary sessions on topics such as Street Evangelism, Social Action, Politics, Cross-Cultural Evangelism, Cults, the Occult, Drugs, Abortion, Homosexuality, Child and Youth Evangelism, and Church Planting. Other speakers include nationally known leaders Tom Skinner, Bishop George McKinney and Dr. Tokunbok Adeyemo.

The event is expected to draw together black church leaders, influential laypeople and students. With relationship-building as a special priority, common action in evangelism has become a key factor between black church and parachurch organizations.

For information on the congress, write or call Atlanta '88, Matthew Parker, chairman, 35700 West Twelve Mile Road, Farmington Hills, MI 48331, (313) 553-7200.

Clarence Reimer Joins Staff of ECFA

WASHINGTON, D.C. (ECFA)—Christian leader and experienced executive Clarence Reimer has joined the staff of the

(continued on page 37)

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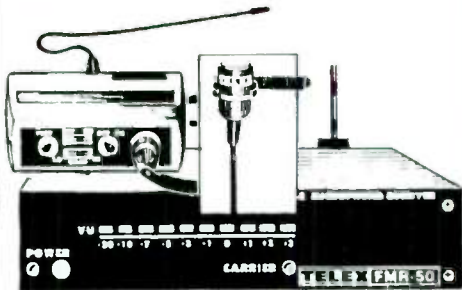
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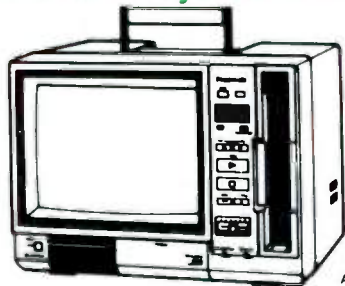
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MEDIA INTERNATIONAL WORLD



TWR Signs Agreement with Chinese Ministry

KOWLOON, Hong Kong (TWR)—On April 1, World Wide Productions, Ltd., assumed responsibility for the staff and ministry of Trans World Radio's Chinese Ministries Department. The new board, incorporated in January, has Christian entrepreneur Amos Wilder Yong as its chairman. TWR's executive vice president, Dr. E. Brandt Gustavson, co-signed the agreement of cooperation with Yong. The Rev. William Ury was appointed secretary and executive director.

WWMP will provide nearly 12 hours of broadcasting daily from the four transmitters of KTWR, Trans World Radio's station on Guam, throughout all of China and southeast Asia.

Of the agreement, TWR East Asia office director John Buerer says, "This department has grown to twice the size of the rest of our office and its responsibilities are distinct. Under WWMP's leadership it can continue to grow in its specialty of broadcasting the Gospel to Chinese listeners throughout Asia. In the meantime TWR's East Asia Office will get on with its business of encouraging broadcast ministries in many Asian countries."

Food for the Hungry Trucks Destroyed

ADDIS ABABA, Ethiopia (EP)—Food for the Hungry, a U.S.-based international relief agency, and producer of hunger-awareness television programs, lost three long-haul trucks in an armed attack March 10. The trucks, which represent 60 percent of the organization's large-volume food delivery capacity, were carrying 151,000 pounds of grain when they were destroyed.

The attack on the trucks took place at Hamusit, near the border between Gondar and Wollo provinces, on a road between the ports of Assab and Sali, a remote food distribution center used by Food for the Hungry. Though the three trucks were in a convoy with four UN trucks, they were singled out in the attack. The Tigra

People's Liberation Front (TPLF) is believed to be responsible for the violent attack. A formal protest is being filed with the Washington office of TPLF, and a complaint is also being registered through the U.S. State Department.

Food for the Hungry is working urgently to replace the trucks so the food supply flow can continue. The three trucks were the main link between the ports and the inland distribution centers.

Ted Yamamori, president of Food for the Hungry, said of the attack, "I cannot find words strong enough to describe this reprehensible and wanton destruction of life-saving equipment and food. I am appalled that any group of people could commit an act such as this that threatens the needless deaths of thousands of people in the months ahead."

In the four years it has been in Ethiopia, Food for the Hungry has extended its efforts beyond food relief and also provides long-range care in irrigation, health care and reforestation. For 1988, the organization has committed nearly \$11 million in aid, providing food for 275,000 people daily.

SIM Creates New Position for Radio

MONROVIA, Liberia (SIM)—Because of increasing use of radio in pioneer evangelism and church planting, SIM has created a new position, radio coordinator, which will be held by radio manager Stanley Bruning. The post is based at SIM's Radio ELWA.

According to SIM deputy general director, W. Harold Fuller, "The radio coordinator will work with our directors and international outreach coordinator in developing our radio outreach and using it as a tool in pioneer evangelism and in church planting in both Africa and South America."

From West Africa, SIM broadcasts in 45 languages over Radio ELWA as well as broadcasting in two languages from East Africa over Far Eastern Broadcasting Association transmitters in Seychelles.

Luis Palau Has Successful Mexico Crusade

CIUDAD VICTORIA, Mexico (NRB)—Evangelist Luis Palau held his "Festival of the Family" crusades here March 10-13 and in Tuxtla Gutierrez, March 15-19. Both cities experienced significant church growth, due to two factors—an openness to new ideas, fostered by the upcoming elections on July 6, and the preparatory work and prayer of local evangelists.

Though opposition from the media was intense, local officials were generally helpful, and turnout at the crusades was inspiring. Palau spoke to an estimated 94,000 people in the nine days of crusade events. Over 6,000 people indicated that they made decisions for Christ.

Palau was invited to hold crusades in four other major cities—Mexico City, Guadalajara, Monterrey and Tampico.



C. Lopez, Jr., Lester Sumrall, David Sumrall.

Lester Sumrall Awarded Key to City of Manila

MANILA, The Philippines (NRB)—Lester Sumrall, founder of LeSEA (Lester Sumrall Evangelistic Association) and LeSEA Broadcasting, was awarded a key to the city of Manila by the city's mayor, C. Lopez Jr. The presentation was made in recognition of Sumrall's work in the city as a missionary-statesman since 1952. The church he helped establish, Bethel Temple, has grown to become the mother church of four other churches in the Philippine Islands. The church is pastored today by David Sumrall, Lester Sumrall's nephew.

Radio Listings

California

Long Beach

KGER 1390 AM*, 3759 Atlantic Ave, PO Box 7126, Long Beach 90807, 213-427-7907
 MARKET: Los Angeles, Long Beach, Orange County; OWNER: Salem Comm. Corp 1986; PRES: Edward G Atsinger III; GEN MGR, SLS; MGR: Donald V Cartmell; OPER MGR: Jay Davis; CHIEF ENG: Bill Sheets; CLASS: Commercial 5 kw, paid prgrms: HRS OF OPER: 24; FORMAT: religious fulltime

Frequency Information

Market Services

Power

Television Listings

Ohio

Lima

WTLW-TV Channel 44*, 1844 Baty Rd, Lima 45807, 419-339-4444; OWNER: American Christian Television Services, Inc 1982; VP, DIR: Ron Mighell; PRES: LaRee Little; GEN MGR: Bob Placie; PROG DIR: Jeff Millslagle; SALES MGR: Rich Wallis; CHIEF ENG: John Cahill; CLASS: Commercial 920 kw, paid/sustaining prgrms; NETWORK: INN, CNN, PTL, Trinity, CBN; FORMAT: religious 70 hrs

Religious Hours Per Week

NRB Membership

Contact Names & Phones

Programming

These actual listings represent only two of the twenty-two directories listed in this publication. Indexes cross-reference call letters, program names and personnel.

What your colleagues are saying about the Directory of Religious Broadcasting:

"Thank you for the valuable service you provide to religious broadcasting stations and producers."
WBYS, Canton, Illinois

"Thank you for your efforts to keep the directory accurate and updated. It's a real asset to our business."
KGRD, Orchard, Nebraska

"The directory is concise and comprehensive. It's a pleasure to use, and a necessity to our daily office routine."
Walter Bennett Co., Philadelphia, Pennsylvania

"We do appreciate the useful information contained in your NRB Directory and already we have been able to use it to check and report news stories."
World Wide Photos Ltd., Sydney, Australia

"As a member of NRB and a subscriber to the Directory of Religious Broadcasting, we have found your publication to be a most informative and helpful book."
Columbia Bible College Broadcasting Network, Columbia, S. Carolina

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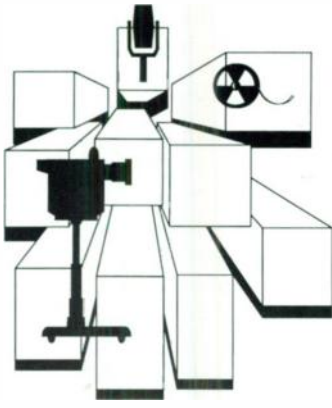
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Please charge my

____ Visa _____ MasterCard

Acct. No. _____

Expires _____



Left to right:
Timothy Hutton,
Antonio Zarro (with
award), Debra Winger



A New Generation of Christian Broadcasters

by Ben Armstrong

The technology explosion coupled with the latest advances in education is providing us with a whole new generation of leaders in the field of religious broadcasting. A new breed of broadcasters is being trained in scores of Christian schools offering hands-on education in the latest broadcasting technology. This new generation of Christian communicators is dedicated to quality broadcasting and personal integrity.

Dr. Edwin Hollatz, professor of communications at **Wheaton College**, recently remarked that the current problems with some broadcasters give students "all the more incentive to do a responsible and professional job and not try to cut corners." He noted that there are currently nearly 100 graduate and undergraduate students at Wheaton majoring in radio and television broadcasting. The Wheaton program emphasizes performance,

writing, production, theory and laws of broadcasting. Wheaton's program is enhanced by the brand new facilities of the Communication Resource Center and the hands-on experience offered by the student-staffed WETN-FM 24-hour radio station on-campus. Dr. Stuart Johnson, NRB board member, is general manager.

Liberty University professor and telecommunications chairman, Dr. Carl Windsor, reports that Liberty's telecommunications program has now enrolled 200 undergraduate majors, making it the fifth largest department in the university. Liberty offers five concentrations in broadcast journalism, broadcast management, video production, audio production and comprehensive interests. Windsor states: "Our goal is to train leaders in the field of both secular and religious broadcasting." Liberty University is the only undergraduate program in the country

which houses a 24-hour full-time satellite network (LBN) on the campus. Liberty students also receive hands-on experience at the student-operated campus I.T.F.S. (wireless cable) television station, as well as WLBU, the student commercial radio station and WRVL, the University's 100,000 watt FM station.

Toccoa Falls College in Georgia also sponsors a 100,000 watt FM station, WRAF, which is student-staffed, college-operated and listener-supported. David Clark, director of the School of Communication at Toccoa, reports that the broadcasting major is the most popular program in the area of communication and has been steadily growing over the past ten years.

Mike Flynn, chairman of the Division of Communication at **John Brown University** in Arkansas, reports that their program, one of the nation's oldest, has continually grown

over the years and is greatly enhanced by the students' involvement in the school's student-operated KJBU-FM radio station.

Richard Long, chairman of the Broadcasting Department at **Northwestern College** in Minnesota, also reports that their students are able to get hands-on experience on their campus AM station, as well as internship opportunities on KTIS AM/FM and the Skylight Radio Network, both of which are located on the campus.

Long notes that the trend in broadcast education today is to emphasize a practical and realistic approach to working in the media world, from broadcasting to management and sales.

"Above all else," emphasizes Dr. Charles Christensen of **Moody Bible Institute**, "broadcast students need to learn to *write!*" Chuck explains that the trends in broadcast training now emphasize news writing, interviewing, computer technology and single camera skills. With great numbers of Christian students going into news-related fields, writing skills are becoming vital to the broadcast industry. The communication major at Moody enrolls 150 students in three areas of emphasis: audio-visual, broadcasting and journalism. Students receive practical experience on the school's campus radio station and qualified students can acquire employment at WMBI or the Moody Broadcast Network (MBN) which services 12 radio stations and 300 satellite outlets. The new FCC decision (see *WASHINGTON WATCH*, p.9) favoring Moody "satellators" is a new field for study and implementation.

The largest broadcast training program in the country is at **Oral Roberts University** with 460 majors in the communications arts department, chaired by Dr. Raymond Lewandowski. This figure includes 260 telecommunications majors in the areas of television, radio, journalism and film.

The campus radio station, KORU, broadcasts throughout the campus 12 hours a day and is managed completely by students. Other experience opportunities include behind-the-scenes work with the *Richard Roberts Alive* television program and aiding in the production of state-produced films with the State of Oklahoma Film Commission. Says Lewandowski, "Our telecommunications division provides students with wonderful opportunities

through an extremely active internship program. Internships are a major boost in helping them to later become employed in the industry, and helping hone their talents to make the greatest impact they can for the Lord." The ORU program mourns the untimely death of Dr. Thomas Durfey, one of its most brilliant professors, who was also former chairman of the department (see p. 28).

The Hope of the Future

Judy Saxton, assistant professor of telecommunications at **Baylor University**, reports that 200 undergraduate students are enrolled in the telecommunications major, as well as several in the university's M.A. program. The Baylor program provides training in virtually every area of radio and television broadcasting, as well as film production and the latest technology in high definition television.

The school also provides an internship program through CNN and the ACTS network. Saxton, the chairman of the Intercollegiate Religious Broadcasters (IRB) believes that "well trained, highly educated and very professional Christian broadcasters are the hope of the future for religious broadcasting."

Another of America's outstanding graduate programs in Christian broadcasting is sponsored by **CBN University** with nearly 200 graduate M.A. students in the School of Radio, TV and Film, which comes under the College of Communication and the Arts, headed by Dean John Keeler. Students receive internships and some employment as producers, writers and technicians for the CBN network and the locally-produced *700 Club*. "Future plans include a doctoral program," announces Dr. Mark Lloyd, professor of broadcasting and communications. CBN students have won national and regional awards in TV and film, including an Oscar and two Emmy nominations.

Successful Graduates

Success stories among Christian college graduates are exciting indeed. Wheaton graduate Frank Tavares is with **National Public Radio** in Washington, D.C. CBN graduate Chris Auer is now a writer for the *Bill Cosby Show*. Liberty grad Jeff Whitaker is the news director for **WMGM TV** in Atlantic City, N.J. having worked up the ladder from news reporter to news

anchor to news director. Another Liberty grad, Paul Rapinchuk, is an announcer at CBS affiliate **KMOX** radio station in St. Louis, Missouri. Toccoa Falls graduate Jim Madison is a reporter with CNN sports in Atlanta.

One of the most exciting success stories involves CBN graduate, Antonio Zarro, who won the Academy Award for Best Student Dramatic Film in 1987. Zarro's Oscar was awarded by the Academy of Motion Picture Arts & Sciences for *Bird in a Cage* which was a student production done exclusively at CBN University and later purchased for showing by HBO.

IRB and Student Leadership

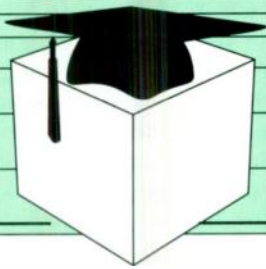
I recall talking to Carl Windsor several years ago when he taught at John Brown University. I said, "We need to develop a student level for involvement in NRB." What a thrill it has been for me to see the birth and blossoming of Intercollegiate Religious Broadcasters (IRB) as a result. Not only are Christian students receiving the finest training possible at several accredited Christian schools on both the graduate and undergraduate level, but they are also setting the pace for the future by providing the field of religious broadcasting with highly skilled young professionals who are committed to personal integrity.

With the development of the standards of EFICOM we now have aided in the success of future generations of Christian broadcasters.

Our voluntary compliancy with these standards is actually setting the trend for the whole field of telecommunications. These new measures will enable us to pioneer a whole new level of accountability and integrity for the entire broadcasting industry. And the ones who will benefit the most are today's students.

Dr. Judy Saxton, chair of the IRB for 1988, is planning an exciting IRB program for NRB 89, January 28-February 1 in Washington, D.C. It will be an opportunity for professors in communications to meet together to discuss the burgeoning field and to strategize for the future. If you don't know what "satellators" are or what "high definition TV" is, you will soon be aware of these phenomena. I predict they could play major roles in the lives of the religious broadcast graduates of 1988.

Ben Armstrong is executive director of **National Religious Broadcasters**.



Have Today's Students Lost Their Minds?

by Ed Hindson

One of the most powerful books to appear in this decade is Allan Bloom's *The Closing of the American Mind* (Simon & Schuster, 1987). Written by the professor of social thought at the University of Chicago, this blockbuster best-seller explores the intellectual vacuum of our time. Bloom argues that today's students are unlike any generation that has preceded them in the 20th century. They are headed, in his opinion, to intellectual oblivion because of the relativism that has permeated our culture.

Bloom calls this volume "a meditation on the state of our souls." Though the book is not written from a Christian standpoint, it discusses many issues which Christians have been raising for years. He argues that students have been so conditioned by our educational system to believe that all truth is relative, that they are devoid of absolutes on which to build their lives. As a result, our culture has drifted with the winds of self-gratification.

The Shifting Student Mindset

"Today's students are no longer interested in noble causes," Bloom bemoans. He explains that they are *not* committed to noble ideas and, therefore, are incapable of developing noble goals. Since relativity prevails, it robs nobility from ideology and the student is left with an overload of information which cannot change his life. "There is an indifference to such things," Bloom explains, "for relativism has extinguished the real motive of education."

Bloom astutely observes that television, videos and movies have replaced books in the lives of today's students, many of whom own more video cassettes than they do textbooks. Books have only become a means to an end, the professor explains. No longer do students cherish books like good friends. Books are to be *used* and then discarded, not cherished and preserved.

He further argues that if the dean threatened to take away the students' books, they would probably cheer, but if he threatened to take away TV sets or rock music cassettes, they would revolt!

Bloom is especially concerned about the self-centeredness of today's students. "Students these days are, in general, nice," he says. But, he adds, "They are not particularly moral or noble." The author observes that they are the product of good times when "neither tyranny nor want has hardened them or made demands on them." As a result, he warns that young people today have abandoned themselves to the pursuit of the "good life."

Unfortunately, the end result of the current quest of most students is money, sex, power and pleasure. Thus, it should not surprise us that these are also problems for Christians as well because they are the dead-end options of a society that is stuck on itself.

Bloom writes: "Country, religion, family, ideas of civilization, all the sentimental and historical forces that stood between cosmic infinity and the individual, providing some notion of a place within the whole, have been rationalized away and have lost their compelling force." He also adds that we are now experiencing what Tocqueville, the French admirer of American democracy, warned would ultimately lead to the "disappearance of citizens and statesmen." In other words, everybody is caught up in "making it" for himself and really isn't interested in the common good of others.

The rise of individualism, coupled with the decline of the traditional family, has left us with a generation that has a tough time making commitments. This tendency shows up in almost every area of life, from choosing a career, to getting a job, to getting married. Reluctance to commit oneself to a belief or ideal is the inevitable result of the influence of relativism in our cul-

ture. Therefore, we have a situation akin to the days of the biblical judges, when "every man did that which was right in his own eyes."

"First Class on the Titanic"

Another educator has described the current student mentality as that of "Going First Class On the Titanic." What he means is that students not only have become self-centered, but they have also given up any real hope of solving the world's problems. They view society as a sinking ship that will never reach its ultimate destination and they view themselves as stuck on a hopeless voyage. Since they can't get off, they simply clamor for the first class seats on the top deck so they can enjoy the ride until disaster strikes. In other words, if they are going to be stuck on the *Titanic*, they intend to make the best of it before it is over.

Whether we like it or not, most of us are products of our times. As Christians, we must literally fight against the undercurrent of secularism and relativism which is sweeping away our Judeo-Christian foundation. Today's Christian students must be willing to swim upstream against the intellectual tide if they hope to make any real difference in our society. Claiming to be a Christian isn't enough anymore; we must be willing to show it by our lives.

The very choices we make regarding the investment of our lives will reflect whether we are committed to ourselves or others. In a time when most students are choosing to live for themselves, let's be willing to demonstrate what the great privilege of living for Christ and others is really all about. Don't lose your mind on yourself. Focus it on Christ and invest it in serving others. If you do, you will never lack for a sense of purpose or mission in life.

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

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Pending FCC approval

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The Case for Exclusivity

by Bob Ball

A recent article in *Religious Broadcasting* has once again surfaced the long-standing debate over program duplication on multiple stations in the same city or market. These debates always seem to result in unfortunate judgmental accusations between brethren who honestly disagree on this subject. The harshest criticism appears to be reserved for those who support a philosophy of "exclusivity" or "non-duplication." Much of this criticism is often based on a misunderstanding of the definition of and rationale for "exclusivity" and "non-duplication."

Exclusivity generally refers to an agreement between a broadcast station and a program supplier guaranteeing exclusive distribution of a given broadcast or program service within a designated geographical boundary. Networks, syndicators and other program suppliers have long recognized the importance of exclusivity in the distribution of their broadcasts. Exclusivity is the rule, not the exception, throughout the secular broadcast industry. A number of Christian broadcast distributors, including Moody Broadcasting Network, offer exclusive distribution rights to their programs.

Non-duplication, on the other hand, is a unilateral programming decision on the part of a station. The station refuses to carry programming broadcast by other stations within its primary coverage area. The station may decline to accept a duplicated program, or it may cancel a program if the program agrees to broadcast on another station within its protected coverage area. Broadcast stations licensed by the Federal Communications Commission have the right and responsibility to control their own programming. Selection of programming based in part on its availability in the market place, is well within the station's management prerogative.

The policy of non-duplication has been challenged in the courts and before the Federal Communications Commission. In 1975 the United States District Court in Portland, Oregon, found "that the duplication of programs in the religious programming area was not in the best interest of the public or the radio stations involved." In 1980 the Chief of the Complaints and Compliance Division of the FCC Broadcast Bureau une-

quivocally approved the policy of non-duplication as consistent with FCC regulations and in the public interest.

Whether called "exclusivity" or "non-duplication" the limitation of program distribution has deep roots in the broadcast industry and continues to represent current media programming standards.

The rationale behind the Federal Communications Commission's licensing of multiple stations within the same city or market was and is to promote a diversity of program choices among the stations. A policy of non-duplication is considered by some stations to be part of their obligation as a broadcast licensee to provide this diversity of program choices and to serve the public interest.

Within the secular broadcast community, great care is exercised in the selection of programming and format. Usually intensive market studies are undertaken to determine the competitive format environment. Analysis of potential audience size for a given format is vital. As an example, the audience for classical music is known to be somewhat limited; therefore, most cities have only one commercial classical station. Similar audience and station limitations can be demonstrated for ethnic stations, all-news stations and even easy-listening stations. Over-saturation of any format in respect to its potential audience is the "kiss of death" for all stations within that format.

There are about 10,000 radio stations in the United States. The audience is fragmented more ways than ever before. According to the *1988 Directory of Religious Broadcasting*, there are 1,393 religiously-programmed radio stations presently operating in the United States. If those figures are accurate, approximately every seventh radio station in the United States is religious! When these statistics are compared with *Broadcasting-Cablecasting Yearbook 1987's* listing of all other formats, there appear to be more religiously-programmed stations in the United States than any other format, with the exception of Adult Contemporary and Country. Recent audience research reveals, however, that the national audience share for all Christian radio formats is only 1.8 compared with 17.1 for Adult Contemporary and 10.41 for Country. The ratio of audience to the

**When...
programming
is duplicated
by another
station, the
audience is
fragmented,
market
position is
destroyed and
the identity of
both stations is
diminished
significantly.**

number of religious stations appears to be seriously out of proportion. In no other broadcast format is that ratio so extreme. This situation is encouraged, in part, by the proliferation of duplicated programming.

There was a time when duplication of religious programming was of little concern. In the 1940s and 1950s there were relatively few religious programs or religious stations. Most Christian broadcasts were carried on secular stations as a minor part of their variety formats. With the advent of television, radio stations have become highly specialized. Whereas Christian program

ministries once "bought into" existing formats, today they *are* the format.

Operating a successful Christian station is very little different from operating a successful radio station in any other format. It is the type and arrangement of programming that determines a station's attractiveness to an audience. Individual program features are a vital part of a station's overall personality and format. When that programming is duplicated by another station, the audience is fragmented, market position is destroyed and the identity of both stations is diminished significantly. Ultimately, broadcast ministries may end up competing for audience among several similar stations rather than sharing the audience of a dominant quality facility. Market investment increases while individual station audience response generally decreases.

The economic implications of program and format duplication are obvious. The financial success of any station is tied directly to its ability to attract a sufficiently large audience to justify the investment of its advertisers and program sponsors. When the already limited Christian audience is fragmented and reduced, it becomes difficult to generate the income necessary to maintain a quality broadcast service as well as to cover fixed operational costs and debt service.

Under our system of government and broadcasting, Christian programmers have the right to place their broadcasts on any station willing to accept them. Christian stations have the right to accept or reject any programming offered to them on any reasonable basis including an exclusive arrangement. No country in the world offers a greater opportunity for the broadcast of the Gospel than does the United States.

No doubt the debate over the merit of program duplication will continue. However, to many dedicated Christian broadcasters, a policy of "exclusivity" or "non-duplication" represents a reasonable and responsible stewardship of the resource committed to them. Certainly the spirituality, integrity and motivation of programmers offering exclusivity or stations practicing non-duplication should not be impugned.

Bob Ball is vice president, operations, for Salem Communications Corp., Camarillo, California, and is second vice president of NRB.

Top NRB

Weekly Radio Programs

Lutheran Hour Leads List of Top NRB Weekly Programs

The NRB list of top weekly programs reflects a theme of programs which have strong staying power and have been on the air for at least ten years, although most have been on for 30 or more years. Last month's list of top daily programs showed a 50-50 split; only about half of the programs had been on the air for more than 10 years. In this survey, nine of the programs are veterans; the one exception is James Dobson's **Focus Weekend**. Some of these programs are now hosted by their second and third generation of speakers, but the transitions have not caused any significant loss of audience.

This article, like last month's, is the result of a telephone survey of NRB program producers and representative agencies. Only programs of 30 minutes or more heard on at least 100 or more member stations were considered. The list does not include second program releases or broadcasts on translators. It includes only programs heard in the United States. This survey also indicated that weekly programs were generally on more NRB stations than the daily programs. Though some are heard on secular stations, these numbers were not included in the survey.

At the top of the list is the **Lutheran Hour** hosted by Oswald Hoffmann and Wallace Schultz. This program, which has been on the air for over 50 years, can be heard on 645 NRB member stations. It is produced by the International Lutheran Layman's League, St. Louis, Missouri.

Only 25 stations behind is evangelist Billy Graham's **Hour of Decision**. Though he spends much of his time on International Crusades and TV specials, Graham gives special priority to his weekly broadcast, heard on 620 stations. Originating from Minneapolis, Minnesota, **Hour of**

(continued on page 35)

Title of Program	Stations
Lutheran Hour	645
Hour of Decision	620
Children's Bible Hour	592
Revival Time	550
Baptist Hour	530
Focus Weekend	510
Unshackled!	450
Radio Bible Class	439
Moody Presents	410
Question and Answers	380

in America

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William B. Bright, Founder and President

*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

Is it really

Twenty centuries ago Jesus Christ gave His farewell address to 11 individuals. His last words were clear: Go and make disciples of all nations. Today His words are still clear...but people are still waiting to hear them.

Now through New Life 2000, millions of Christ's followers from thousands



of media groups, churches and mission

agencies can join together to help accomplish Christ's directive.

It is possible.

We believe it is possible to help fulfill the Great Commission. And we believe it can happen in the next 12 years...by the year 2000. New Life 2000

is the body of Christ working together, like never before, to harness the power of media and the world's most progressive technology to proclaim the timeless gospel story.

It is happening.

Right now, New Life 2000 is helping executives, students, tribesmen, diplomats, farmers, athletes, pastors and millions of other men and women from every culture find new life in Jesus Christ and learn how to tell others about Him.

■ Every day thousands of people are hearing the the gospel for the first time in their own language through the "JESUS" film..



■ Presently 154 mission agencies and thousands of churches are using the "JESUS" film and video at home and abroad.

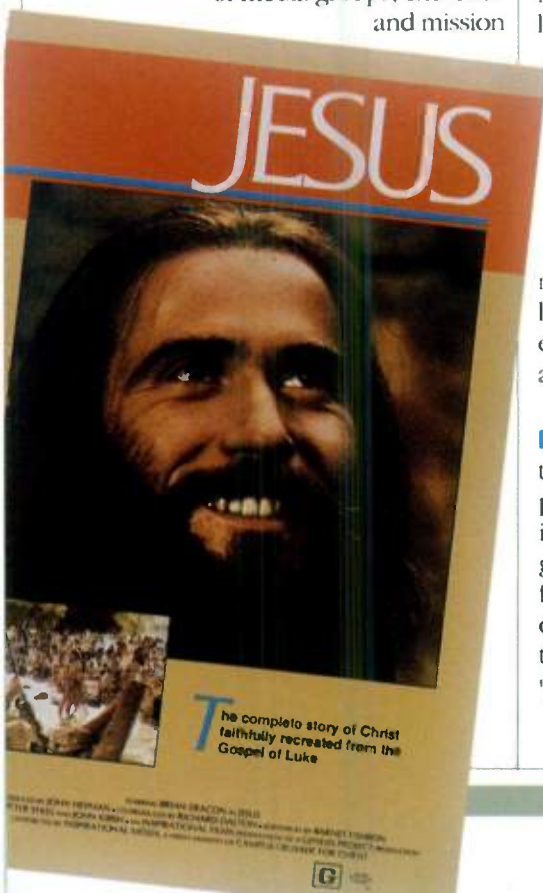
■ Experts at the U.S. Center for World Missions have called "JESUS" "the single most effective tool for evangelism in the world today."

■ Millions of new believers on every continent are studying God's Word and learning how to share their faith in Christ through networks of discipleship groups—New Life Groups.

■ In less than six years, one man who received evangelism and discipleship training gave leadership to six New Life Training Centers that helped

Have You He

Four Spirit



possible?

to train 90,000 new believers and begin 1,180 new churches.

Is it really possible to help fulfill Christ's Great Commission? It is possible. It is happening.



happy to serve as honorary chairman of New Life 2000. I believe that it is going to be an enterprise that can help touch the entire world for Christ by the end of this century."

Dr. Billy Graham
Honorary Chairman,
New Life 2000



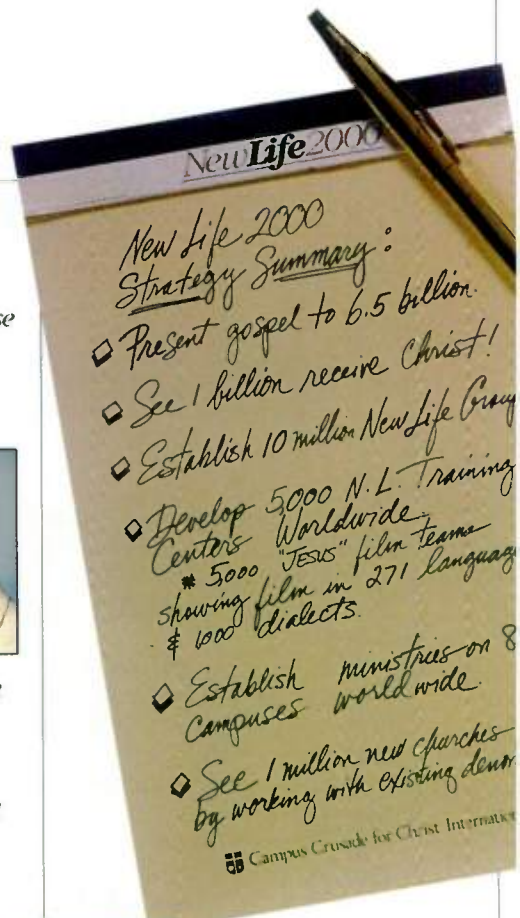
"I sense God's hand on this most important endeavor. God's people are uniting. So many different denominations and mission agencies are answering Christ's call to unite and get the good news out quickly. I can count it a rare privilege to be involved closely with New Life 2000."

Dr. Ted Engstrom
Chairman,
NewLife 2000

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"It has been my privilege to know Bill Bright and the ministry of Campus Crusade for Christ for nearly 40 years, and for that and other reasons I am

NewLife 2000sm

Is the Young World Listening?

by Mel Johnson

The world of young people is exciting. Never in history have we met with a more aggressive, more articulate and more staunchly committed generation.

Some look at today's youth through rose-colored glasses and see them as a crowd of well-mannered, respectful young people who are grateful for any instruction they get from their elders.

Others feel that they will not pay attention to anybody who does not talk on their wave length, which is often determined by what we think they want. If we do not use their language and jargon, compromise with their likes and dislikes and agree with their new philosophies, then we are labeled as being "out of it," "too old," "way out in left field" or "out of tune."

I have discovered that there are many young people who don't agree with our standards, but respect our straightforward, "tell it like it is" philosophy. They want the maturing crowd of adults who have been there to stand unwavering on what they believe. We as adults have the choice

to ignore them, tolerate them or teach them.

I am not one who operates on the philosophy of giving them what they want. You don't tell a teenager drugs are okay because you want him to like you. A doctor will look you straight in the eye after a physical and say, "I found a tumor." He tells you that because it is true. He is not trying to win my confidence by telling a half truth like, "Maybe you'll get over it."

At one time a group of young people in a reform school was asked to set down their own code for parents. Here are some of the things they said:

1. Don't blow your class. Keep the dignity of parenthood. Stay on that pedestal.

2. Be honest with us. Tell the truth no matter what and be straight about it. Lukewarm answers make us uneasy. We can smell the uncertainty a mile away.

3. Call our bluff. Make it clear that you mean what you say. Don't be wishy-washy. Don't compromise. Stand firm. If you collapse, we will

know we have beaten you down and we will not be happy about the victory.

Feedback

This is a "question-asking" generation as I hear from many youth across our network in the United States and Canada. I have featured a question and answer session in our parent teen clinics and seminar, as well as our Family Crusades. Our new book *The Mel Box* is a question and answer book. The questions do not come from "an ivory tower" but rather from an active ministry "in the thick of the battle." It would stun you to hear the questions! However, it has been my policy since I started my ministry with the young world that I would endeavor to answer every question. If I don't know the answer, I find it and get back to the inquirer as soon as possible. By the way, that's a good practice for parents, teachers and youth counselors to employ. In this way you will command their attention

(continued on page 32)

The Most Frequently Asked Questions About ...

NRB's Comprehensive Benefits Plan

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

The FCC Reviews



'87

by Dennis R. Patrick

The following remarks are adapted from a speech given at the 45th annual convention of National Religious Broadcasters, when FCC Chairman Dennis R. Patrick addressed the FCC Luncheon on February 2, 1988.

I succeeded Mark Fowler as Chairman of the Federal Communications Commission in April, 1987. I assumed the office with two very simple but important principles.

First, free market competition, while not perfect, is the best mechanism of which we are aware to ensure that broadcasters identify and meet the needs and interests of consumers. You don't need Washington to tell you your business. Your market-driven incentive to serve your audience results in a more finely-calibrated measure of the public interest than a hundred hearings in Washington. Thus, the FCC renewed its commitment to a generally deregulated broadcast marketplace.

The second principle is even more straightforward. Freedom of speech is the very cornerstone of our democracy and must therefore remain a central consideration in all that we do. In 1988, there is no justification for distinguishing the electronic media from the print media when discussing fundamental First Amendment freedoms. Here too, we renewed our commitment to secure for broadcasters the same First Amendment freedoms the print media enjoys—the so-called "print model" for broadcasting.

It wasn't long before our commitment

to these principles was tested.

In July, a short three months after I assumed office, we resisted demands for reregulation during Congressional hearings in which some proposed reimposition of restraints on the ability to transfer broadcast stations.

In August, the FCC resolved an important First Amendment question: the so-called Fairness Doctrine. Two years earlier, after extensive hearings and a notice and comment proceeding, we found that rather than encouraging speech as it was intended to do, the Fairness Doctrine chilled speech. We concluded that the doctrine contravened the public interest, and possibly, the First Amendment itself. At that point, we felt it more appropriate to defer to Congress to resolve the issue. As you know, the issue was not resolved by Congress. Thereafter we were ordered by the Court of Appeals to resolve a constitutional challenge to the Commission's so-called fairness policy. Based on our previous findings, we struck it down.

The courts have been involved in Commission policy in other areas as well. In December, the D.C. Circuit struck down cable must-carry requirements as unconstitutional for the second time. The court held that, absent any evidence of harm to a substantial government interest, must-carry rules cannot be squared with the First Amendment.

Some have blamed the Commission for the court's decision, suggesting that had the Commission only identified some other

governmental interest as the basis for must-carry, the court would have seen the light. While this is an easy applause line, playing as it does to broadcasters' understandable anxiety and frustration in this area, it is unsupported by even a casual reading of the *Century* and *Quincy* decisions.

In striking down our original must-carry rules, *Quincy* made clear that the abstract concept of localism alone, without evidence of harm, cannot sustain a must-carry regime. *Century* reaffirmed that permanent must-carry to safeguard localism has been foreclosed.

The bottom line in both these cases is that, at a minimum, the FCC would need hard evidence of harm to the broadcasting industry generally before must-carry rules can be justified.

Finally, there is the area of broadcast obscenity and indecency. As was noted, the Commission has toughened its enforcement standard in this area. Previous Commissions had limited indecency enforcement to the broadcast of seven specific words prior to 10 pm, but such a restrictive approach was justified neither by logic nor law. We have therefore adopted the broader definition of indecency approved by the Supreme Court in *Pacifica* rather than restricting ourselves to any particular words.

Additionally, we found that there are still children in the audience at 10 pm and noted that the juvenile audience may not fall off until after midnight.

Our critics suggest that these actions imply a retreat from the print model and our commitment to the First Amendment an inconsistency in policy. These critics are wrong. Section 1464 of the Criminal Code Congress limits the broadcast of sexually-explicit speech, a policy the Supreme Court affirmed.

In enforcing this prohibition, I concede no retreat from the "print model." The simple fact is the First Amendment does not protect obscenity. And even in the print medium, certain non-obscene, sexually-explicit material can be channeled in order to permit parents to control the access their children have to such material.

I will not say decisions on this subject are easy or the lines clear. The courts have struggled with definitions of unprotected speech for 100 years. These are difficult areas. Any time one deals with content, there is a need for caution. But the Commission has a responsibility to fulfill and we will meet that responsibility. Our actions should not, however, be construed as a retreat from our commitment to the First Amendment or to the print model. It suggests neither.

The next year will be as eventful as the last. We hope to meet whatever challenges lie ahead with the same set of principles to guide our hand.

Dennis Patrick is Chairman of the Federal Communications Commission in Washington, D.C.



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NRB NEWS



Dr. Thomas C. Durfey

Tom Durfey, Former Staff Member, Dies at 52

COWETA, Okla. (ORU)—Christian educator and religious broadcasting author Dr. Thomas C. Durfey died March 18 after a long struggle against heart disease. He had had surgery to relieve his problem and was facing open heart surgery again, when his condition failed suddenly.

Durfey worked at NRB headquarters from 1986-7, and is the author, with James Ferrier, of the definitive book on management for religious broadcasters, *The Religious Broadcast Management Handbook*, available through NRB. He was associate professor of telecommunications at Oral Roberts University and was head of the communications department from 1981-6. He was on sabbatical leave for the 1986-7 school year. Current department head Dr. Raymond Lewandowski said, "Dr. Durfey was a genius in the area of providing internship opportunities for students."

He received his Bachelors and Masters degrees in engineering physics from Dartmouth and his doctorate in communications from N.Y.U.

Durfey's teaching philosophy was to put a fire in the hearts of his students. "I want each individual to become all he or she is capable of being," Durfey said. "And the more excellent practitioners in media that we can graduate, the closer we will come to the ideal of evangelizing through this avenue."

Durfey is survived by his wife, Ellen, who owns radio station KTCR-AM in Wagoner, Oklahoma; and four children.

GMA Joins NRB, Hosts Annual Convention

NASHVILLE, Tenn. (NRB)—The Gospel Music Association (GMA), a new member of NRB, held its annual convention April 10-14 at the Nashville-Stouffer Hotel.

Representing NRB headquarters staff were Bob Bowen, director of membership services, and Gina Bongo, assistant director of membership services. NRB was represented by chapter presidents Sue Bahner, president of the Eastern chapter and general manager of WWWG/Rochester, N.Y.; Burt Perrault, president of the Southwestern chapter and general manager of KTEK/Houston, Texas; Jon Campbell, president of the Western chapter and executive vice president of Ambassador Advertising Agency; and Bob Straton of the Walter Bennett Co., treasurer of NRB and vice president of the Eastern chapter. Patsy Perrault, executive vice president of Taylor, Brown and Barnhill and wife of Burt Perrault, Ed Elliott, president of Domain Communications, Bob Straton and Jon Campbell were speakers in National Christian Radio Seminar workshops.

A high percentage of the radio stations represented at the convention were NRB member stations, enabling the membership department representatives to "touch base" in person. Bob Bowen reports that the supply of *Religious Broadcasting* magazines available at GMA "disappeared within the first 24 hours. I would suggest full distribution of the magazine for next year," he commented.

Every evening, concerts were held in the Tennessee Center for Performing Arts, featuring top Christian artists such as Buddy Greene, Petra, Greg Buchanan, and BeBe and CeCe Winans, many of whom were featured at the NRB 88 convention. The Dove Awards were also presented at the TCPA on April 14 (see page 37 for winners).

The GMA Hall of Fame Award was presented to Cliff Barrows, an employee

of the Billy Graham Evangelistic Association for 43 years, at the April 11 business meeting. The award was accepted by Mrs. Barrows.

NAB Convention Hosts NRB For First Time

LAS VEGAS, Nevada (NRB/*Broadcasting*)—For the first time, NRB was an "official presence" at the National Association of Broadcasters (NAB) convention held here April 9-12, with a booth at their media expo featuring NRB services. The April issue of *Religious Broadcasting* magazine attracted a great deal of attention with the Top Ten NRB Daily Program survey. Attendees showed strong interest in membership, taking application forms, information request cards and making inquiries. EFICOM was a topic of real interest, as was advertising in the magazine.

The display opened up contacts for working cooperatively with other organizations and showing secular broadcasters the benefits of working with people connected with NRB.

Michael Glenn, assistant to the executive director, said he looks forward to returning next year and is "pleased that NRB was provided with this opportunity, which proved very profitable and projected a strong image for religious broadcasting." He is looking forward to more NRB involvement with the NAB convention in the future and notes NRB's presence there as providing for Christian fellowship in the secular atmosphere.

At the convention, President Reagan gave an address and was presented with an award, the first Ronald Reagan Broadcasting Award for his leadership and achievement in the broadcast media field. Reagan began his radio career 50 years ago as a sports commentator on WHO-AM in Des Moines.

Other important items discussed were the future of the fairness doctrine, broadcasters' concerns about FM translators being permitted to transform into low-power radio stations (see *Washington Watch*, page 9), and the growing influence of High Definition Television (HDTV).

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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

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☆ **CLEAR** ☆ **VIBRANT &** ☆ **EXCITING**
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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.

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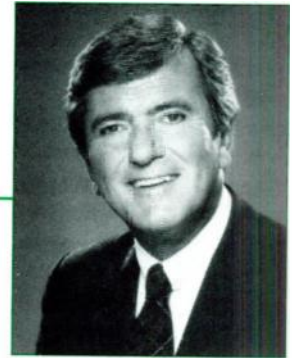
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PROFILE:

Lloyd Ogilvie

Relate the Gospel



by Virgil Megill

Relating the Gospel to his generation is the burden of Lloyd John Ogilvie, senior pastor of First Presbyterian Church in Hollywood, California.

As keynote speaker for NRB in 1986 and speaker since 1977 on the *Let God Love You* radio and television series, he challenges Christians to relate to Jesus Christ above the mechanics of God's work. He desires to describe the Gospel honestly, to share with people openly, and to train disciples evangelistically. He asks his listeners (a) to relate to the Bible, (b) to relate to God, (c) to relate to self, (d) to relate to others, and (e) to relate to missions.

True Gospel

As a disciple of Christ from his student days, Ogilvie strives to present the Gospel accurately. In 1951 he received Christ one morning in a college dormitory. Ogilvie graduated from Lake Forest College in 1952, and Garrett Theological Seminary at Northwestern University in 1956. Later he pursued postgraduate studies at New College, Faculty of Theology at the University of Edinburgh.

During his pastorate at Winnetka, Illinois, he came to the end of his resources; for eight years after his conversion, he existed on the emotional joy of salvation and intellectual stimulation of God's Word and truth. He finally gave himself completely to God, and experienced the deeper "delight and dynamic of Christ" within.

After his Winnetka experience in 1957 Ogilvie began to perceive God at work about him. "It was when I discovered the promise of the indwelling Christ," he admits, "that I began to see. A new discernment came as a result."¹

True Fellowship

Relating to the Lord is only the beginning joy for Ogilvie. He believes each person must relate his or her own

gifts to the gifts God gives others. In broadcasting, writing, and speaking, he promotes friendship and fellowship among disciples as a confirmation of one's understanding of God's will. In his perspective, the Gospel can be exemplified within a praying, forgiving, supporting, admonishing, and encouraging fellowship. Salvation is not limited to a personal belief but is accepting the Person of Christ. The relationship to Christ opens the Bible to what is "profoundly personal," but motivates one to see "what's happening in the world," and to sense the "personal needs of people." "Our hopeless period of history," Ogilvie says, "has created an openness to Christ which is exciting. People long for something authentic and for communicators who are personal and vital."²

In his childhood Ogilvie knew cooperation and fellowship in his home. He was born September 2, 1930, in Kenosha, Wisconsin, to Vance Spence and Katherine (Jacobson) Ogilvie. He married Mary Jane Jenkins on March 25, 1951. In the early 70s when he had the opportunity but not the money to study at Edinburgh, one of his former teachers suddenly visited him and offered her savings for his sabbatical. During his study in Scotland his family had unusual outings, and he developed a fund of illustrative experiences.

True Mission

Relating to Christ and fellow disciples is a prelude for winning new disciples. Ogilvie describes a process of *parablizing* to witness to today's generation. He explains, "Parablizing is seeing the illustrations that God gives out of everyday life, and this means developing a vivid sense of what is happening...The powers of observation must be honed."

The parables of Jesus, he observes, invite one to (a) examine oneself, (b) observe human tendencies, (c) make a commitment to God, and (d) follow a mission

of obedience.

Caring is Ogilvie's key for witnessing. "You cannot stay alive in Christ," he maintains, "unless you are in the process of sharing Christ with other people." Repeating well known truths and verbalizing concepts as "stuffy jargon," Ogilvie says, will not replace sharing one's faith, "a deep and caring faith that penetrates another person's life."³

In his lectures to train church leaders in relational evangelism, Ogilvie uses the analogy of long range planning (military strategy) and commissioning troops for battle. He asks, "If I knew I wouldn't fail, what's the kind of person I would like to deploy in the world?" His purpose is to train individual Christians to lead others to Christ. Each worker is supported by a rising hierarchy of congregation, leadership team, pastor, and fellowship of pastors. Each evangelistic worker is trained to work the front lines, or help define and expedite the supporting strategy for the front lines.

Ogilvie believes if one's testimony is not so fresh as at the time one accepted Christ, a relationship has been lost—with God, with the Bible, with one's real self, with others, or with one's mission to serve. Ogilvie combines the perspectives of theologian, Bible scholar, sociologist, and teacher to train disciples to win others to Christ.

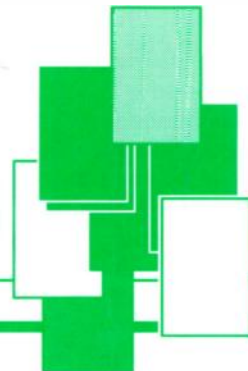
Virgil Megill is a professor at North Georgia Technical Institute.

1. Lloyd J. Ogilvie, *Congratulations—God Believes in You*. Clues to Happiness from the Beatitudes. Waco, TX: Word Books, 1980, p. 97.

2. *Life Without Limits. The Message of Mark's Gospel*. Waco, TX: Word Books, 1975, p. 63.

3. Cassette, *How to Help People Come Alive*, Ministers Life Resources, 3100 W. Lake St., Minneapolis, MN 55416.

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(continued from page 24)

and not have to demand it.

Voice communication is important to the young world. They are impressed when your love and your personality shows in what you say to them. They *are* listening, although many times they won't admit it. They can spot a phony at 20 paces, and they are good evaluators of how you say things and how your message of concern to them comes through.

I have been on the *Young World* radio line with *Tips For Teens* and *Action* for 35 years. Among the comments and compliments I get, the one that thrills me the most is when young people say, "We listen because we think you understand us and your concern for our problems shows through."

That humbles me! If we expect them to listen, we have to be relevant! We also have to have our facts in order and on file! We have to learn to listen to them. Be careful of the disease I call "interruptionitis." Ben Franklin once said, "Two open ears drink dry a thousand tongues." Listen to their many problems which include standards and social life, understanding the Bible, overcoming temptation, ridicule, peer pressure, witnessing, establishing a devotional life, inconsistency of older Christians, unconcern of church members, dating, marriage and more.

Adults spend a lot of time trying to find out why the young world doesn't listen. We have surveys in which we ask them the whys and wherefores. When a communication breakdown occurs, a most common reaction is to find out who is to blame for the breakdown, and everybody finds someone else to blame. It's always the other guy's fault. Who wants to admit fault? In his book, *Communication—Keys to Your Parents*, author Rex Johnson compares the stubborn mule and the intelligent quarter horse. He says "It's fascinating to watch a cowboy and a good quarter horse separating cattle. The horse not only moves immediately upon command, he anticipates the cowboys commands. Although it might be farfetched to say that the horse figures out what the cowboy will do next, it is safe to say that he picks up cues from the cowboy and the cattle and responds so quickly that

it looks like he is able to reason.

Mules, in contrast, seem to have plans of their own. Mules are so independent that they have become symbols in our society of stubbornness. Talking to a mule is a waste of time and energy. All the words in the world won't change a mule's mind once it is made up." Philippians 4:5 says, "Let your forbearing spirit be known to all men. The Lord is near." That means "intensively reasonable."

My Dad and Mother made me listen. Sometimes they had to grab my jaw and hold it and point my eyes right to their eyes. Modern day child psychologists might severely condemn my parents and wonder why I didn't run away from home. Believe me, I listened and paid attention. Some wouldn't respond to that kind of treatment, but my Dad had a beautiful way of letting you know that "it's best to listen." I had a high school speech teacher who also made us listen. She was the best teacher in my high school career. I didn't like her and she certainly was far from my list of favorites! However, she made us all listen and I shall be forever thankful to her.

Speaking to One

As a radio broadcaster, I am not able to see my audience, so I must make them listen by my organized style and my material content which will be relevant to their need at that hour. The late Wendell P. Loveless, the great radio pioneer, told me during my days at WMBI in Chicago as a student, "Always speak in that microphone remembering that somebody is listening who needs what you are saying at that moment." I never forgot that. The great Harry Rimmer, scientist and preacher, taught me some of my most valuable lessons in my early training years. I went with him to a big high school lecture one morning and was awed by the manner in which he kept them listening. After the lecture he said, "Young man, always prepare your speech as if one person were listening! That one person is important." I like that.

Stick by the know-how. Don't try to win the young world with a "hit and miss" method. Communicating to the young by radio or television demands that we be forthright as well as faith-

ful. It demands that we be relevant without being restrictive. It means being good listeners and learners, but not withdrawing because we are afraid that they might misunderstand us.

I have pledged to speak well of the church, the home and the school. Of course, we speak up when we think they are wrong. The overwhelming majority of parents, pastors and teachers are interested in the young world and are anxious to help them.

We don't argue with them, but we tell them when we think they are wrong. Argument is the exchange of ignorance, while discussion is the exchange of intelligence. They will listen when the priority is understanding counsel and not steady diets of severe lectures. I must confess I don't really know how many young people listen to Christian radio. I do know from experience that when they see you are interested in them and their problems, they will listen. This listening young world follows the example of the adult world and they will keep their keen eyes on you.

I have lectured to hundreds of schools, both secular and Christian. The overwhelming majority have been polite. I believe that the young want to hear what we have to say. It is true that there is a small minority who will be "show offs" and what I call "discipline testers," but we command their attention by standing with courage and strength, and believing that what we have to say is extremely important and much needed.

Is the young world listening? Yes, more than we think! We must earn the right to be heard and when we have their ear, we have to say what we want to say with conviction and without compromise. When we combine the love of God and the availability of saving grace with a compassionate, open ear, I believe they will listen better, and come back for more.

Mel Johnson is host of *Young World*, a daily 5-minute radio program produced at Northwestern College, Minneapolis, Minnesota.





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BROADCASTERS



Chuck Colson

Focus on the Family dedicated its new headquarters facility in Pomona, California, on January 30 of this year, its 10th anniversary year. **Chuck Colson** delivered the dedication address and music was provided by Steve and Annie Chapman.

The "Christmas with Compassion" promotion made by **WWDJ-AM/Hackensack**, New Jersey, in December has resulted in sponsorships for 80 children with **Compassion International**, a Christian third world relief and development organization.

A cooperative two-week promotional effort between Christian book stores and Christian radio station **WAKW-FM/Cincinnati**, Ohio, helped area listeners to become more familiar with local bookstores. The station produced several two-minute spots, highlighting the services of eleven area stores.

WPIT-FM/Pittsburgh, a contemporary Christian music station, raised over \$33,000 for **Teen Challenge** during a recent radiothon. The 17-hour event included interviews with teen-agers currently in the program. **Teen Challenge** is a non-profit ministry which helps teen-age boys overcome life-controlling problems such



Jerry Williams

as drugs and alcohol.

Jerry Williams became the new host of the morning show at **WLIX-AM/Bay Shore**, N.Y., on March 28. Williams comes to **WLIX** from **WXLN-FM**, Louisville, Kentucky, where he was the afternoon drive announcer and program director of their AM affiliate, **WFIA**.

CBN premiered a new children's program this month, which features a delightful child-like character named **Gerbert**. The series is co-produced by **CBN Cable Network** and **Home Sweet Home Educational Media, Inc.** of Dallas. Its target audience is preschoolers, who are taught Biblically-based problem-solving skills. "**Gerbert**" airs on Saturdays EST at 9:00 a.m. and 11:00 a.m. Sundays.

Roger Booth of **Bellingham**, Washington, has been named director of media for the **Far East Broadcasting Company**, based in **La Mirada**, California. He will work with Christian radio station managers to increase the public's awareness of **FEBC Radio International**.

George Wilson, consultant and past vice president of the **Billy Graham Evangelistic As-**



Pat Boone

sociation, and **Harold Beaty** of **Wycliffe Bible Translators**, were recipients of the 1988 **Christian Management Award**. The awards were presented by the **Christian Ministries Management Association** for outstanding contributions to the field of management.

Christine Wyrzten's "**Critter County**" was recently chosen for use in a national promotion by **Proctor & Gamble**. Over one million "**Critter County**" cassettes and a special cookbook featuring "**Lester the Lovable Lion**" will be distributed through supermarkets as part of the national sales event.

Pat Boone's contemporary Christian music program was presented with its fifth consecutive **Angel award** for **Best Radio Show International** at the annual **Religion in Media** award presentation in **Beverly Hills, California**. *The Pat Boone Show*, an hour-long weekly radio program, is heard worldwide on more than 200 stations.

The Little Troll Prince, a one-hour animated Christmas special produced by **Hanna-Barbera** for the **International Lutheran Laymen's League**, has received five awards for excellence. Premiered this last Christmas, the special tells the



Thomas Harrison

story of **Bu**, prince of evil trolls, who is transformed into a good troll when his heart is touched by God's love.

SCS Radio Network Services is delivering **Moody Broadcasting Network's** **Accu-Watch** automatic transmitter service. **SCS** delivers the **Accu-Watch** on the same satellite transponder that carries **Moody's** religious programming.

Northeast Oklahoma has a new station, **KXTD/Broken Arrow**, at 1530 AM. **Thomas Harrison**, vice president and general manager, says the sale of popular **Tulsa** station **KCFO-FM** opened the market for a new Christian radio station. A group of investors started the new station out of a desire to keep Christian radio flourishing in the area.

WEMI-FM, a Christian radio station in **Menasha, Wisconsin**, collected \$8,277.90 worth of groceries for local food banks in a charity event called the "**World's Fastest Food Drive**" sponsored by the **Second Harvest National Food Bank** and **Cub Foods of Minneapolis**. Operations manager **Steve Bracco** and program director **Paul Cameron** were participants.

(continued from page 20)

Decision is represented by the Walter Bennett agency, and has been on the air since 1950.

Another long-timer, **The Children's Bible Hour**, with Charles Vander Meer, finished third with 592 stations. Mixing music, stories and drama to reach young children, this program has been heard since 1942, making it a year older than NRB. Popular gospel recording artist Johnny Hall, featured at the 1988 convention, made his singing debut on **Bible Hour** at age six. The program originates from Grand Rapids, Michigan.

In fourth position with 550 stations is **Revivaltime** with Dan Betzer. This program, produced by the Assemblies of God, originates from Springfield, Missouri, and features the Revivaltime Choir. Dan Betzer and the choir have been heard at several NRB conventions. **Revivaltime** is represented by the Walter Bennett Agency, and is a 35-year veteran of the airwaves.

Placing fifth with over 530 stations was the **Baptist Hour** produced by the Baptist Radio and TV Commission of the Southern Baptist Convention. Several other SBC programs are listed in this position, including **Country Crossroads**, **Powerline**, **Master Control**, **On Track** and **Streams in the Desert**. These programs, which originate from Fort Worth, Texas, are also heard on several other stations in addition to

NRB member stations. **Baptist Hour** was first produced in 1945.

James Dobson's **Focus Weekend**, with 510 stations, finished sixth. A weekly wrap-up of **Focus on the Family**, it is presented in magazine format. **Focus Weekend** is represented by the Ambassador Agency and originates from Pomona, California, and has been on the air since 1985.

The well-known drama program, **Unshackled!**, produced by the Pacific Garden Mission in Chicago, Illinois, is seventh on the list. It is heard on 450 stations nationwide, and has been on the air since 1950.

The **Radio Bible Class**, with host Richard DeHaan, was eighth. This program, which comes from Grand Rapids, is heard on 439 stations and is represented by Midwest Media Managers. It too predates NRB, having been produced since 1938.

Holding ninth position is **Moody Presents**, one of 19 programs produced by Moody Broadcasting Services in Chicago. It can be heard on 410 stations nationwide.

Rounding out the top ten with 380 stations is J. Vernon McGee's weekly Bible question and answer program produced by Thru the Bible Radio Network. **Questions and Answers** has been on the air for 40 years, and is represented by Koine Radio.

(Next month, Religious Broadcasting will feature a survey of the top five-minute programs.)

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Lutheran Vespers/Richard Jensen
Methodist Hour/Whitney Dough
Urban Alternative/Tony Evans
Wesleyan Hour/Norman Wilson

BOOK REVIEWS

Occupied Territory

by Cal Thomas, Wolgemuth & Hyatt (1987), 232 pp.

"I titled this book *Occupied Territory*," Cal Thomas says, "because it reflects my view that the editorial pages of the nation's newspapers are territory—a marketplace of ideas—which must be penetrated and occupied in order to influence enough people to make a difference in our culture." As a part of that ideological battle, Thomas writes a syndicated column for the *Los Angeles Times* and this volume represents a collection of his most interesting and controversial columns.

This book is a beautifully bound and printed volume that collects 74 articles into five major sections. Some of the more controversial titles include: "The Politics of AIDS," "This Article Is Rated 'R'," "Doctors Who Kill," "Better Dead than Coed," "Media Bashing," "Imposing Morality," "Bigotry's Final Frontier" and "The Other Side of Intolerance." There are also several cleverly titled articles like, "No Room in the Fresno Inn," which deals with the city attorney of Fresno, California, who ordered the Salvation Army's public service Christmas ads removed from city buses because the phrase, "God bless you" offended two people!

Thomas raises several issues related to morality, family and politics from a conservative perspective. His editorials on premarital sex, homosexuality, drug abuse, AIDS and pornography are some of the strongest ever written. But the author also tackles lesser known issues of equal importance. In "Democracy Is Our Most Important Product," he calls for more scholarships for Third World students to attend American universities. He notes that in 1982, 37,000 Africans received scholarships to study in the Soviet Union, while only 3,000 Africans received scholarships to American universities.

There is no doubt where Cal Thomas stands on socio-political issues—way to the right. In fact, Ted Kennedy said in commenting on the book, "Cal Thomas usually says the far right thing ... but I like reading him anyway!" Jack Kemp said, "Cal Thomas has pitched his tent on the editorial pages of some of the great newspapers of this country and he's holding his ground."

Thomas' style is lucid, sarcastic and straightforward. He leaves no stone unturned in his critique of American life.

Ed Hindson

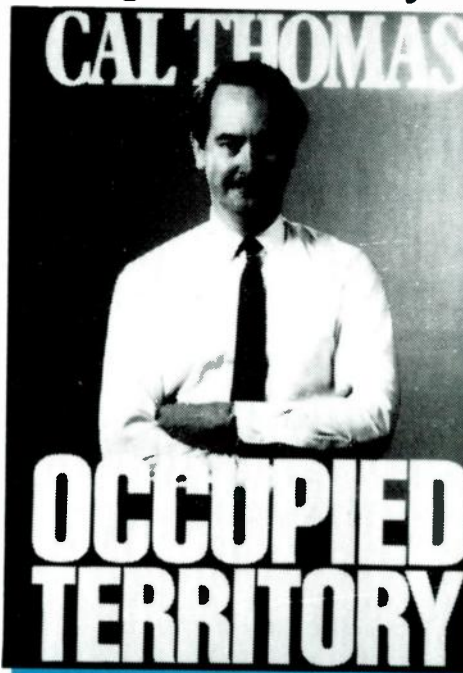
Excerpt from *Occupied Territory*

No one questions the President's sincerity in wishing to stop abortion. No doubt we can expect new initiatives coming from the White House that might include a push for a permanent Hyde Amendment, forever barring federal funds for abortions and denying such funds to any organization that performs them. Mr. Reagan has said as much in his recent messages to Congress. But such a strategy will do little more than slow the rate of abortion, which has now snuffed out nearly 19 million lives since 1973.

What is needed is an effort similar to that employed for the President's economic agenda. This effort should not focus initially on a problematic legislative solution, but instead it should concentrate on forging a strong majority consensus that allowing abortion on demand was a mistake and must be reversed. Unless large numbers of Americans are clamoring for change, neither Congress nor the courts will do much.

The President will never get from Congress what he is unwilling to provide on his own. On economic and defense matters he has gone directly to the people via television and public speeches to convince them of the correctness of his position.

Now that the economy is back in shape and America's military capability and resolve have been restored, it is only an activist President who can stop the killing.



Book Notes

Money, Power, Greed

by John M. Montgomery, Regal Books (1987), 179 pp.

This powerful little paperback tackles the question of whether the church has been sold out by what the author calls the "Glitter Gospel." Written by management counselor and president of Summit Ministries, John M. Montgomery, this volume raises the issues of personal integrity and financial accountability. It is a "must-read" for all religious broadcasters.

Montgomery argues that some ministries get into trouble by overextending their vision beyond their budget. They become experts at raising money, but then overspend, thinking that they will always be able to raise more, only to end up in the hole financially. He cautions against both excessive borrowing and excessive spending.

The appendices include a cleverly written "Donor's Bill of Rights." Montgomery has written a fine book which warns us all that while we are "soaring on the wings of religious fervor," we must also make sure that we "fly right."

(continued from page 10)

Evangelical Council for Financial Accountability (ECFA). Reimer is the organization's first director of member review and compliance.

ECFA president Arthur Borden expresses delight over Reimer's acceptance of the position, in view of his credentials. Reimer is recently retired from the presidency of CRISTA Ministries, a human service association providing health care, education, broadcasting, third world relief and career development. Reimer is also a former member of ECFA's board of directors, serving the last of his four years as vice chairman of the board. He resigned his position to join the ECFA staff. Says Borden, "ECFA is very fortunate to have someone with Clarence Reimer's experience and reputation to head up this department. Assuring compliance with the standards is the heart and soul of ECFA."

Reimer's position on staff is especially important at this time, because of the rapid growth and development ECFA is experiencing. In 1987 membership increased more than 30 percent to include over 430 Christian organizations and churches. Beginning this year, ECFA will be responsible for the administration of EFICOM, NRB's Ethics and Financial Integrity Commission.

19th Annual Dove Awards Presented at GMA

NASHVILLE, Tenn. (GMA)—The Dove Awards were presented April 14, at the closing night of the Gospel Music Association's annual convention. Winners, by category, are:

Song of the Year

In the Name of the Lord (Phil McHugh, Gloria Gaither, Sandi Patti)

Songwriter of the Year

Larnelle Harris

Male Vocalist of the Year

Larnelle Harris

Female Vocalist of the Year

Sandi Patti

Group of the Year

First Call

Rock

Crack the Sky (Mylon LeFevre and Broken Heart)

Contemporary

Watercolour Ponies (Wayne Watson)

Inspirational

The Father Hath Provided (Larnelle Harris)

Southern Gospel

Symphony of Praise (The Cathedrals)

Country

An Evening Together (Steve and Annie Chapman)

Contemporary Black Gospel

Decisions (The Winans)

Traditional Black Gospel

One Lord, One Faith, One Baptism (Aretha Franklin)

Instrumental

The Wind & the Wheat (Phil Keaggy)

Worship and Praise

The Final Word (Michael Card)

Musical

A Son! A Savior! (Various)

Children's Music

Bullfrogs & Butterflies Part III (The Agapeland Singers & Candle)

Recorded Music Packaging of the Year

Peaceful Meditation (John Summers, Erik Neuhaus, Bread 'N Honey)

Short Form Video of the Year

Stay for a While (Amy Grant)

Long Form Video of the Year

The Big Picture Tour Video (Michael W. Smith)

Horizon Award

BeBe & CeCe Winans

Artist of the Year

Sandi Patti

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ON THE AIR

New York Personality Joins Christian Radio

by Bob Augsburg

Frank Reed is a familiar name to those who keep close tabs on major market radio happenings. Frank was WNBC's midday personality following radio's infamous morning man, Don Imus, from 1977 to 1985. Now Frank has returned to New York hosting morning drive at Christian station WWDJ. His broadcasting experience and sincere drive to impact the nation's number one market is an exciting step forward for Christian radio. I recently had the pleasure of talking shop with Frank.

Augsburg: How did you get started in radio?

Reed: I got involved in radio after high school working at a little country station in Kissimmee, Florida. After learning the ropes, I moved to Orlando, then to other Florida markets like Cocoa, Daytona, Jacksonville and finally to Miami's WMJX. During the mid-70s when FM really began to catch on, it was an exciting era for contemporary radio.

Augsburg: How did you end up at WNBC?

Reed: I was actually out of radio for a short time while living in Sarasota, Florida. I needed a break so I ended up working a construction job. I had several radio offers but wanted to wait around for the right one. During that time WNBC was undergoing new management changes and a new staff was being formed. I came into New York working nights and before long, I was moved to the day shift. I worked mid-days for seven years.

Augsburg: Frank, when did you become a Christian?

Reed: I was raised in a Baptist home and had a pretty fair knowledge of the Gospel message but never really thought of Jesus as being relevant to my everyday life. In 1980 while working at WNBC, I was going through some personal struggles and was confronted afresh with the Gospel once again. I then realized that I needed to make a decision if I was going to believe it or not. If so, I must make a full commitment to Christ

which I did nearly eight years ago. After that, things really began to happen in my life.

Augsburg: What specific changes do you mean?

Reed: My whole perception of life took on new meaning. Before, I had thought of Christianity as something very legalistic and hypocritical. I had God in a box. To me, serving the Lord meant going to Wednesday night prayer meeting and singing *The Old Rugged Cross*. That's all I related the Christian faith to when I was growing up. Suddenly, Christ showed me that He came to bring abundant life into every area of my life, even in my career.

Augsburg: After you became a Christian, what changes did you see in your attitude at WNBC? Were there times when you felt compelled to share your faith in some way on the air?

Reed: It's funny ... I never said anything on my show. I didn't feel that was what NBC was paying me for. They were paying me to be a good radio personality. However, once the word spread among the staff that I was a Christian, there were many opportunities to share in other areas. For instance, in the morning before my shift started at 10:00, I would usually chat on the air with Don Imus. He would frequently bring up the subject of the Christian faith. Even as a new believer, God gave me the grace to know what to say and how to handle situations.

Augsburg: You spent the last few years in Florida. Now you've returned to New York, to be on a Christian station, your first encounter with Christian radio. What are your short and long term goals at WWDJ?

Reed: It really is exciting to be back in New York. The growth potential ... the number of people who can be impacted in this market is fantastic. Since WWDJ is a music/talk station, my immediate goal is to keep our present listeners longer. The people who tune in just for some of our great teaching programs need to be recycled into the music hours and vice versa. So we will

begin to promote our teachers more during AM & PM drive music and promote our music and information between the programs. My long range goals can be defined simply in one word ... growth. As successful as WWDJ is now, there are so many more people who need what we have to offer. We need to know what people's perception of Christian radio is and learn effective ways to overcome some of the stereotypes in their minds.

Augsburg: As program director, what would you like to see ideally with the music/talk mix?

Reed: Realistically, for now, one more hour in the morning and maybe an additional hour in the afternoon drive. I need to make the most out of our present music hours before I can ask for more.

Augsburg: What are the ingredients of a great radio station?

Reed: I think it all comes down to the people and the positions you have designed for them. If a station's staff is concerned about making an impact in people's lives and is striving for excellence, realizing they are doing their work unto Christ and not for man, you are going to have a good station. Facilities are secondary. Obviously all of us would like more power and a greater signal but we have to work with the cards we've been dealt. I just finished reading Chuck Swindoll's book *Living Above the Level of Mediocrity—A Commitment to Excellence*. I recommend this book to everyone in any line of work, especially Christian radio.

Augsburg: In your opinion, what has held Christian radio back from showing well in Birch and Arbitron?

Reed: I think a lot of it comes down to a lack of awareness in a given market, awareness to what Christian radio really sounds like, especially the Christian music available today. I also think that Christian radio needs to target more to the churches ... to the people in the church that are listening to secular Adult Contemporary radio. I believe we could "convert" many of them to our stations if they knew what we had to

offer. In addition to these factors, I must be honest and say as an outsider looking in, (which I have been until recently), Christian radio has not been competitive or professional enough to really compete with the secular stations. It takes more than just playing the right music. People still want to hear news, sports, the time and weather. We must meet the listener's needs.

Augsburg: How does a newcomer in radio become a seasoned professional?

Reed: You need to have a love for what you are doing. I am thankful to the Lord that I am in a line of work where I don't watch the clock. I enjoy it so much that it is not a chore to come in every day. Radio has to be looked at as an art and if someone loves what he is doing, he is going to naturally excel at it. It is also important to surround yourself with people who stimulate your thinking ... others who challenge you to bigger and better things. A good station manager should always be attempting to provide that kind of an atmosphere.

Augsburg: If you had just one minute to address Christian radio owners and managers, what would you say?

Reed: We have a great product. We've got a life changing message. Let's make it the absolute best it can be.

Bob Augsburg is president of Programming Plus and WAY-FM/Fort Myers, Florida. His company provides music programming services via reel-to-reel or playlists.

Chart Check

WMCU/Miami, Florida

FORMAT: Insp/MOR

1. Montana Sky - White Heart
2. Higher Ground - Steve Green
3. God Still Moves - Steve & Annie Chapman
4. Hurt by Hurt - Bill Gaither Trio
5. Watercolour Ponies - Wayne Watson
6. Bonded Together - Twila Paris
7. I'll Be Ridin' With Him - Phil Driscoll
8. His Love Was Reaching - David Meece
9. The Reason We Sing - First Call
10. Here Am I, Send Me - Keith Green

KLPJ/Springfield, Missouri

FORMAT: A/C

1. Driving Nails - Bruce Carroll
2. What Goes Around - Newsong
3. Radically Saved - Carman
4. He Says - Bash 'N The Code
5. The Reason We Sing - First Call
6. How Much Love - Allies
7. Runaway - Stephen C. Chapman
8. Say A Prayer For Me - Kenny Marks
9. Walk Between The Line - Russ Taff
10. Sing Over Me - 2nd Chapter of Acts

KLYN/Lynden, Washington

FORMAT: A/C

1. Runaway - Stephen C. Chapman
2. Bonded Together - Twila Paris
3. For Always - CeCe Winans
4. Walk Between The Lines - Russ Taff
5. The Reason We Sing - First Call
6. Friends - Michael W. Smith

7. I See Love - Renee Garcia
8. A Little Broken Bread - Debby Boone
9. What Goes Around Comes Around - Newsong
10. Make His Praise Glorious - Sandi Patti

KCCS/Salem, Oregon

FORMAT: Insp/MOR

1. The Reason We Sing - First Call
2. Bonded Together - Twila Paris
3. Anywhere With Jesus - Prism
4. For Always - CeCe Winans
5. Run To You - Terri Gibbs
6. Every Single Day - Nancy Honeytree
7. Tuesdays and Thursdays - Gordon Jensen
8. I'll Be Ridin' With Him - Phil Driscoll

9. To The Mystery - Michael Card
10. Watercolour Ponies - Wayne Watson

WWEV/Cumming, Georgia

FORMAT: Insp/MOR

1. For Always - CeCe Winans
2. Thanks Be To God - Randy Rothwell
3. Come To The Lord - Steve Camp
4. Bonded Together - Twila Paris
5. I Am Available - Petra
6. Every Single Day - Nancy Honeytree
7. Hurt By Hurt - Gaither Trio
8. If You Were The Only One - Steve Archer
9. Greater Still - Lamelle Harris
10. The Reason We Sing - First Call

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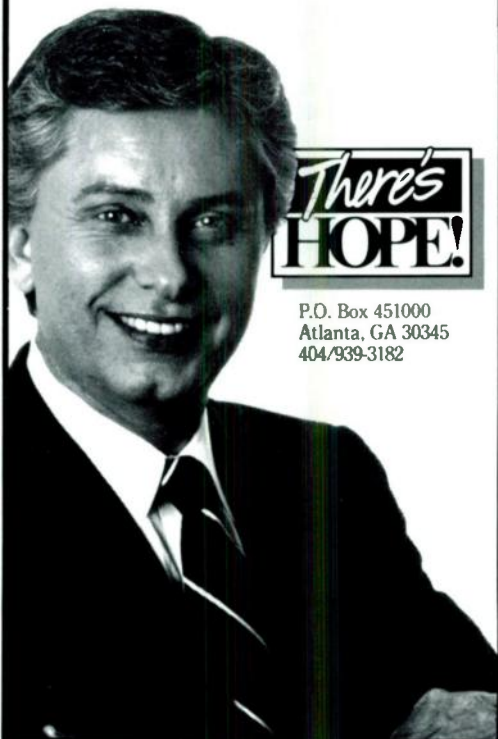
LOCAL STATIONS

FLORIDA - WCTV TV-6, Tallahassee, Sundays @ 8:00 A.M. EST

GEORGIA - WVEU TV-69, Atlanta, Sundays @ 8:00 P.M. EST; WRDW TV-12, Augusta, Sundays @ 7:30 A.M. EST; WLTZ TV-38, Columbus, Sundays @ 8:00 A.M. EST; WMAZ TV-13, Macon, Sundays @ 8:30 A.M. EST; WAWA TV-14, Rome, Sundays @ 8:30 A.M. EST; WSAV TV-3, Savannah, Sundays @ 9:00 A.M. EST

ILLINOIS - WTCT TV-27, Marion, Sundays @ 10:30 A.M. CST

MICHIGAN - WAQP TV-49, Saginaw, Sundays @ 10:30 A.M. EST



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CALENDAR

**National Cable
Television Association**
May 1-6, Los Angeles, CA

**European Religious
Broadcasters**
May 16-18, London, England

**NRB Summer In-
stitute of Media
Studies**
June 4-11, Los Angeles, CA

**Chinese-American
Christian Friendship
Alliance**
June 26-July 2, Taipei, Taiwan

Leadership '88
June 28-July 1, Washington,
DC

**Christian Booksellers
Association**
July 17-20, Dallas, TX

**NRB Southwestern
Chapter**
July 20-23, Dallas, TX

**International
Hispanic Congress**
July 25-29, Los Angeles, CA

Youth Congress '88
July 25-29, Washington, DC

**NRB Caribbean
Chapter**
August 17-20, San Juan,
Puerto Rico

NAB Radio '88
September 14-17, Washington,
DC

**NRB Western Chap-
ter**
September 18-21, Los
Angeles, CA

**NRB Southeastern
Chapter**
September 21-23, Atlanta, GA

**NRB Southcentral
Chapter**
September 29-30 Memphis, TN

**NRB Midwest Chap-
ter**
October 12-14, St. Charles, IL

NRB Eastern Chapter
October 20-22, Sandy Cove,
MD

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- WPAR • FM Hickory, North Carolina
- WNOW • AM Charlotte, North Carolina
- WCXN • AM Hickory, North Carolina
- WKGM • AM Tidewater, Virginia
- WOKT • AM Ashland, Kentucky
- WFTK • AM Coming Soon To Raleigh-Durham, North Carolina
- WKTR • AM Coming Soon To Charlottesville, Virginia
- WAMN • AM Coming Soon To Bluefield, Virginia
- WCQR • FM Coming Soon To Charlottesville, Virginia
- WCFL • FM Coming Soon To Northern Virginia
- WKDI • AM Coming Soon To The Eastern Shore Of Maryland & Delaware

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EMPLOYMENT

Family Life Radio has openings for ANNOUNCERS both in Michigan and in the Southwest. FLR seeks professional broadcasters who are interested in the ministry of Christian radio. Requirements include at least 2 years

of broadcast experience in Christian radio. Competitive salary and excellent benefits provided. Please send complete resume plus a cassette of recent air work to: Dave Kersey, Director of Broadcasting, Family Life Radio, PO Box 35300, Tucson, AZ 85740.

POSITION: Prime-time co-host to complement male host. Requirements: Two or more years on-air experience. Employer is aggressive "clean country" Christian AM station. Contact: Greg Steward, WOGO, 5558 Hallie Rd., Chippewa Falls, WI 54729. 715-723-4626.

SITUATIONS WANTED

32-year old broadcasting degree graduate with 10+ years in radio

and station management experience desires management level position in Christian radio. Non-commercial preferred but will consider commercial. Replies to Ronald Bronte, 37150 SE Yoder Drive, Estacada, OR 97023. Phone 503-630-6662.

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- ___ 022 Jose Reyes, Fidel Zamorano (\$16.00)
- ___ 030 **MORNING WORSHIP SERVICE**
- ___ 041 **BLACK BROADCASTERS CONCERT**
- ___ 042 B. Sam Hart, Brian Erickson, Jim Murray, Back to the Bible Quartet, Jack Hayford, Richard Mason
- ___ 042 **BLACK BROADCASTERS CONCERT**
- ___ 042 -Bishop Samuel Green, Samuel Kelsey State Choir, Faithful Living TV Choir, Bethel Choir, Debbie McClendon, Maria Gardner, Walter Artise, Natalie Green, Annie Hightower, Samuel Green III (\$16.00)
- ___ 051 **HISPANIC BROADCASTERS CONCERT-**
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- ___ 062 Brandt Gustavson, Charles Stanley, Christine Wyrzten, George Bush, Debbie McClendon, Robert A. Cook, David Breese (\$16.00)
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- ___ 072 -Thomas F. Zimmerman, Clinton Utterbach, Johnny Hall, John Gimenez, Phil Driscoll, Bill Bright, Nancy Reagan, Ronald Reagan, Lloyd Ogilvie (\$16.00)
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- ___ 082 Richard Bott, Sr., Dr. Kent Hughs, Glad, Clay Evans, Felicia Coleman Evans, Jose Reyes, E.V. Hill (\$16.00)
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- ___ 092 -Robert Ball, Tim Robertson, Fred Dienert, George Wilson, George Beverly Shea, Billy Graham, Jack Kemp, James Ford (\$16.00)
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- ___ 111 **TV PLENARY SESSION-**
- ___ 112 Jerry Rose, Bruce Dunn, The Honorable Dennis Patrick, Wintley Phipps, D. James Kennedy, Clay Evans
- ___ 112 Theodore Bachr, Jerry Rose, Barry Reardon, Jess Moody, Vincenzo LaBella, David Putnam, Jackey Beavers (\$16.00)
- ___ 121 **INTERNATIONAL BANQUET**
- ___ 122 - David Clark, K.P. Yohannan, Steve Green, Rose Wun, Ted Yamamori, Paul Y. Cho, Dr. Cha Liang-Chien (\$16.00)
- ___ 131 **HISPANIC BANQUET-**
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- ___ 151 **ANNIVERSARY BANQUET-**
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- ___ VO91 Congressional Breakfast - Speaker, Billy Graham
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LATE NEWS

JERRY ROSE
SPEAKER AT
WASHINGTON RALLY

Several hundred thousand participants were expected at the Washington for Jesus rally, held April 29 on The Mall in front of the Capitol in Washington, D.C. NRB president Jerry Rose was scheduled to speak at the event. John Gimenez, pastor of Rock Church in Virginia Beach, served as chairman. Co-chairmen included Pat Boone, host of *The Pat Boone Show*, Dr. Bill Bright, president of Campus Crusade for Christ International, and G. Raymond Carlson, general superintendent of the Assemblies of God.

NEW EFICOM
FORMS READY
IN JUNE

The finalized EFICOM (Ethics and Financial Integrity Commission) forms are scheduled to be mailed in June to all NRB members who are 501(c)(3) organizations. Art Borden, president of the Evangelical Council for Financial Accountability, has been named administrator of EFICOM. Application forms for the NRB commission were revised under the supervision of EFICOM chairman Dr. Thos. Zimmerman.

NRB 89
REGISTRATION
TO BEGIN

Early registration for next year's national NRB convention will begin June 15. According to Ben Armstrong, executive director of NRB, the "early bird" registration forms will be mailed beginning next month.

NAZARENES
INITIATE NEW
PROGRAMS

The Church of the Nazarene is planning to air two new Portuguese and one Chinese language radio programs. A new five-minute daily broadcast in Mandarin Chinese is also scheduled for June 1. The denomination's *World Mission Radio* program broadcasts in 38 languages and dialects on a \$500,000 annual budget.

VICTOR TRINDER,
54, DEAD OF
HEART ATTACK

Victor Trinder, speaker on the *Light and Life* program, died recently of a heart attack in a hospital in Cheshire, England. Trinder was the voice on the Free Methodist Church broadcast for many years over Trans World Radio, Monte Carlo, Monaco. He was buried in Bangor in Northern Ireland.

JACK VAN IMPE
MARKS 40TH
YEAR IN MINISTRY

Jack Van Impe celebrates his 40th anniversary in the ministry this month. He has received three Angel Awards from Religion in Media and has held more than 250 city-wide crusades. His broadcasts include worldwide radio, prime time television specials, and presently a live weekly TV program entitled, *Jack Van Impe Presents - A News Analysis*.

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